



EVERYDAY HERO

The group or individual to be inspired to do things differently

A funder interested in making a difference.



ORDINARY WORLD

The everyday world which is increasingly frustrating for our hero to live in

Ticking boxes, reading repetitive applications which include the same stories.



CALL TO ADVENTURE

The trigger for change which could be the pull of inspiration or the push of necessity

A genuine new funding opportunity



BETTER WORLD

The positive change to the hero and the difference the hero has made

Having an impact and helping to bring about change.



CROSSING THE THRESHOLD

The first step and point of no return

Reading a great application



ALLIES AND GIFTS

The people and help that is needed for change to happen

Think Tanks, Politicians, Charity Networks, Academics, Other Funding Sources.



MENTORS AND GIFTS

Giver of wisdom and support

Your organisation
Your theory of change



COMPELLING VILLIAN

An attention-grabbing manifestation of the selfish behaviour that stands in the way of change

Bureaucracy/boredom within the funding system



THREE CHALLENGES

Three difficult but confidence-building hurdles to be overcome

- **Feasibility:** reassure them you're well governed to pass due diligence
- **Viability:** Show them you can provide a good ROI
- **Desirability:** Give them something to get excited about (both professionally and personally).