

NGO PROFILE - ADAPTATION GUIDE

How to build a concise, credible profile for funders

How to use this guide. Use the companion editable file for drafting. Keep the final version consistent with the organisation's records and any prescribed format.

What funders scan first

- Legal identity and geography
- Programme fit and track record
- Governance and leadership
- Financial credibility
- Current compliance status
- Clear partnership ask

Avoid weak profiles

- No unsupported beneficiary counts.
- Do not present expired approvals as current.
- Use evidence instead of generic claims.
- Tailor to the funder/opportunity.

Checks before final use

- Mark confidential information appropriately.
- Follow any prescribed page limit or profile format.
- Keep registration and financial facts consistent with source records.

LendLink note. This is a free preparation resource. Official forms, current law, donor conditions and professional certification requirements take precedence.