



# Wells Mountain Initiative

## Community Development Grant Program

### Written Proposal Guidelines 2024:

### Creation, programs and events - Hosted through a WMI Scholar's 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](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>• Group/organization name</li><li>• Type of organization (Unregistered group, CBO, NGO, etc.)</li><li>• Phase of organization (Start-up, 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 your group/organization 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>• Group/organization name</li><li>• Location of the group/organization</li><li>• Mission of the group/organization</li><li>• Description of target beneficiaries (number to benefit from this proposal, gender, age, etc.)</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: Needs Assessment</u></b></p> <p>The needs assessment forms the justification for the creation or continuance of an organization. It is the process of identifying and determining how to bridge the existing gap in a community and desired state.</p>	<p><b>Include responses to the following:</b></p> <ul style="list-style-type: none"><li>• Define the issue you are hoping to address/needs you are planning to fill.</li><li>• Why is your organization needed?</li><li>• Provide evidence to support the need for your organization.</li></ul> <p><b>Evidence could include forms of:</b></p> <ul style="list-style-type: none"><li>• Demographic data</li><li>• Statistics from reputable sources</li><li>• Testimonials from experts or professionals within the area(s) of need</li><li>• Surveys and results</li></ul>



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	<ul style="list-style-type: none"> <li>● Observational data</li> <li>● Experiential statements</li> <li>● Market assessment</li> </ul>
<p><b><u>Section 4: SMART Goals with 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</li> <li>● Objectives are defined statements related to actions that you will take to work towards achieving your goals</li> </ul> <p><b>Handout:</b>  <a href="https://bit.ly/CDG_Seed_SMART-Goal-and-Objectives">https://bit.ly/CDG_Seed_SMART-Goal-and-Objectives</a></p>
<p><b><u>Section 5: Mission Statement &amp; Vision Statement</u></b></p> <p>A mission statement provides a clear idea of why the group/organization exists and gives purpose to the programs/activities conducted.</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 group/organization wishes to achieve.</p>	<p><b>Share more about your group/organization:</b></p> <ul style="list-style-type: none"> <li>● Create or share the existing mission statement which defines the aims and values of the group/CBO/NGO. <ul style="list-style-type: none"> <li>○ What is our purpose?</li> <li>○ Why does our group/organization exist?</li> </ul> </li> <li>● Create or share the vision statement. <ul style="list-style-type: none"> <li>○ What issue are we aiming to improve?</li> <li>○ Where are we headed?</li> <li>○ If we were to continue achieving our goals what would the group/organization look like in 10 years?</li> </ul> </li> </ul>
<p><b><u>Section 6: Team Members</u></b></p> <p>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 with the proposal</li> <li>● Frequency they will work (full-time, part-time, program/event volunteer)</li> <li>● If applicable their compensation (unpaid, stipend, salaried, etc.)</li> </ul>
<p><b><u>Section 7: 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>Ideas to 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>● Your timeline to reach out to them and confirm their interest and commitment in participating.</li> </ul>
<p><b><u>Section 8: Planning Timeline</u></b></p>	<p><b>Note: Within your written proposal document write, “Section 8: Planning Timeline - See template attached.”</b></p>



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<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><b>On the Planning Timeline Template include:</b></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><b>Template:</b> <a href="https://bit.ly/2024_CDG_Seed_Planning_Timeline_Template">https://bit.ly/2024_CDG_Seed_Planning_Timeline_Template</a></p>
<p><b><u>Section 9: Budget(s)*</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 9: 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 in-kind donations as revenue sources and list their 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 in-kind donations as expenses and list their 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. Also document when you realistically anticipate receiving the revenue support.</li></ul> <p><b>Template:</b> <a href="https://bit.ly/2024_CDG_Seed_Budget_Template">https://bit.ly/2024_CDG_Seed_Budget_Template</a></p>
<p><b><u>Section 10: Sustainability</u></b></p> <p>Discuss how you plan to support the continued operations and running of events and programs of the group/organization.</p>	<p><b>Discuss:</b></p> <ul style="list-style-type: none"><li>● Will the group/organization continue to operate once the initial Seed Grant funds have been spent? How?</li><li>● What sustainability measures are in place or will you create?</li><li>● Are there or will there be income-generating activities to support on-going expenses?</li></ul>
<p><b><u>Section 11: Measurement &amp; Evaluation</u></b></p>	<p><b>Consider addressing the following questions:</b></p>



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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/program and with the basic operations of a group/organization.

- 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.**

**Examples:**

- Number of jobs created
- Number of trainings held
- Number of beneficiaries trained
- Number of beneficiaries receiving start-up kits
- Number of community education campaigns
- Number of benefiting facilities
- Number of volunteers
- Number of part-time staff members