



# Wells Mountain Initiative

## Community Development Growth Grant

### Written 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 written proposal. If you have any questions about the content to include in your written proposal, write to [bonnymark@wellsmountaininitiative.org](mailto:bonnymark@wellsmountaininitiative.org).

Proposal Sections	Elements to Include
<b><u>Section 1: Title Page &amp; Abstract</u></b>  This page should provide an overview of key proposal information. Consider providing abstract information in bullet form. Keep it short and simple.	<b>Include:</b> <ul style="list-style-type: none"><li>o Proposal title</li><li>o Applicant's full name</li><li>o Applicant's country</li><li>o Location of initiative</li><li>o Short paragraph stating what will be implemented and achieved with the growth grant award.</li><li>o Total cost to implement the proposal in local currency and USD</li><li>o Grant amount requested in local currency and USD</li><li>o Date of Submission: MM/DD/YYYY</li></ul>
<b><u>Section 2: Historical Overview</u></b>  Use this as an opportunity to introduce your existing business, organization, or on-going community project. Keep responses short and answer all questions asked.	<b>Document the following:</b> <ul style="list-style-type: none"><li>o Short summary including:<ul style="list-style-type: none"><li>o Who do you serve?</li><li>o What services or programs do you provide?</li><li>o Where are these services or programs implemented?</li><li>o Where are you located?</li><li>o Why is your business or program needed?</li><li>o How was the WMI Seed Grant successfully used?</li></ul></li></ul>



# Wells Mountain Initiative

	<ul style="list-style-type: none"><li>o Create a bullet list of successes achieved through the WMI Seed Grant award:<ul style="list-style-type: none"><li>o Number of beneficiaries served</li><li>o Financial statistics<ul style="list-style-type: none"><li>▪ Annual Revenue Growth</li><li>▪ Growth in Gross &amp; Net profit (for businesses)</li><li>▪ Improvement in financial systems</li></ul></li><li>o Successful partnerships</li><li>o Service and program expansion</li></ul></li><li>o List <u>current</u> staff/volunteers, their titles, if they work part-time or full-time, and indicate if they are paid or unpaid.</li><li>o Provide links to any online presences (website, Facebook page, LinkedIn page, etc.).</li></ul>
<p><b><u>Section 3: Needs Statement &amp; Assessment for Growth/Expansion</u></b></p> <p>The needs statement clearly describes the problem/issue and includes the areas that you will address. This should include data related to beneficiaries/customers.</p>	<p><b>Include response to the following:</b></p> <ul style="list-style-type: none"><li>o Define the issue you are hoping to address/market needs you are planning to fill.</li><li>o Why is your organization or business needed?</li><li>o 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>o Demographic data</li><li>o Statistics from reputable sources</li><li>o Testimonials from experts or professionals within the area(s) of need</li><li>o Surveys and results</li><li>o Observational data</li><li>o Experiential statements</li><li>o Financial data and projections</li></ul>



## Section 4: SMART Goals and Objectives

Consider the needs identified and create SMART goals and objectives related to the growth/expansion of your existing initiative.

### **Think strategically about the following:**

- 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

### **Handout:**

[https://bit.ly/2025\\_CDG\\_Growth\\_SMART-Goal-and-Objectives](https://bit.ly/2025_CDG_Growth_SMART-Goal-and-Objectives)

## Section 5: SWOT Analysis

Evaluate your proposal with the SWOT analysis strategic planning technique. Identify strengths, weaknesses, opportunities, and threats related to business competition/project planning and implementation.

### **Review the SWOT analysis handout and utilize this strategy to write about each of the following related to your expansion/growth plan:**

- o Strengths (Internal)
- o Weaknesses (Internal)
- o Opportunities (External)
- o Threats (External)

The SWOT analysis should be conducted on your existing business, organisation, or on-going community project.

**Handout:** [https://bit.ly/2025\\_CDG\\_Growth\\_SWOT-Analysis](https://bit.ly/2025_CDG_Growth_SWOT-Analysis)

## Section 6: Risk Assessment

Identify potential risks that could negatively impact the ability to conduct business or successfully implement programs. A risk assessment helps to identify inherent challenges and provide measures, processes and controls to reduce or eliminate the impact of these risks to operations.

### **Create a Risk Management Matrix and document 3-5 risks relevant to the implementation of your growth proposal:**

Brainstorm risks and analyzing each risk with the following questions: 1. Likelihood: How likely is the risk to occur? 2. Impact: Consider if this risk happens, how will this impact your business?

**Risk Management Matrix**



# Wells Mountain Initiative

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

**Plan what to do with risks:** Design a risk management matrix analysis for 3-5 possible risks.

Risk (Identify the risk)	Likelihood Score	Impact Score	Action to mitigate or reduce risk	Who will be responsible

## Section 7: Growth/Expansion Plan & Activities

Explain the purchases, procedures, processes, development of training materials, expansion of staff, activities, or events that will take place. Connect the growth/expansion plan and activities to your goals and objectives in section 4.

## **What do you plan to do:**

- o Provide a narrative of your growth/expansion plan
- o List each activity/purchase/element to be implemented and detail what will happen (where, when, who will assist, and how activities relate to meeting goals and objectives) to aid in the growth/expansion of your existing initiative.

## Section 8: Human Resources

As your initiative expands, forecast how staffing needs will change. Consider what roles and time

## **Detail:**

**Current:**



# Wells Mountain Initiative

<p>commitments will be necessary to ensure successful expansion and who will be able to fill these needs. Budgetary line items should reflect what you include within this section. Each position that is paid or receives a stipend, must be included on the budget as an individual expense line item.</p>	<ul style="list-style-type: none"><li>o List <u>current</u> staff/volunteers in 2023, their titles, the frequency they work (event-based, part-time or full-time), their compensation (stipends, salaried, unpaid)</li></ul> <p><b>Proposed:</b></p> <ul style="list-style-type: none"><li>o List <u>projected</u> staff/volunteers in 2023, their titles, the frequency they will work (event-based, part-time or full-time), their compensation (stipends, salaried, unpaid)</li></ul>
<p><b><u>Section 9: Finances &amp; Financial Management</u></b></p> <p>Providing accurate and clear data related to your initiative's finances is a very important aspect of the application process. All past and current financial data should be documented and financial projections should be realistic. Review the Required Supporting Documents Section for more information.</p>	<p><b>Provide details about:</b></p> <p><b>Current:</b></p> <ul style="list-style-type: none"><li>o Describe your current financial management systems and person responsible.</li><li>o Provide financial statements for the last two years, that must include:</li><li>o Total Revenue</li><li>o Total Expenses</li><li>o Year-end</li><li>o List from 2023 - present: What were the revenue sources</li><li>o As of August 1, 2024: What is the current available balance for on-going activities in the local currency</li></ul> <p><b>Proposed:</b></p> <ul style="list-style-type: none"><li>o What financial management improvements will be made?</li><li>o Describe how finances will be managed and by whom</li><li>o How will funds be generated</li><li>o In 2025: What are the projected revenue sources</li></ul>



# Wells Mountain Initiative

	<ul style="list-style-type: none"><li>o As of December 31, 2023: What is the projected available balance for on-going activities in the local currency</li></ul>
<b><u>Section 10: Partnerships &amp; Assistance</u></b>	<p><b>List:</b></p> <p><b>Create a current list of partnerships your initiative has developed:</b></p> <ul style="list-style-type: none"><li>o Name of the person, group, organization, or business</li><li>o Partnership/assistance provided (amounts/frequency)</li><li>o Is there potential for continued or expanded partnership?</li></ul> <p><b>Create a proposed list of continued/new partnerships your initiative can develop:</b></p> <ul style="list-style-type: none"><li>o Name of the person, group, organization, or business</li><li>o Partnership/assistance provided (amounts/frequency)</li><li>o The likelihood of securing their partnership/receiving support: Confirmed, 75% likelihood, 50% likelihood, 25% likelihood, Unlikely, Competitive application process</li></ul>
<b><u>Section 11: Sustainability</u></b>	<p><b>Discuss:</b></p> <ul style="list-style-type: none"><li>o How will this grant help you build structures to increase sustainability?</li><li>o How will the existing initiative continue to operate once the growth grant funding has been spent?</li><li>o Provide specifics and financial projections</li></ul>
<b><u>Section 12: Measurement &amp; Evaluation</u></b>	<p><b>Develop:</b></p>



# Wells Mountain Initiative

Define ways in which you can measure the success of your organisation or business (specific levels of knowledge, attendance, improvement in health conditions, profits, increase of clients, etc.) before implementing your proposal and after. Your goal is to collect data to showcase that the grant helped you to increase the impact of your organisation and/or the net profit of your business.

- o Create a list of 5-10 M&E indicators and include the frequency in which they should be measured (monthly, every three-months, etc.). The indicators developed for the seed grant may apply.
- o Is a pre-and post-knowledge survey relevant for your proposal?
- o Does your business currently solicit feedback and ideas from customers?