A GENERIC PROPOSAL FRAME

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Cover Page

▶ This section is more important than we all imagine. It should be interesting, precise, descriptive so that reviewers would know what to expect.

▶ Should be clear, simple and in understandable english- no jargons, no overstatements.

▶ Project title should be a very brief statement of what is to be implemented, studied or researched.

▶ Trick: Check out and evaluate other titles for projects that have been funded before.

❖Executive Summary

▶ Section also referred to as scientific summary or abstract in research proposals.

▶ It describes every major aspect of the proposal succinctly, including a line on required total budget.

▶ It is the only section that all grant reviewers/panelists will review before they vote on the proposal.

▶ In developing this section, ensure you are understandable to non-experts.

▶ Ideally, the section should be short, between half to one page.

Executive summary (cont).

Section should include a brief on the following:

► background of the project, specific aims or hypotheses, unique features of the project.

► Brief on the problem to be addressed, methodology to be used and strategies to be employed to address the problems identified.

► Brief on expected results, evaluation methods and description of how results will affect other research areas or projects.

► Significance of the proposed research or project to be implemented.

Rule: Be complete but brief. 1 page at the maximum (ideal)

❖Organizational Background

This section provides information on critical aspects that enable better understanding of the organization. This should include:

▶ History, vision, mission, values, objectives, activities, past accomplishments, Governance & Management.

Problem Statement

In development project proposals, explain the problem well in as far as the following aspects are concerned:

- ► What it is
- ► Who is affected
- ► How it affects the population
- ► When it happens (problem cycle)

Include statistics and citations- (and quote your sources).

In research proposals, state the problem to be investigated, the reason for the proposed research, current state of knowledge relevant to the proposal and the potential contribution of this research to addressing the problem.

- ► Make a compelling case for your project herein.

❖Project Goal

A goal is the desired end result the project intends to achieve.

▶ Eg: Improved nutritional status for pregnant mothers in Mathare slums, Nairobi.

PROJECT OBJECTIVES

- Objectives are statements of intention defining what the project or research sets out to achieve.

- These must be SMART (specific, measurable, achievable, realistic and time-bound)- hypotheses in research proposals.

- Objectives should be few, ideally, in a project, 2 or three objectives will do. This gives a strong focus.

- There should be a direct correlation between the problem and the objectives to be achieved, backed up with good supporting preliminary data.

Project Strategy/ Activities

Strategies are broad methods by which a project delivers its desired objectives: A project strategy should directly lead to the specific activities.

Eg: A project on capacity building will most likely have Trainings as one of its strategies.

Within this, an example of an activity would be " Conduct 2 training workshops for 40 high school teachers in curriculum development.

Implementation methodology

▶ Defines the approaches (methods) a project will use to undertake its planned activities. Each activity should be explained in terms of how it will be carried out successfully.

6.0 Project Implementation- Work plan

► -provides for the activity, timelines, output indicators, responsibility, assumptions.

► In research, it is indicated as Research plan/timeline: Highlights the what and when of the proposal, what happens when, who does what and when.

► Generally, show that the objectives are attainable within the stated timeframe. Good accomplishment may be a condition for releasing next grant budget.

7.0 Project Management

▶ Should provide for how the project will be managed, including banking. Describe roles and responsibilities within the project.

8.0 Monitoring and Evaluation

▶ Describe how you will monitor the project. Outline the indicators, what you will monitor, who will undertake monitoring and how you will use data generated.

9.0 Expected Outcomes

▶ Outline what the project will achieve in the short run:

eg: increase in access to family planning services for sexually active adolescents in Hageisa County.

10.0 Risks and Assumptions

▶ Explain what risks the project may face, how you will counter them and the assumptions relevant to project success.

▶ Outline the assumptions key to success of the project.

11.0 Sustainability plan

▶ Describe your plans to ensure gains of the project are sustained beyond the funding period:

Eg: training and establishing village committees to oversee provision of condoms in the community.

Note: Donors want to support projects that will have bigger impacts on the target community even when the funding is over.

12.0 Budget

▶ Detail your budget: using excel or other template provided, show each activity and the costed tasks, eg, hall hire for 5 days @ 100 daily.

▶ Show the total budget for each activity and show overall budget for the project.

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❖Attachments

Attach all the required documents, eg:

▶ Strategic plan

▶ Annual report

▶ HR manual

▶ Finance manual etc

▶ Global budget of the organization