Wells Mountain Initiative

Community Development Grant project
Written Proposal Guideline: One-time Event or Project
Not Hosted through a WMI Scholars Group, CBO or NGO

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.

Proposal Sections	Elements to Include
Section 1: Title Page This page should provide a brief overview of high level information about your proposal.	**List:** ● Applicant's full name ● Proposal title ● Project/event name ● Project/event type (One-time, # of cohorts, on-going, etc.) ● Phase of project/event (Start-up, existing and on-going, expanding) ● Grant amount requested in local currency and USD ● Date of Submission (MM/DD/YYYY)
Section 2: Abstract An introduction to the project/event and background information related to why you are applying for a Seed Grant. This should be a maximum of 1 page.	**Outline:** ● Proposal title ● Implementation location ● Project/event activities and purpose ● Description of target beneficiaries (number to benefit from this proposal, gender, age, etc.) ● Brief summary of why Seed Grant funding is needed ● Brief summary of what Seed Grant funding will be used for ● Grant amount requested in local currency and USD
Section 3: Needs Assessment The needs assessment forms the justification for the creation or continuance of a project/event. It is the process of identifying and determining how to bridge the existing gap in a community and desired state.	**Include responses to the following:** ● Define the issue you are hoping to address/needs you are planning to fill. ● Why is your project/event needed? ● Provide evidence to support the need for your project/events. **Evidence could include forms of:** ● Demographic data ● Statistics from reputable sources ● Testimonials from experts or professionals within the area(s) of need ● Surveys and results
Section 4: SMART Goals and Objectives	**Think strategically about the following:**

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.	• Use the SMART Goals & Objectives handout to guide you with 1-3 creating goals with objectives • Goals are statements of the outcome you are trying to accomplish. Aim for your SMART goal to be 1-2 sentences maximum. • Objectives are defined statements related to actions that you will take to work towards achieving your goals. **Handout: https://bit.ly/CDG_Seed_SMART-Goals-and-Objectives**
Section 5: Team Members Brainstorm those who can assist you with achieving your goals and objectives.	**List volunteers and/or staff members who will help to implement your proposed activities:** • Name of the individual • Their title and role related to the proposal • How they are qualified to assist • Frequency they will work (full-time, part-time, project/event volunteer) • If applicable, their compensation (unpaid, stipend, salaried, etc.)

Section 6: Partnerships & Assistance
 	
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.
	Ideas to list:
	• The way each person, group, organization, or business could be involved.
	• What their contribution would be:
	  ○ Cash donation
	  ○ In-kind donation (meeting space, supplies, their time as a presenter, etc.)
	• A timeline to reach out to them and confirm their interest and commitment in participating.

Section 7: Planning Timeline Define what steps will need to take place in order to implement the proposal. Detail the action steps on the Planning Timeline template.	**Note: Within your written proposal document write, "Section 8: Planning Timeline - See template attached."** **On the Planning Timeline Template include:** • Project stage • Short description of the task • Responsible person • Date the task will be started • Date the task should be completed • Result of the completed task **Template: https://bit.ly/CDG_Seed_Planning-Timeline_Template**
Section 8: Budget(s)* Budgeting is a very important part of the planning process. When drafting a proposed	**Note: Within your written proposal document write, "Section 8: Budgets - See template attached."** **Budget 1: Budget Proposal (in your local currency):**

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.

- 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.
- 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.

Budget 2: Monthly Expense & Revenue Breakdown Budget (in your local currency):
- Copy the full list of expense items and paste into this budget tab.
- Copy the full list of revenue sources and paste into this budget tab.
- Then determine when you will incur expenses and how much in each month.
- Also realistically document in which month you will receive your revenue sources and how much.

Template: https://bit.ly/CDG_Seed_Budget_Template

Section 9: Sustainability

Discuss how you plan to support the continued operations and running of events and projects of the group/organization.

Discuss:
- Will the project/event continue to operate once the initial Seed Grant funds have been spent? How?
- What sustainability measures are in place or will you create?
- Are there or will there be income-generating activities to support on-going expenses?

Section 10: Measurement & Evaluation

M&E is essential to sharing information about the implementation of activities and also the running of a group/organization. There are multiple ways in which you can collect data throughout an event/project and with the basic operations of a group/organization.

Consider addressing the following questions:
- What will be measured in order to assess progress towards achieving the group/organization goals?
- How will each of the indicators be measured?
- How often will the data collection take place?
- Are resources needed to complete this process and are they included as an expense within the budget?
- Is a pre-and post-knowledge survey relevant for your proposed activities?

Create a list of 5-10 M&E Indicators specific to your proposed activities and the operations of the group/organization.

Example of M&E Indicators for event hosting
- Number of trainings held
- Number of beneficiaries trained
- Total revenue generated from the event

	- Number of people in attendance - Number of corporate sponsorships - Number of volunteers - Number of media coverage