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What's the Problem Part 1 -
Making the Case for Why Your Work is Needed

Today's Objectives

By the end of the session, you will…

- learn what a Problem Statement or Statement of Need should include.
- know when to provide "the why" and historical/ "big picture" context.
- understand the importance of data to describe a problem's impact.

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Today's Agenda

Brainstorming Sessions: Statement of Need Components and more

Group Exercises: Identifying Flaws in Statements of Need

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What Should Be Included in a Convincing Statement of Need?

- Data on the problem in your area
- Who's affected
- Time hook - why is this urgent right now, why is this the moment
- Statistics on the specific problem, or that provide context
- Specific demographics of who is affected
- Consequences of not acting
- A story, when possible
- How people are affected
-

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Key Components

- Who is affected?
- How they are affected?
- Why what is happening matters
- How it fits into the big picture
- Data to substantiate

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What Population Demographics Are Relevant to a Statement of Need?

Type Here:
- **Age**
- **Location / geographic area**
- **Median income level / wealth statistics**
- **Health statistics / health history**
- **Social determinants**
- **Race and ethnicity**
- **Immigrant families / disenfranchised communities**
- **Primary language of the community(ies)**
- **Gender**
- **Documentation that you're serving underserved populations**
- **Countries of origin**
- **Veteran / military status**
- **People with disabilities**

Population Demographics

- Race or Ethnicity (not the same thing!)
- Gender
- Age
- National origin
- Language(s)
- LGBTQIA status
- Disability
- Veteran/ military status
- Economic status (wealth/income)

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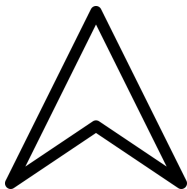# What Else Might Funders Want to Know About the Problem or Your Organization?

Type Here:
-

Group Exercise: What is Missing?

Read "Statement of Need #1" on the ***Identifying Critical Flaws in Statements of Need*** sheet. In your small group, discuss what you feel is lacking from the Statement of Need #1.
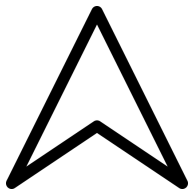
View Exercise Sheet

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Group Exercise 2: What is Missing?

Read "Statement of Need #2" on the **_Identifying Critical Flaws in Statements of Need_** sheet. In your small group, discuss what you feel is lacking from the Statement of Need #2.

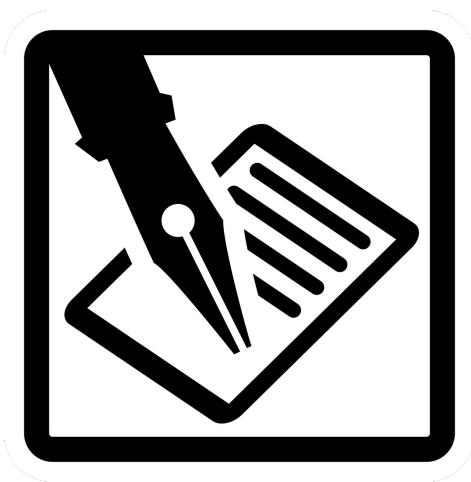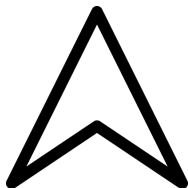**View Exercise Sheet**

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What to Expect Next!

Session Assignment: Continue working on any previous assignments you would like to receive feedback on.

Thank you for joining us today! Before moving on to the next session, let us know what you enjoyed about today and what we can improve for the future.

Exit Ticket

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Session Handouts:

- **Identifying Critical Flaws in Statements of Need**

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