

What are the aims and objectives of your organisation?



Key Terms:

- **Aims:** Your aims are the changes you are trying to achieve in the group or groups you work with. e.g. “To improve the health and well-being of women in Anytown.” Your Aims are often also described as your “Vision”.
- **Objectives:** Your objectives are the activities you carry out to achieve your aims, the way you intend to achieve these changes. e.g. “Provide a health advice line for women in Anytown; circulate information on health issues; campaign for women-only sessions at the local gym and swimming pool”.



What Groups tell us:

- “We hadn’t realised that our funder wouldn’t allow us to campaign. This has made it difficult to achieve our other objectives.”
- “We know what we want to achieve, but we’re not really sure how to do it.”
- “I’m not sure everyone in our group has the same vision of why we’re here.”



What Funders tell us:

- “You can kick the ball about all day but unless you aim at a goal you’ll never score.”
- “We need to be sure the group are working within their constitutional aims, otherwise they will be breaking the law.”

What are the aims and objectives of your organisation?

→ Are you ready for Funding?

- The very reason for raising funds is to allow your group to achieve its aims. Funding provides you with the resources you need to carry out the activities (objectives) that allow you to achieve your aims.
- Before you start fundraising, it is important that your whole group is clear on what your aims are, and that you are clear that your objectives will help to meet them.
- Through clarifying and prioritising your objectives, you will find it easier to identify your funding needs, and decide what to fundraise for and when. Some things might affect your group's ability to achieve any of its objectives, e.g. loss of a worker, building in disrepair, so these might be your priority fundraising needs.
- Being clear about your aims is also very important when deciding which funding to apply for. Not all funding sources will support your aims. Some might:
 - Undermine your original aims;
 - Gain you adverse publicity;
 - Compromise your independence to campaign or develop new services;
 - Take time or funding away from other important activities.