

Writing a funding proposal

Selvi Jeyaseelan



Learning Outcomes

By the end of this workshop you will be able to:

- Understand components of a proposal
- Decide when you are ready to go for funding opportunities
- Develop your idea for funding into a proposal
- Create timelines for your project

Overview

- Holistic view of the proposal
- Are you ready?
- Nitty-gritty – details of the proposal: from developing your idea to risk assessments
- 3 activities
- Ask questions at the end of each presentation

PROPOSAL DEVELOPMENT

Purpose of Proposal



- In preparation
 - helps develop and formalise ideas
- During
 - guides the conduct of the project
 - monitor the project's progress
- Project end
 - Dissemination planning

Elements of a funding proposal

These vary between applications and funding types



Proposal Contents

Project Title

Background/Rationale/Problem statement

- Why do your project?
- What do we already know about the topic?

Methods overview/Solution

- What do you plan to do?
- Why you have chosen the activities you have
- What will you be measuring

Results/Outputs/Impact/Anticipated changes

- Comparisons
- Expected Results
- Impact

ARE YOU READY?

Are you sure?

Are you eligible?

Do you have enough time?

Do you currently have funding from the donor?

Have you received funding from the donor before?

DEVELOPING YOUR IDEA

Do you have an idea?

Sources of inspiration:



Your work/experience

Literature

Conference attendance

Discussion with colleagues



Developing your idea

What to do once you have your idea or topic of interest:

1. Brainstorm, consider developing a concept map
2. Formulate a project title
3. Read around
4. Refine/reformulate the idea
5. Repeat steps 1 to 5 as needed



Defining Your Question/Solution

- Know what you are looking for
- Use PICOT to help refine your idea
 - Not all parts of it are applicable to all projects

P	Problem or population	What condition or groups of people are you interested in?
I	Intervention	What is your proposed intervention?
C	Comparison	What comparisons can be made to measure any change or impact?
O	Outcome	What result are you interested in?
T	Time Frame	What is the timeframe for measuring outcomes?

Assessing your idea for a project

F	Feasible	Is your project feasible? Are there an adequate number of potential participants? Is there adequate technical expertise? Is it affordable? Is it manageable in scope?
I	Interesting	Is it interesting to the funder/institution?
N	Novel	Is the project novel? Does it add new information? What is innovative about your project? Does it involve novel methods?
E	Ethical	Can the project be conducted without violating ethical principles?
R	Relevant	Is it relevant to existing knowledge? Is it relevant to current work and thinking? Is it relevant to future work?

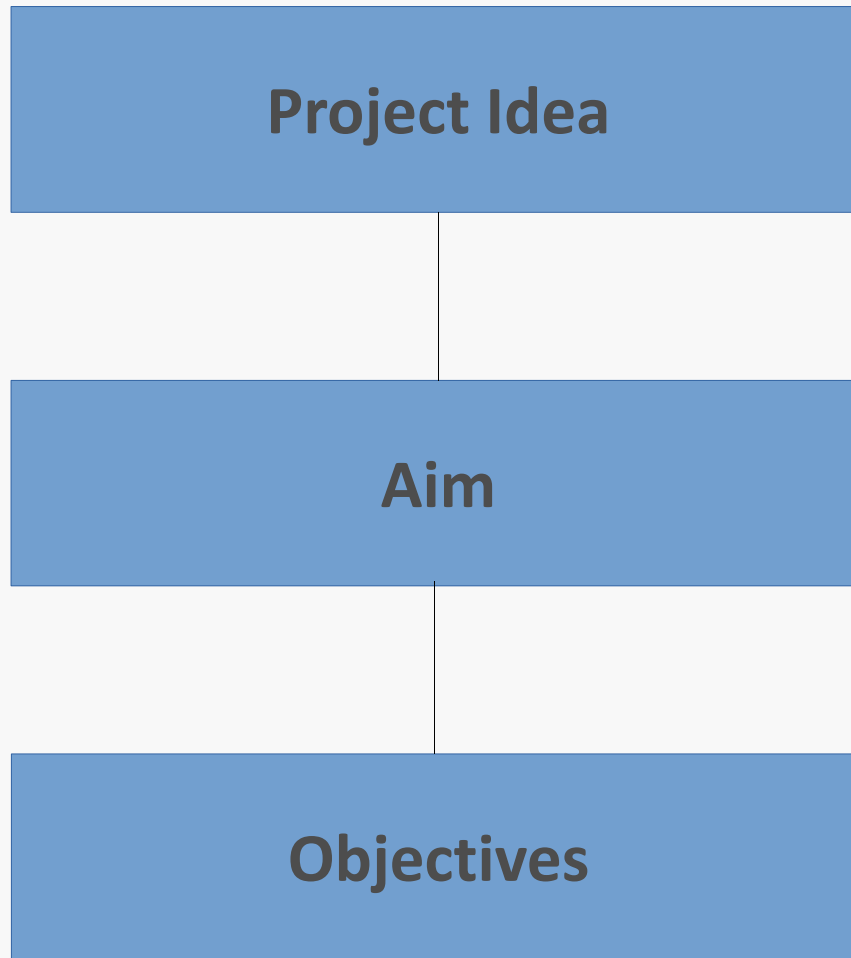
Summarising your plans so far

Funders can ask for a variety of summary techniques:

- Theory of change diagram
- Logic model
- Flow chart
- Logical framework matrix

DEVELOPING YOUR OBJECTIVES

Project idea to objectives



Writing SMART Objectives

Specific

- Should be stated in terms that include a description of the end product

Measurable

- Need to be able to check that objective has been met

Attainable

- Must be realistic in terms of logistics, time & budget

Relevant

- Is the objective directly relevant to the aim? Is aim relevant to the funder

Time-bound

- A completion date needs to be specified

Example

Project Idea

Supporting victims of forced labor displaced due to COVID

Aim

To provide direct assistance & needs based support to those affected by COVID

Objectives

1. Develop referral process & needs assessment for those coming forward for direct assistance
2. Train point of contacts to recognise potential victims & refer
3. Launch process - Develop needs profiles for victims & support plan for those coming forward
4. Evaluate progress 1 year on

Example

Objectives

1. Develop referral process & needs assessment for those coming forward for direct assistance

Activities




Example

Objectives

1. Develop referral process & needs assessment for those coming forward for direct assistance

Activities

1. Develop referral process
 2. Determine direct assistance needed – what supplies
 3. Develop needs assessment
 4. Test processes
- 

ACTIVITY 1

Using your Preparation Activity develop a 2 slide presentation outlining your idea and how it meets FINER.

We will re-group at 9.35 so you can present your slides

SLIDE 1:

- Project title
- Inspiration for your idea
- What is the aim of your project
- What is your population of interest?
- Does your project involve an intervention?

SLIDE 2:

- How do you know your project is **feasible**?
- Does your project align with the funder's and FTS **interests**
- What is **new/novel** about your project
- Is your project likely to have **ethical** issues?
- Is your project **relevant** to the target population/FTS/funder?

THE PROBLEM & YOUR SOLUTION

The problem statement

Key element of a proposal that supports your project idea

Scene setting – why this problem, why you

Needs to be:

- Clear & concise
- Well-researched
- Evidence-based

Your proposed solution

Who benefits?

How do they benefit – can it be measured?

Are there any indirect benefits?

Is it sustainable?

Example solution

Who benefits? **poorest families in the community are most likely to send their children in child domestic servitude.**

How do they benefit – can it be measured? **18 months program: weekly coaching consisting of providing 6 months of cash transfer, training on assets management, transfer of assets, health care and hygiene.**

Is it sustainable? **graduation has proven record of changing economic status of participants.**

Are there any indirect benefits?

Example solution

How do they benefit – can it be measured? **18 months program: weekly coaching consisting of providing 6 months of cash transfer, training on assets management, transfer of assets, health care and hygiene.**

THE PROJECT – THE BIGGER PICTURE

Why Projects Fail?



How do you avoid failure?



Proper Planning

Prevents

Poor Performance

Goals, Objectives, Outputs



Each activity should have an output

Example: Objectives to activities

Objectives

1. Develop referral process & needs assessment for those coming forward for direct assistance

Milestones

- 1.1 Develop referral process
- 1.2 Develop needs assessment
- 1.3 Implement referral process & needs assessment

Activities

- 1.1 Develop referral process:
 - a. Develop list of data required for referral
 - b. Identify potential referral organisations
 - c. Hold sensitisation meeting
 - d. Pilot referral process & amend accordingly

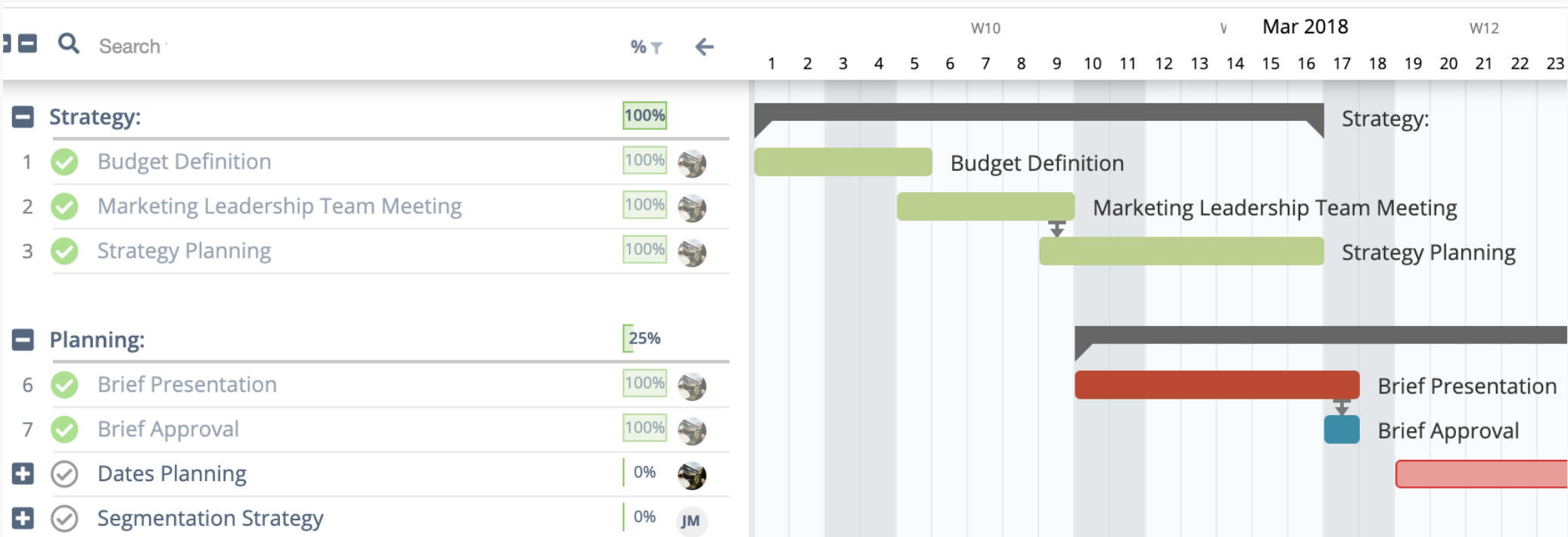
TIMELINES, RISK & BUDGET

Project Timelines

- Can be displayed as GANTT Chart, Excel chart or a table
- Comprises milestones & activities
- Details start date and duration of each activity
- Can highlight dependencies

GANTT Chart

- Milestones – in bold
- Activities – below milestones

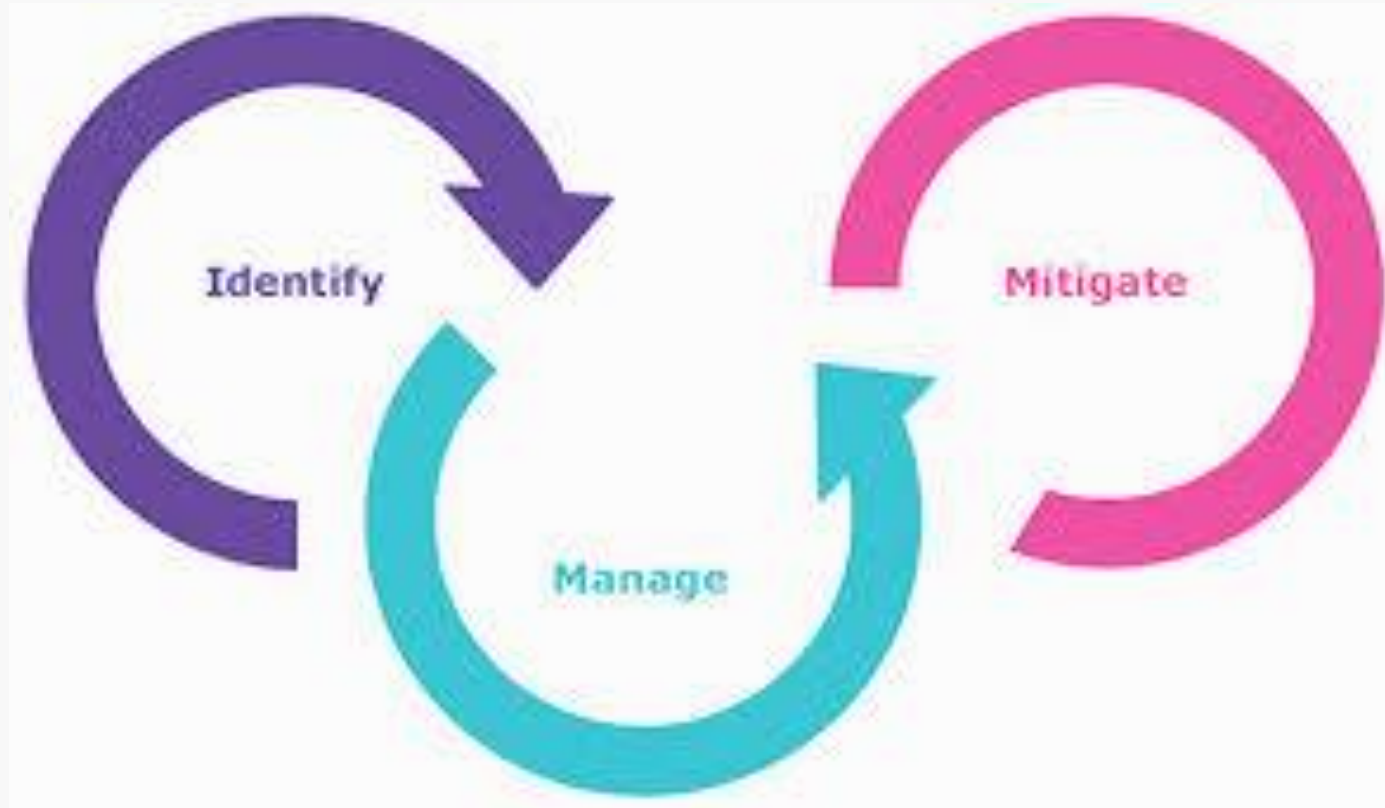


Risk Assessment

Direct versus indirect risks

Single versus continuing risk

Risk Management



Identifying Risks

- Brainstorming
- Interviews with key stakeholders, collaborators, or beneficiaries
- Checklists or review list of activities
- For each risk develop:
 - IF -> THEN statements
- AND/OR look at likelihood of the risk happening and its impact

Mitigating Risks

- Some risks, once identified, can readily be eliminated or reduced
- Some are more difficult to mitigate and require constant monitoring

How to create a budget

- Use the project plan
- Establish resources needed for each activity
- Determine cost for each resource=> budget

ACTIVITY 2

Create SMART objectives for your project idea

Detail your milestones