



# Wells Mountain Initiative Community Development Grant Program

## Written Proposal Guidelines 2022: Business or Income Generating Activity

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 write to Bonny Mark Alinga, WMI Community Development Grants Coordinator: [bonnymark@wellsmountaininitiative.org](mailto:bonnymark@wellsmountaininitiative.org).

Proposal Sections	Elements to Include
<p><b><u>Section 1: Title Page</u></b></p> <p>This page should provide a brief overview of high level information about your proposal.</p>	<p><b>List:</b></p> <ul style="list-style-type: none"><li>● Applicant's full name</li><li>● Proposal title</li><li>● Business name</li><li>● Phase of the business (Start-up (new), existing, expanding)</li><li>● Grant amount requested in local currency and USD</li><li>● Date of Submission (MM/DD/YYYY)</li></ul>
<p><b><u>Section 2: Abstract</u></b></p> <p>An introduction to the business and background information related to why you are applying for a Seed Grant.</p> <p>This should be a maximum of 1 page.</p>	<p><b>Outline:</b></p> <ul style="list-style-type: none"><li>● Proposal title</li><li>● Business location</li><li>● Description of business (inclusive of business type and products/services to be provided)</li><li>● Description of your business model</li><li>● Description of target customers</li><li>● Brief summary of why Seed Grant funding is needed</li><li>● Brief summary of what Seed Grant funding will be used for</li><li>● Grant amount requested in local currency and USD</li></ul>
<p><b><u>Section 3: SMART Goals and Objectives</u></b></p> <p>With the financial and advisory support of a Seed Grant what do you plan to achieve? Consider the needs identified and create 1-3 SMART goals with objectives.</p>	<p><b>Think strategically about the following:</b></p> <ul style="list-style-type: none"><li>● Use the SMART Goals &amp; Objectives handout to guide you with 1-3 creating goals with objectives</li><li>● Goals are statements of the outcome you are trying to accomplish. Aim for your SMART goal to be 1-2 sentences maximum.</li><li>● Objectives are defined statements related to actions that you will take to work towards achieving your goals.</li><li>● NOTE: As an income generating proposal at least one of your SMART goals must be related to sales revenue/profit.</li></ul>



# Wells Mountain Initiative

	<p>Handout: <a href="https://bit.ly/CDG_Seed_SMART-Goals-and-Objectives">https://bit.ly/CDG_Seed SMART-Goals-and-Objectives</a></p>
<p><b><u>Section 4: Mission Statement &amp; Vision Statement</u></b></p> <p>A mission statement provides a clear idea of why the business exists and gives purpose to why the products/services are offered.</p> <p>A vision statement is related to the mission statement, but looks forward and is a statement that demonstrates an ideal state in which a business wishes to achieve.</p>	<p><b>Think strategically and long-term about the following:</b></p> <ul style="list-style-type: none"> <li>● Create or share the existing mission statement which defines the aims and values of the business. <ul style="list-style-type: none"> <li>○ What is our purpose?</li> <li>○ Why does our business exist?</li> </ul> </li> <li>● Create or share the vision statement. <ul style="list-style-type: none"> <li>○ What issue/gap are we aiming to improve?</li> <li>○ Where are we headed?</li> <li>○ If we were to continue achieving our goals what would the business look like in 10 years?</li> </ul> </li> </ul>
<p><b><u>Section 5: Market Analysis</u></b></p> <p>The market analysis provides you with the evidence that there is a niche in the market that your business/initiative can exploit. This analysis provides the foundation on which your marketing and sales plan will rest.</p>	<p><b>Consider the 5 following sections and provide details about your income generating activity for each:</b></p> <p><b>Product/Service</b> List the product(s) and/or service(s) that will be provided by the business.</p> <p><b>Price</b> Document the pricing of your products/services. Include information related to how your pricing of products/services is different from other local competitors. If producing items, include the estimated cost of production per item and sales price per item.</p> <p><b>Customer Segmentation</b> Describe the target customers by providing general demographic data.</p> <p><b>Promotion</b> Brainstorm 2-3 potential promotional strategies that will be used to boost sales and attract new customers.</p> <p><b>Competition</b> Identify potential competitors and document their strengths and weaknesses within your target market.</p>
<p><b><u>Section 6: Risk Assessment</u></b></p> <p>The risk assessment is the identification of potential challenges that could negatively impact on the ability to conduct business. The assessment helps identify the inherent business challenges and provide measures, processes and controls to reduce or eliminate the impact of these risks to business operations.</p>	<p><b>Prioritize risks by analyzing each risk with the following questions:</b></p> <ol style="list-style-type: none"> <li>1. Likelihood: How likely is the risk to occur?</li> <li>2. Impact: Consider if this risk happens, how will this impact your business?</li> </ol>



# Wells Mountain Initiative

	<p><b>Risk Management Matrix</b></p> <table border="1"> <thead> <tr> <th>Likelihood</th> <th>Score</th> <th>Impact</th> <th>Score</th> </tr> </thead> <tbody> <tr> <td>Very likely</td> <td>3</td> <td>Stop operations</td> <td>3</td> </tr> <tr> <td>Moderate likelihood</td> <td>2</td> <td>Operate on a reduced capacity</td> <td>2</td> </tr> <tr> <td>Not very likely</td> <td>1</td> <td>Not very affected</td> <td>1</td> </tr> </tbody> </table> <p><b>Plan what to do with risks:</b> Design a risk management matrix analysis for 4 possible risks your business might face:</p> <table border="1"> <thead> <tr> <th>Risk (Identify the risk)</th> <th>Likelihood Score</th> <th>Impact Score</th> <th>Action to mitigate or reduce risk</th> <th>Who will be responsible</th> </tr> </thead> <tbody> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>	Likelihood	Score	Impact	Score	Very likely	3	Stop operations	3	Moderate likelihood	2	Operate on a reduced capacity	2	Not very likely	1	Not very affected	1	Risk (Identify the risk)	Likelihood Score	Impact Score	Action to mitigate or reduce risk	Who will be responsible										
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<p><b><u>Section 7: Team Members/Human Resources</u></b></p> <p>Consider the staffing needs related to running your income generating activity. Brainstorm those who can assist you with achieving your goals and objectives.</p>	<p><b>List volunteers and/or staff members who will help to implement your proposed activities:</b></p> <ul style="list-style-type: none"> <li>• Name of the individual</li> <li>• Their title and role related to the proposal</li> <li>• How they are qualified to assist</li> <li>• Frequency they will work (full-time, part-time, project/event volunteer)</li> <li>• If applicable, their compensation (unpaid, stipend, salaried, etc.)</li> </ul>																															
<p><b><u>Section 8: Partnerships &amp; Assistance</u></b></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.</p>	<p><b>List:</b></p> <ul style="list-style-type: none"> <li>• The way each person, group, organization, or business could be involved.</li> <li>• What their contribution would be:             <ul style="list-style-type: none"> <li>○ Cash donation</li> <li>○ In-kind donation (meeting space, supplies, their time as a presenter, etc.)</li> </ul> </li> <li>• A timeline to reach out to them and confirm their interest and commitment in participating.</li> </ul>																															
<p><b><u>Section 9: Planning Timeline</u></b></p>	<p><b>Note: Within your written proposal document write, “Section 9: Planning Timeline - See template attached.”</b>  <b>On the Planning Timeline Template include:</b></p>																															



# Wells Mountain Initiative

<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>	<ul style="list-style-type: none"><li>● Project stage</li><li>● Short description of the task</li><li>● Responsible person</li><li>● Date the task will be started</li><li>● Date the task should be completed</li><li>● Result of the completed task</li></ul> <p>Template: <a href="https://bit.ly/CDG_Seed_Planning-Timeline_Template">https://bit.ly/CDG Seed Planning-Timeline Template</a></p>
<p><b><u>Section 10: Budgets</u></b></p> <p>Budgeting is a very important part of the planning process. When drafting a proposed budget you should list all possible expenses in your local currency. To estimate costs, conduct research to ensure pricing is accurate. The template will guide implementation activities based upon the availability of revenue. Applicants will need to download the Seed Grant Budget Template.</p>	<p><b>Note: Within your written proposal document write, “Section 10: Budgets - See template attached.”</b></p> <p><b>Budget 1: Budget Proposal (in your local currency):</b></p> <ul style="list-style-type: none"><li>● Consider all revenue sources and list each on a separate line. Include line items for each in-kind donation and list their revenue value as 0.</li><li>● Consider all expenses that the proposal could incur and list each expense item on a separate line. ALL expenses must be itemized in the description. For example: Data (12 months @ 1000 Ksh per month) and Pencils (25 @ 10 Ksh each). Include line items for each in-kind donation and list their expense value as 0.</li></ul> <p><b>Budget 2: Monthly Expense &amp; Revenue Breakdown Budget (in your local currency):</b></p> <ul style="list-style-type: none"><li>● Copy the full list of expense items and paste into this budget tab.</li><li>● Copy the full list of revenue sources and paste into this budget tab.</li><li>● Then determine when you will incur expenses and how much in each month.</li><li>● Also realistically document in which month you will receive your revenue sources and how much.</li></ul> <p>Template: <a href="https://bit.ly/CDG_Seed_Budget_Template">https://bit.ly/CDG Seed Budget Template</a></p>
<p><b><u>Section 11: Sustainability</u></b></p> <p>Discuss how you plan to support the continued operations and running of the income generating activity.</p>	<p><b>Discuss:</b></p> <ul style="list-style-type: none"><li>● What are the mega or future trends that will impact your business model?</li><li>● What’s the long-term legacy of your initiative?</li><li>● How does your initiative marry short-term needs for profitability while creating long-term sustainable outcomes?</li><li>● How can articulating your initiative mobilize and inspire your customers to create a better future?</li><li>● Are there additional income-generating activities to support on-going expenses?</li></ul>



# Wells Mountain Initiative

	<ul style="list-style-type: none"><li>• What sustainability measures have you created to support the proposed initiative?</li></ul>
<p><b><u>Section 12: Measurement &amp; Evaluation</u></b></p> <p>M&amp;E is essential to understand the status and trends of a business and also share information about the implementation of the grant. The monthly recording of M&amp;E data will then influence your strategy moving forward.</p>	<p><b>Consider addressing the following questions:</b></p> <ul style="list-style-type: none"><li>• What will be measured in order to assess progress towards achieving the group/organization goals?</li><li>• How will each of the indicators be measured?</li><li>• How often will the data collection take place?</li><li>• Will you solicit feedback and ideas from customers?</li><li>• Are resources needed to complete this process and are they included as an expense within the budget?</li><li>• Is a pre-and post-knowledge survey relevant for your proposed activities?</li></ul> <p><b>Create a list of 5-10 M&amp;E Indicators specific to your proposed activities and the operations of the income generating activity.</b></p> <p><b>Example of M&amp;E Indicators for IGAs</b></p> <ul style="list-style-type: none"><li>• Total sales revenue</li><li>• Total number of transactions per month</li><li>• Net profit</li><li>• Number of full-time employees</li><li>• Number of part-time employees</li></ul>