



## Organizational Overview and Case for Support Outline

### Our Challenge/Opportunity

- What is the problem you seek to solve and/or the opportunity you seek to seize?
- What is the context/environment for your project/organization? What's the inflection point or cultural change that makes *this* the right time for your project?

### Our Approach

- What specifically do you do/are you proposing to do?
- Why do you think it will work?
- Who's involved? What are their credentials?

### Our Impact

- Proof of concept – what have you done in a similar vein that has worked?
- What do you measure to know your project/org is succeeding?
- What is the potential to scale?

### Our Needs

- What do you need/what does it cost?
- What do those resources allow you to do to address the challenge/meet the opportunity/scale the impact described above?
- Who else is supporting this?
- What's the benefit for the donor?