# Consulting Your Community for Stratford Town Trust's Core Funding

You're already making a difference in Stratford, and now you're seeking core funding from Stratford Town Trust to sustain and grow your impact. But how do you demonstrate that your work truly resonates with the community, even for an established project? This guide will help you showcase your ongoing engagement and secure the support you deserve.

## Core Funding = Demonstrated Impact

Core funding isn't just about financial support—it's about proving how your work continues to make a real difference in people's lives. To strengthen your application, focus on showing how you engage with the community and adapt to its evolving needs. Here’s how:

## Step 1: Show, Don’t Just Tell

* **Impact Reports** – Use data and real-life stories to highlight the positive changes your project brings. Numbers help, but personal experiences bring them to life.
* **Feedback Channels** – Demonstrate how you actively gather input through surveys, suggestion boxes, or informal chats—and how you use this feedback to improve your work.
* **Testimonials & Support Letters** – Let the community speak for itself with quotes from beneficiaries and letters of support from partner organisations.

## Step 2: Engage, Evolve, and Adapt

* **User Groups & Advisory Panels** – Involve community members in shaping your work to ensure it stays relevant to their needs.
* **Open Events & Workshops** – Invite the public to participate in discussions, activities, or co-creation sessions related to your work.
* **Partnerships** – Collaborate with other local groups and organisations to extend your reach and deepen your impact.

## Bonus Tips for Stronger Engagement

* **Go Digital** – Use social media, online surveys, or a project website to keep the conversation going and engage those who might not attend in-person events.
* **Tailor Your Approach** – If your project serves a specific demographic, customise your consultation methods to effectively engage them.
* **Celebrate Successes** – Regularly share milestones and achievements to keep the community engaged and reinforce your organisation’s value.

By actively involving the community in your ongoing work, you're not just meeting a funding requirement—you’re building trust, demonstrating your relevance, and ensuring your project remains a vital part of Stratford’s future.