

Step 4

Developing Your Proposal

4.5.5 Sustainability

Many funders look for evidence that the benefits gained by the program will not be lost after the grant period expires. To that end, it is a good idea to demonstrate that your project fits into one of the following three categories:

- ❑ The project meets a finite need that will be met within the clear start and end dates of the grant.
- ❑ The project builds capacity, such that your organization, or others, will be able to continue the work without outside funding.
- ❑ The project will increase the likelihood that other funders will provide support.

How-to Tips

- **Be specific about the current and projected sources of funding** for your organization in general, and for the specific project being described.
- **Make evidence and calculations used to demonstrate the sustainability of the project available**, in case a prospective funder asks for them. It is generally not necessary to include them in the proposal.

Additional resources

Overview of Sustainability Workbook, The Health Communication Unit

In this workbook, a 6 step process is presented for achieving sustainability by: keeping awareness of the issue high on the agenda of all stakeholders; sustaining behaviour changes; integrating activities into one or more existing organizations who agree to take responsibility over the long-term; and sustaining the partnership. This is available online at www.thcu.ca.