Capital Appeals & Feasibility Studies

Good Fundraising
from vision to reality

Capital Appeals & Feasibility Studies

Considering a capital project of any size can feel daunting — whether it's a multi-million-pound transformation or the refurbishment of a local sports club or community space. Good Fundraising brings experience, clarity and structure to help you unpick the process and put the right building blocks in place for a successful capital appeal.

Understanding the Whole Picture

Capital projects require careful planning, robust evidence and realistic fundraising targets. Our fundraising reviews and feasibility studies take a holistic view of your organisation, project and capacity, helping you understand what's achievable and how best to move forward.

Every feasibility study is bespoke and developed with you, ensuring it reflects your organisation's ambitions, risks and resources.

What We Support

Our capital appeal and feasibility support can include:

- Assessing organisational and fundraising readiness
- Reviewing internal capacity, governance and systems
- Identifying potential funding sources and income mix
- Developing realistic fundraising models and targets
- Exploring phased or staged fundraising approaches
- Supporting trustees and senior leaders to make informed decisions

Proven Experience

We've supported capital appeals and feasibility studies for organisations including Denby Grange CAC, Oulton Institute and Autism Plus, helping boards and staff move forward with confidence and clarity.

From Feasibility to Fundraising

Our work supports trustees and teams to decide whether, when and how to proceed with a capital appeal — reducing risk and ensuring plans are grounded in evidence rather than assumption.

Why Good Fundraising?

✅ Experienced in capital fundraising of all sizes
✅ Bespoke, onest and evidence-led advice
✅ Supportive approach for trustees and senior leaders

Let's Talk

To find out how our capital appeal and feasibility support can help your organisation plan for the future, please get in touch.

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