



Wells Mountain Initiative

Community Development Grant Program

Proposal Guidelines

All applicants are required to prepare an official written proposal. This proposal should include the following sections. Use these guidelines to help prepare a strong proposal and the two templates required (planning timeline and budget) to help support your initiative. If you have any questions about the content to include in your written proposal, write to nicole@wellsmountain.com.

Proposal Sections	Elements to Include
<p>Section 1: Title Page</p>	<p>Include:</p> <ul style="list-style-type: none"> o Proposal title (Be creative!) o Full name o Country o Email address o Date of Submission: MM/DD/YYYY
<p>Section 2: Abstract</p> <p>This page should provide an overview of key proposal information. Consider providing abstract information in bullet form. Keep it short and simple. You will provide additional details for all of these elements in the next sections of the written proposal.</p>	<p>Include:</p> <ul style="list-style-type: none"> o Proposal title o Location of initiative o Description of beneficiaries o Statement of need o Goals o Total cost to implement the proposal in your local currency o Grant amount requested in USD
<p>Section 3: Needs Assessment</p> <p>The needs assessment forms the justification for the creation or continuance of an event, program, organization, or business.</p>	<p>Evidence could include forms of:</p> <ul style="list-style-type: none"> o Demographic data o Statistics from reputable sources o Testimonials from experts or professionals within the area(s) of need o Surveys and results o Observational data o Experiential statements
<p>Section 4: SMART Goals and Objectives</p> <p>Consider the needs identified and create SMART goals and objectives for your proposal.</p>	<p>Think strategically about the following:</p> <ul style="list-style-type: none"> o Goals are statements of the outcome you are trying to accomplish o Objectives are defined statements related to actions that you will take to work towards achieving your goals o Use the SMART Goals & Objectives handout to guide you with creating goals and objectives
<p>Section 5: Activities</p> <p>Explain the activities, procedures, processes, development of training materials, meetings or events that will take place.</p>	<p>What do you plan to do:</p> <ul style="list-style-type: none"> o Detail what will happen, where, when, who will assist, and how activities relate to meeting goals and objectives.



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<p>Section 6: Partnerships & Assistance</p> <p>What local, state, regional, national, or international resources are available to support your proposal. Consider knowledge contributions/mentorship, funding, resources, volunteers, in-kind donations, etc. Research and identify individuals and organizations (both for-profit and nonprofit) that would be interested in your proposal.</p>	<p>List:</p> <ul style="list-style-type: none"> o The way in which each person, group, organization, or business could be involved. o In-kind donations (supplies, other resources, time, etc.) that could be provided by specific people or organizations. o Funding sources that are available.
<p>Section 7: Planning Timeline*</p> <p>Define what steps will need to take place in order to implement the proposal. Detail the action steps on the Planning Timeline template.</p>	<p>On the template Include:</p> <ul style="list-style-type: none"> o Project stage o Short description of the task o Responsible person o Date the task will be started o Date the task should be completed o Result of the completed task <p>*On your proposal document, write, “Section 7: Planning Timeline - See template attached.”</p>
<p>Section 8: Budget(s)*</p> <p>All applicants will complete the Budget Proposal. On this excel sheet template you will list and itemize all anticipated funding sources (revenue) and all anticipated costs (expenses).</p> <p>Proposals that will be implemented over the course of more than one month are required to also complete a Monthly Expense & Revenue Breakdown Budget. If your proposal is for a program that will run for three months, you will create a budget for these three months. If your proposal is for on-going activities, please complete a 12-month budget. The template will guide implementation activities based upon the flow of available revenue.</p>	<p>Use the template for the following:</p> <p>Use your local currency to create both budgets.</p> <p>Budget Proposal: Consider all expenses that the proposal could incur. Itemize these expenses. List funds available and expected funds from other sources to support the initiative. This will require on the ground work to build support and investment for your proposal.</p> <p>Monthly Expense & Revenue Breakdown Budget: Use this template to determine what expenses you will incur and when. Additionally, list when you will receive funding support or estimate incoming monthly revenue.</p> <p>*On your proposal document, write, “Section 8: Budgets - See template attached.”</p>
<p>Section 9: Sustainability</p> <p>Consider the larger impact of your proposal and ways in which you can continue providing opportunities to learn, to engage, to train, or expand businesses.</p>	<p>Discuss:</p> <ul style="list-style-type: none"> o Is this a one-time event? o Will the proposal continue to operate once the initial grant funds have been spent? o Are there income-generating activities to support on-going expenses? o What sustainability measures have you created to support the proposed initiative?
<p>Section 10: Measurement & Evaluation</p> <p>Define ways in which you can measure specific levels of knowledge, attendance, health issues, profits, an increase in clients, etc. before implementing your</p>	<p>Create a list of M&E indicators that includes:</p> <ul style="list-style-type: none"> o What will be measured in order to assess progress towards achieving the goals? o How will each of these indicators be measured?



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proposal and after. Your goal is to collect data to showcase if your initiative created elements of change.

- o When and how will data collection take place?
- o Are resources needed to complete this process?
- o Is a pre-and post-knowledge survey relevant for your initiative?
- o Does your business currently solicit feedback and ideas from customers?