FUNDRAISING & PROPOSAL DEVELOPMENT

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Understanding the Importance of Fund Raising

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Understanding the Importance of Fund Raising

Fundraising is crucial for NGOs to maintain operations, drive innovation, and build trust with stakeholders. Diverse strategies ensure financial sustainability, enabling NGOs to expand their impact and attract grants and partnerships.

Key Benefits of Fundraising for NGOs:

1) **Improves Financial Sustainability:** Diversified funding sources like individual donations and corporate sponsorships enhance financial health and stability.
2) **Increases Capacity:** Adequate funds allow NGOs to expand outreach and serve more beneficiaries.
3) **Supports Programme Innovation:** Fundraising aids in developing new initiatives to meet changing community needs.
4) **Fosters Community Trust:** Successful fundraising enhances community engagement and fosters support.
5) **Attracts Large Grants and Strategic Partnerships:** Strong fundraising abilities attract large grants and strategic partnerships.
6) **Reduces Financial Risks:** Diversifying income streams reduces financial risks.
7) **Raised Advocacy and Awareness:** Fundraising raises awareness about social issues.
8) **Promotes Transparency and Accountability:** Effective fundraising practices build credibility and trust.

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Overview of the fundraising landscape for NGOs in Bangladesh

The fundraising landscape for NGOs in Bangladesh has shifted due to domestic growth and declining international aid. Larger organisations have adapted with innovative models like microfinance, while smaller NGOs struggle to maintain financial stability.

Key Challenges and Opportunities for NGOs:

- **Dependence on External Funding:** NGOs rely heavily on international donors, but global shifts have reduced resources. Smaller NGOs face financial difficulties.
- **International Collaboration:** Partnerships with global organisations are crucial, but insufficient for long-term funding.
- **Domestic Fundraising and CSR:** Limited philanthropic culture hinders local fundraising, but growing interest in CSR indicates potential for future growth.
- **Challenges from Reduced International Aid:** Decreased concessional financing and global issues strain funding.
- **Adaptation and Diversification:** NGOs are exploring new strategies like private-sector partnerships and social enterprises.
- **Future Prospects:** NGOs need to create self-sustaining financial models and foster local partnerships.

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Local and International Funding Sources

The fundraising landscape for NGOs involves balancing local funding, which offers flexibility and aligns with local needs, and international funding, which supports larger projects but often comes with stricter conditions. Each source provides distinct benefits and challenges for organisations.

Local Funding Sources:

- **Government Grants and Subsidies**
- **Corporate Social Responsibility (CSR)**
- **Private Donations**
- **Community-Based Fundraising**

International Funding Sources:

- **Bilateral and Multilateral Donors**
- **International Foundations and NGOs**
- **United Nations and Global Agencies**
- **International Development Banks**

Key Differences Between Local and International Funding

- **Scale and Scope:** Local funding supports community-based initiatives, while international funding supports large-scale projects.

- **Flexibility and Restrictions:** Local funding is more flexible in project scope and reporting, unlike international funding's stringent conditions and rigorous monitoring requirements.

- **Funding Scales:** International funding is larger, while local funding is smaller but more sustainable over time.

- **Cultural Understanding:** Local funders have a better understanding of the cultural and socio-political context, fostering trust and flexibility.

- **Sustainability:** Local funding is more sustainable due to ongoing community relationships, while international funding fluctuates.

- **Control and Autonomy:** Local funding gives NGOs greater control over projects, unlike international funding.

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Funding Sources and Key Challenges for NGOs in Bangladesh

NGOs in Bangladesh are essential in tackling social, economic, and environmental issues, drawing on both **international** funding from **multilateral organisations** like the World Bank and **local sources** such as **corporate social responsibility (CSR)** initiatives and **government grants**.

However, they face significant challenges, including **declining international aid** as the **country nears graduation from Least Developed Country (LDC) status**, **limited domestic phila**nthropy, and **strict donor requirements** that **strain smaller organisations**. To enhance sustainability, NGOs are diversifying their funding strategies by forming partnerships with the private sector, developing social enterprises, and engaging in community-based fundraising efforts.

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The importance of well-crafted proposals in fundraising processes.

In the competitive fundraising landscape for NGOs, well-crafted proposals are key to securing financial support by clearly outlining the organisation's mission, goals, and measurable impact. Transparent budgeting, past successes, and data-backed narratives help build credibility and strengthen relationships with funders.

1) Importance of Proposals:
- Crucial for securing financial support.
- Articulate mission, goals, and impact.

2) Core Elements of a Strong Proposal:
- Measurable objectives.
- Compelling narrative supported by evidence (e.g., local data).

3) Boosting Credibility:
- Showcase past successes.
- Ensure transparency in budgeting and timelines.

4) Relationship Building:
- Strong proposals foster trust with funders.
- Improve chances of successful fundraising.

Donnor Mapping: Future Opportunity
Understanding Donors and Funding Trends

Presented by

Masud Rana

Head -DRM & ER

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Global Hard Talk

- **Climate change hitting agriculture hard**

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Climate change

All the rest things can be managed by humans but this is completely impossible for humans till now. Crops are completely depends on climatic conditions such as temperature, light, relative humidity

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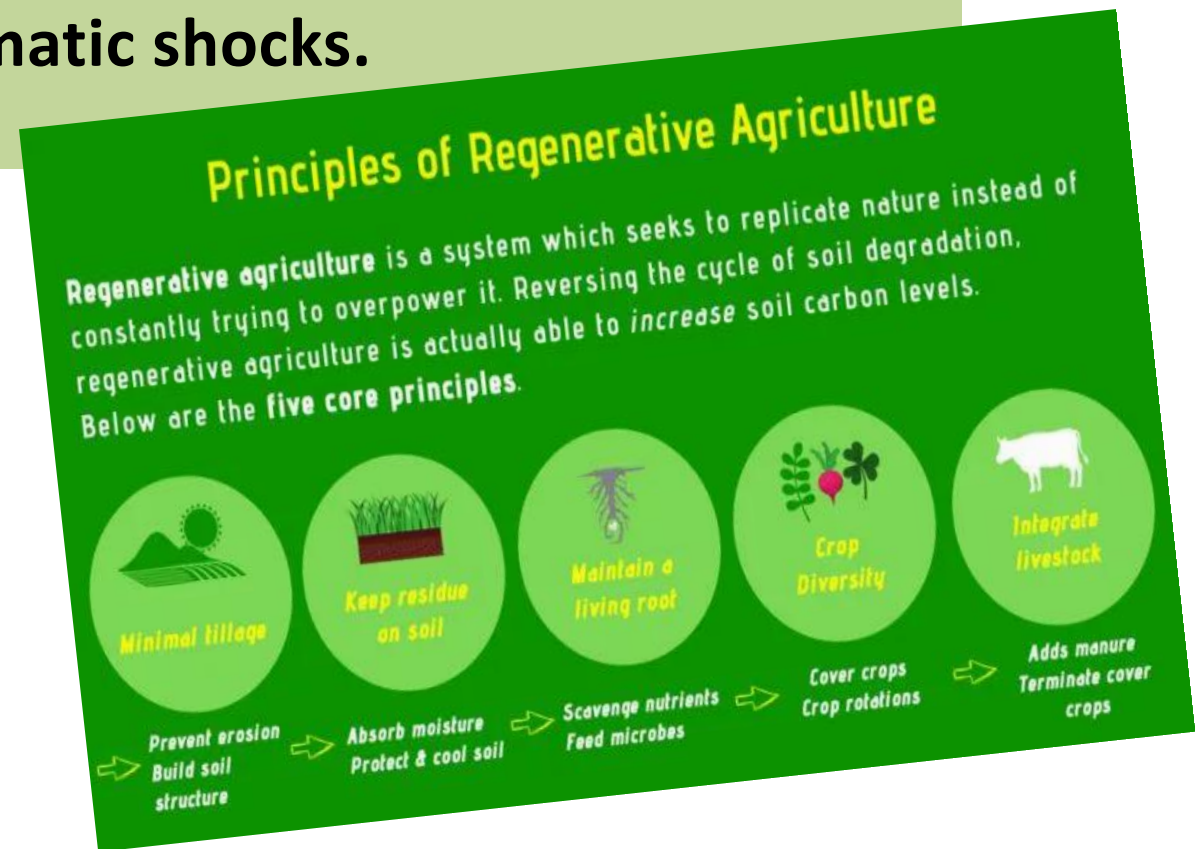**SECTOR**

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Major challenges in agriculture & Livelihood

- Climate change, soil erosion and biodiversity loss
- Meet rising demand for more food and safe food
- Access to finance/investment in farm productivity
- Adopt and learn new technologies
- Stay climate resilient
- Inspire young people to stay in rural areas and become future farmers
- Overuse, misuse of fertilizer, water, antibiotics and pesticides
- Lack of quality inputs; seeds, fertilizer, pesticide etc.
- Access to market /fitting smallholders in a market-led approach

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- **Our smallholder agriculture is not that business smart.**
- **Not well protected from climatic shocks.**
- **Not very nutrition sensitive**

Our focus

- **Positioning smallholders in the market system & Value chain Development**
- **Food security & nutrition**
- **Regenerative agriculture and biodiversity**
- **Climate Smart Agricultural Technology**
- **Women Empowerment**

Principles of Regenerative Agriculture

Regenerative agriculture is a system which seeks to replicate nature instead of constantly trying to overpower it. Reversing the cycle of soil degradation, regenerative agriculture is actually able to *increase* soil carbon levels. Below are the **five core principles**.

Minimal tillage — Prevent erosion Build soil structure

Keep residue on soil — Absorb moisture Protect & cool soil

Maintain a living root — Scavenge nutrients Feed microbes

Crop Diversity — Cover crops Crop rotations

Integrate livestock — Adds manure Terminate cover crops

Donors & Thematic Focus

Donors	Current Thematic Focus (2023-24)	Future Thematic Focus (2025 & beyond)
U.S. Agency for International Development (USAID)	Improved democratic systems that promote transparency, accountability, and integrity Enhanced opportunities for an inclusive, healthy, educated society, and a robust economy Strengthened resilience Livelihoods to shocks and stressors	Similar thematic areas will be prioritized.
Japan 1. Japan International Cooperation Agency (JICA) 2. Japan Bank for International Cooperation (JBIC)	Priority 1: Accelerating economic growth Power and energy Transport Urban development Private sector development-based approaches Priority 2: Addressing social vulnerability Education Health Governance Agriculture Disaster risk management	Similar thematic areas will be prioritized.

Donors	Current Thematic Focus (2023-24)	Future Thematic Focus (2025 & beyond)
Foreign, Commonwealth & Development Office (FCDO)	• Financial inclusion • Skill development • Women economic empowerment • Rights of RMG workers • Rohingya crisis Education Health	• Access to healthcare • Children's education & alleviation of child labor • Poverty alleviation of the new poor Women economic empowerment Capital market (insurance sector to help the government achieve universal health coverage) • Rights of RMG workers Improving investment climate
German Agency for International Cooperation (GIZ)	• Renewable energy and energy efficiency • Good governance, rule of law, human rights • Adaption to climate change in urban areas	• Sustainable infrastructure • Social development • Governance and democracy • Environment and climate change • Economic development and employment

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Donors	Current Thematic Focus	Future Thematic Focus
Korea International Cooperation Agency (KOICA)	• ICT (innovation) Public health Education – Technological and Vocational Education and Training (TVET) Transportation	• Green new deal (transition to a low-carbon economy) • Digitalization (access to technology) • Integrated official assistance (emphasizing to solve fundamental problems together instead of standalone projects).
French Development Agency (AFD)	• WASH • Disaster risk management • Green and inclusive growth • Urban development • Gender-based violence	• Similar thematic areas will be prioritized.
Danish International Development Agency (DANIDA)	• Local economic development, agriculture growth, and rural development • Climate resilience, water, and energy • Governance and rights	• Private sector development-based approaches • Governance and rights

Donors	Current Thematic Focus	Future Thematic Focus
Embassy of the Kingdom of Netherlands (EKN) Netherlands Enterprise Agency (RVO); Ministry of Foreign Affairs	• Private sector development-based approaches • Food and nutrition security • Women's right & gender equality • Security and the rule of law • Humanitarian aid	• Sustainable development and good governance • Climate change • Rohingya crisis • ICT • Poultry, Aquaculture, Dairy; • Agriculture Food processing sector
European Union (EU)	• Human capital development • Food security and nutrition & sustainable development • Democratic governance • Migration and forced displacement • Support to civil society and human rights defenders, gender equality, labor rights, etc. • Sustainable consumption and production, green growth • Climate change mitigation • Technical and vocational education and training reform	• Similar thematic areas will be prioritized.

Donors	Current Thematic Focus (2022-23)	Future Thematic Focus (2024 & beyond)
World Bank	• Growth and competitiveness • Social inclusion • Climate and environment management • Digital transformation • Rohingya crisis	• COVID-19 Crisis Response Protection of Poor and Vulnerable people • Ensuring sustainable business growth and job creation • Strengthening Policies, Institutions, and Investments for rebuilding better • Health • Education
Swedish International Development Cooperation Agency (SIDA)	• Democracy, gender equality, and human rights Health, sexual, and reproductive rights • Employment and economic development • Climate, environment, and resilience • Crisis prevention	• Similar thematic areas will be prioritized.

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Donors	Current Thematic Focus (2022-23)	Future Thematic Focus (2024 & beyond)
Global Affairs Canada (GAC)	• Health • Education • Skills development • Gender equality and women's empowerment through partners including Canadian and Bangladeshi NGOs and multilateral organizations • Rohingya crisis	• Improved quality and delivery of education • Increase access and retention rates in primary schools • Reduce gaps between girls and boys • Employment skills particularly for women and youth • Access to healthcare and medicines • Maternal and child health delivery systems • Essential drugs and medicines • Public sector financial management • Reform of the RMG sector
Embassy of Switzerland in Bangladesh	• Democratic governance • Income and economic development Rohingya crisis Migration, in particular labor migration for sustainable development1	• Skill development • Safer migration • Scaling social and impact enterprises • Rohingya crisis • Democratic governance

Donors/Organization	Current Thematic Focus (2022-23)	Future Thematic Focus (2024 & beyond)
DAE/NATP-2	Agriculture	same
BNF	• Agriculture & Enterprise Development	• Same
MoW & CA	• Livelihood	• Same
ERD	• Livelihood	• Same
LGED	• Enterprise Development	• Same
Water Development Board	• Infrastructure, livelihood	• Same

International organizations

Int. Organization	Current Thematic Focus (2022-23)	Future Thematic Focus (2024 & beyond)
FAO	• Livelihood	• Same
WFP	• Livelihood and DRM	• Same
IRC	• Enterprise Development	• Same
UNDP	• Agriculture and enterprise development	• Same

Activities	Responsibilities	Remarks
Form a Business Development Team	• All kinds of proposal writing and submission	
RM-Lead/Manager	• Lead the process and connection with relevant departments/expert(s)	
RM-Associate	• Information collection & data base update from donors/Int. organizations/Gov. etc.	
Prepare strategic business plan for fund raising	• Work with relevant departments to prepare short time annual business plan and long time strategic business plan	
Lobbying	• Donor visit, workshop, meeting etc.	

An exercise for Possible funding ?

Probable project from group discussion

Sl	Year	Target to submit project Proposal	Actually Submitted	Awarded
01	2024-2025			
02	2024-2025			
03	2025-2026			

Cross-Cutting:

Accountability Towards Affected Populations (AAP),
Development Principles,
Code of Conduct,
Humanitarian Action,
Sphere Standards
HAP
People's in Action
Gender Responsiveness

- Assessment
- Problem statement
- Executive Summary

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In a **competitive funding landscape**,

NGOs must develop a **comprehensive fundraising strategy** to **set clear goals**, **identify diverse funding sources**, and **cultivate strong donor relationships**. This strategy helps measure success through key performance indicators and allows organisations to adjust efforts as needed. By diversifying income streams, NGOs can enhance long-term sustainability and reduce reliance on a single funding source.

The Importance of Developing a Fundraising Strategy for NGOs

WHY

- **Clarity and Direction**
- **Identifying Funding Sources**
- **Building Relationships**
- **Measuring Success**
- **Enhancing Sustainability**

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Diversifying Funding Streams for NGOs

Diversifying funding streams is crucial for NGOs to ensure financial sustainability and resilience against funding fluctuations. **Key sources include government and foundation grants, individual donations, community fundraising, business partnerships, and crowdfunding platforms.** By tapping into these diverse avenues, NGOs can build a strong financial base, enabling them to adapt and increase their impact.

WHAT?
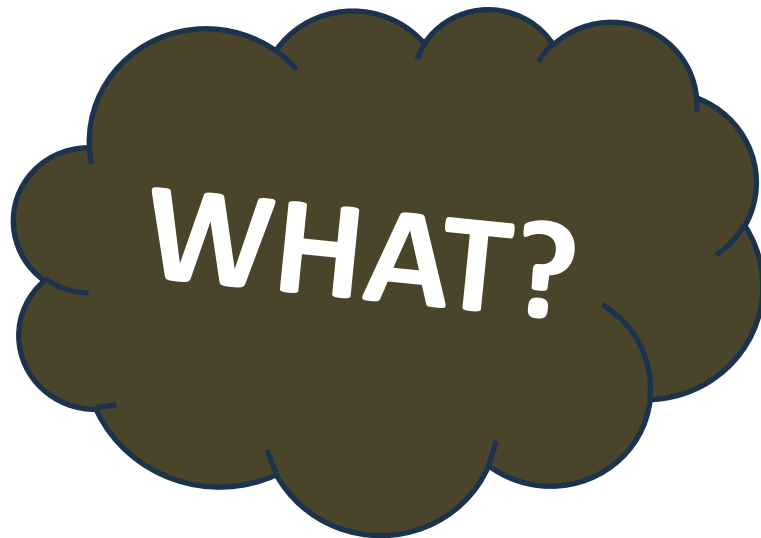
- **Grants**
- **Donation**
- **Community Fundraising**
- **Partnerships**
- **Crowdfunding**

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The Importance and Strategy for Engaging with Local and International Donors

Importance of Engaging with Donors

- **Financial Sustainability**
- **Increased Visibility and Credibility**
- **Access to Expertise and Resources**
- **Strengthening Community Ties**

Strategies for Engaging with Donors

- **Research and Identify Potential Donors**
- **Develop Tailored Communication Plans**
- **Leverage Storytelling**
- **Build Long-Term Relationships**
- **Showcase Impact and Accountability**
- **Engage in Networking and Partnerships**

1.Understanding Donors and Funding Trends

- Individual Donors
- Corporate Donors
- Foundations
- Government Funding
- Multilateral Organisations

Research Donor Interests and Identify Potential Donors

1. Define Your Organisation's Mission and Goals
2. Utilise Online Databases and Resources
3. Explore Donor Profiles and Interests
   - Review Previous Grants:
   - Assess Their Giving Patterns:
   - Engage with Their Communications:
4. Network and Build Relationships
   - Leverage Personal Connections:
   - Utilise Online Networking Platforms:
5. Tailor Your Approach
   - Craft Customised Proposals:
   - Showcase Your Impact:

Structure of a Winning Proposal

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Components of a strong proposal;

1. **Executive Summary**
   - **Purpose**: Provide a concise overview of the project, its goals, and impact.
   - **Example**: "This project seeks to improve access to clean drinking water for 10,000 rural households in Kenya, reducing waterborne illnesses by 30% over two years."

2. **Problem Statement**
   - **Purpose**: Clearly articulate the issue the project aims to solve, supported by evidence and data.
   - **Example**: "Over 40% of rural households in Kenya lack access to clean water, resulting in 25,000 annual cases of preventable diseases."

3. Project Goals and Objectives

- **Purpose**: Define measurable goals and specific objectives that the project will achieve.
- **Example**:
  - Goal: Increase clean water access in rural areas.
  - Objective: Install 100 community water filtration systems in 50 villages by the end of year one.

4. Project Methodology/Approach

- **Purpose**: Detail the implementation plan, including activities, timelines, and responsible parties.
- **Example**: "The project will train local teams to install filtration systems, conduct community outreach on water safety, and monitor water quality monthly for two years."

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5. Impact and Evaluation

- **Purpose**: Describe the expected impact and how success will be measured.
- **Example**: "Success will be evaluated through a 20% reduction in waterborne diseases and a 95% user satisfaction rate, measured by surveys and local health data."

6. Sustainability Plan

- **Purpose**: Explain how the project will continue after the funding ends, ensuring long-term benefits.
- **Example**: "Local water committees will be established and trained in maintaining the filtration systems, with user fees supporting future repairs."

7. Budget and Justification

- **Purpose**: Provide a detailed budget that aligns with project activities, justifying the need for each expense.
- **Example**: "$50,000 for filtration systems, $10,000 for training local teams, $5,000 for monitoring and evaluation."

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8. Organisational Capacity

- **Purpose**: Highlight your NGO's expertise, experience, and ability to manage the project.
- **Example**: "Our NGO has successfully implemented similar projects in Uganda and Tanzania, improving water access for over 50,000 people."

9. Partnerships and Collaboration

- **Purpose**: Demonstrate partnerships with local communities, governments, or other NGOs to enhance project success.
- **Example**: "We are partnering with local health clinics and the Ministry of Water Resources to ensure community buy-in and alignment with national water strategies."

10. Monitoring and Reporting Plan

- **Purpose**: Outline how the project's progress will be tracked and reported to the donor.
- **Example**: "Monthly progress reports will be submitted, and an external evaluator will conduct a mid-term and final impact assessment."

How and What to analyze and understand a Request for Proposals (RFP) and donor guidelines effectively, NGOs can follow these steps:

1. **Thoroughly Read the RFP/Guidelines**
   - **Scope & Purpose**: Understand the overall objective, the problem the donor seeks to address, and how your NGO fits within that.
   - **Eligibility**: Check for specific eligibility requirements (geography, focus areas, type of organization).
   - **Priorities & Funding Focus**: Identify the funder's priorities and goals to ensure your project aligns with their mission.

2. **Identify Key Requirements**
   - **Submission Requirements**: Note the format, deadlines, page limits, and documents needed (budgets, letters of intent, certifications).
   - **Funding Amount & Duration**: Understand the available funding, timelines for disbursement, and project duration limits.

3. Evaluation Criteria

- Understand how proposals will be evaluated. Focus on the criteria (innovation, impact, feasibility) that will influence the decision.
- Look for scoring rubrics or weight given to certain proposal components.

4. Budget Guidelines

- Review allowable and non-allowable expenses, matching fund requirements, and cost-sharing mechanisms.
- Ensure the budget aligns with the project scope and complies with the funder's limitations.

5. Donor's Expectations & Reporting Requirements

- Understand what donors expect in terms of outcomes, reporting timelines, and monitoring processes.
- Evaluate the administrative burden and capacity needed for compliance.

6. Previous Projects Funded

- Research past projects funded by the donor to gauge their preferences and areas of interest.
- Look for successful examples to model your proposal.

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How to Write a Clear and Compelling

Problem Statement in a Project Proposal

Understanding the Problem

• Conduct research to gather relevant data, statistics, and insights.
• Use statistics to understand current state of water access, health impacts, and community needs.

Be Specific and Focused

• Clearly define the problem in concise terms to avoid ambiguity.
• For example, "In [Community Name], over 50% of households lack access to clean drinking water, leading to increased rates of waterborne diseases."

Establishing the Context and Relevance

• Provide context to understand the problem's importance and its broader implications.
• Discuss broader implications of the issue to establish relevance and urgency.

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Including Evidence and Data

• Support the problem statement with statistics, research findings, and anecdotal examples.
• Example: "According to a study by [Source], [X]% of children in [Community Name] suffer from chronic diarrhoea due to contaminated water sources."

Highlighting the Target Population

• Identify who is affected by the problem.
• Example: "The problem primarily affects low-income families in [Community Name], who lack the resources to invest in filtration systems or alternative water sources."

Articulating Consequences of Inaction

• Emphasize potential consequences if the problem is not addressed.
• Example: "If the current situation persists, the prevalence of waterborne diseases in [Community Name] is projected to increase by [X]% over the next five years."

Keeping It Concise

• Aim for clarity and brevity, avoiding jargon and complex language.

How to Define Measurable Goals and Objectives in a Project Proposal

Defining clear and measurable goals and objectives is essential for the success of project proposals, as it enables all stakeholders to understand expected outcomes and track progress effectively, and this article offers a step-by-step guide for articulating them in a way that appeals to potential funders.

1. **Understand the Difference Between Goals and Objectives**

    Before drafting your proposal, it's essential to distinguish between goals and objectives:

    - **Goals** are broad, general statements about what the project intends to achieve. They often reflect the long-term impact and overall purpose of the project.

    - **Objectives** are specific, measurable steps that will help achieve the overarching goals. They should be clear and actionable.

    Example:

    - **Goal**: Improve access to education in rural areas.

    - **Objective**: Enrol 100 children from underserved communities in the local school system within the next year.

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Use the SMART Criteria

To create effective objectives, consider the SMART criteria—ensuring that each objective is Specific, Measurable, Achievable, Relevant, and Time-bound:

- **Specific**: Clearly define what you want to achieve. Avoid vague language.

- **Measurable**: Include quantifiable indicators to track progress and success.

- **Achievable**: Ensure that the objectives are realistic given your resources and constraints.

- **Relevant**: Align objectives with the overall goals and ensure they are meaningful.

- **Time-bound**: Set a deadline for achieving each objective.

Example of a SMART Objective: "By the end of the academic year, increase student attendance by 20% in the targeted rural school."

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Engage Stakeholders in the Process

Involving stakeholders—such as community members, staff, and potential beneficiaries—can provide valuable insights into the needs and priorities of the target population. This collaborative approach helps ensure that the defined goals and objectives resonate with those directly affected by the project.

- Conduct surveys or focus groups to gather input on what stakeholders perceive as critical issues and realistic outcomes.

Identify Key Performance Indicators (KPIs)

For each objective, establish KPIs to measure success. These indicators will provide a clear framework for assessing progress and impact.

Examples of KPIs:

- Number of beneficiaries served

- Percentage increase in service access

- Rate of project implementation on schedule

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Develop a Logic Model

A logic model visually represents the relationships between your project's resources, activities, outputs, and expected outcomes. This tool can help clarify how the objectives fit into the broader goals and illustrate the pathway to achieving them.

- Include sections for inputs (resources), activities (what you will do), outputs (what you will produce), and outcomes (the change you expect to see).

Review and Revise

After drafting your goals and objectives, review them for clarity and coherence. Make sure they align with the project's overall mission and are easily understood by external stakeholders.

Seek feedback from colleagues or mentors who have experience in proposal writing or project management.

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Project Design, Theory of Change (TOC) and Logical Framework (LogFrame)

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How to Develop a Theory of Change (ToC) and Logframe Matrix

Developing a Theory of Change (ToC) is a critical step in crafting a compelling project proposal. A ToC articulates how your project intends to bring about change by mapping out the relationships between inputs, activities, outputs, and outcomes. This guide will provide a structured approach to developing a ToC, along with an illustrative example.

1. **Understand the Purpose of a Theory of Change**

   A Theory of Change serves multiple purposes:

   - It clarifies the project's goals and the pathways to achieving them.

   - It helps identify the resources needed and the assumptions behind the planned activities.

   - It provides a framework for measuring success and evaluating impact.

   A well-defined ToC ensures that all stakeholders are aligned on the project's objectives and methodologies.

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Identify the Long-Term Goals

Begin by clearly defining the long-term goals of your project. What ultimate change do you want to achieve? This step is crucial as it sets the foundation for the rest of your ToC.

Example:

For a project aimed at improving literacy rates among children in rural areas, the long-term goal might   be:

"Increase literacy rates among children aged 6-12 in rural communities by 30% over five years."

Map Out the Preconditions

Next, identify the preconditions or necessary conditions that must be met to achieve the long-term goals. These are often referred to as outcomes and can be categorized as short-term, intermediate, and long-term outcomes.

Example:

- Short-term Outcomes: Increased enrolment in literacy programs, improved reading skills among participants.

- Intermediate Outcomes: Enhanced community support for education, increased parental engagement in children's learning.

Identify Activities and Inputs

Outline the specific activities and inputs that will lead to the desired outcomes. This section should detail the resources required, including personnel, materials, and funding.

Example:

- Activities: Conduct literacy training sessions, distribute reading materials, organise community awareness campaigns.

- Inputs: Trained educators, educational materials, community volunteers.

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Define Outputs

Outputs are the tangible products or deliverables resulting from your activities. They should be quantifiable and directly linked to the activities performed.

Example:

- Outputs: Number of training sessions conducted, quantity of books distributed, number of children enrolled in the program.

Articulate the Assumptions

Clearly state the assumptions underlying your ToC. These are the conditions that are assumed to be true for the project to succeed. Identifying these assumptions can help address potential risks and challenges.

Example:

Assumption: "Parents will support their children's participation in literacy programs, which is essential for achieving desired outcomes."

Develop a Visual Representation

Create a visual representation of your ToC. This could be a flowchart or diagram that connects all components;

Long-term goals => Objectives => outcomes => activities => outputs => assumptions

Visuals help stakeholders quickly grasp the project's logic and flow.

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Evaluate and Revise

After developing your ToC, review it with stakeholders and colleagues. Seek feedback to identify any gaps or inconsistencies. Revise as necessary to ensure clarity and coherence.

Example of a Theory of Change

Project Title: Improving Literacy Rates in Rural Communities

- Long-Term Goal: Increase literacy rates among children aged 6-12 in rural communities by 30% over five years.

- Outcomes:

  - Short-Term:

    - Enroll 200 children in literacy programs.

    - Conduct 15 training sessions for educators.

- o Intermediate:

  - 80% of participants show improved reading skills.

  - Establish community reading groups.

- Activities:

  - o Organise weekly literacy classes.

  - o Distribute books and learning materials.

  - o Conduct community engagement campaigns.

- Outputs:

  - o 200 children enrolled in programs.

  - o 300 books distributed.

  - o 15 community awareness events held.

- Assumptions:

  ○ Parents are willing to send their children to literacy programs.

  ○ Community members will actively participate in outreach efforts.

How to Link a Project Goal, Objectives, and Outcomes with the Sustainable Development Goals (SDGs)

1. **Understand the SDGs**

   The SDGs are a universal call to action to end poverty, protect the planet, and ensure prosperity for all by 2030. There are 17 goals, each with specific targets and indicators. Familiarising yourself with these goals is the first step to aligning your project effectively.

2. **Define Your Project Goal**

   Begin by clearly defining the overarching goal of your project. This goal should encapsulate the main outcome you wish to achieve. Ensure that it resonates with the broader aspirations of the SDGs.

   Example Goal: "To enhance access to quality education for underprivileged children in rural communities."

3. **Identify Relevant SDGs**

   Identify which SDGs are most relevant to your project goal. This helps in ensuring that your project not only addresses specific issues but also contributes to global priorities.

Relevant SDG:

- **SDG 4:** Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

4. Set Specific Objectives

Objectives are the specific steps you will take to achieve your project goal. They should be SMART (Specific, Measurable, Achievable, Relevant, Time-bound) and directly link to the relevant SDG targets.

Example Objectives:

1. "Increase enrolment in primary education for 300 children from low-income families within two years."

2. "Improve the literacy rate among participating children by 20% within three years."

5. Articulate Expected Outcomes

Outcomes describe the changes or benefits that result from your project activities. These should also align with the relevant SDG targets to demonstrate how your project contributes to global goals.

Example Outcomes:

- "By the end of the project, 300 children from low-income families will be enrolled in primary education."

- "Within three years, 80% of participating children will demonstrate improved reading skills."

6. Create a Mapping Table

A useful tool for linking your project components with the SDGs is a mapping table. This table can visually display how your project goal, objectives, and outcomes correspond with specific SDGs and their targets.

Project Component	Description	Linked SDG	Relevant Target
Project Goal	Enhance access to quality education	SDG 4	4.1: Ensure that all youth and a substantial proportion of adults, both men and women, achieve literacy and numeracy.
Objective 1	Increase enrolment in primary education for 300 children	SDG 4	4.5: Eliminate gender disparities in education.
Outcome 1	300 children enrolled in primary education	SDG 4	4.2: Ensure that all girls and boys have access to quality early childhood development.

7. Monitor and Evaluate Impact

Establish indicators to monitor progress towards achieving your objectives and outcomes. These indicators should align with the relevant SDG indicators, allowing for effective evaluation of your project's impact.

Example Indicators:

- Number of children enrolled in primary education (linked to SDG 4.1).

- Percentage increase in literacy rates among participants (linked to SDG 4.6).

8. Engage Stakeholders

Engaging stakeholders, including local communities, governments, and donors, can enhance the relevance and effectiveness of your project. Involve them in the planning process to ensure alignment with local needs and priorities while also considering SDG commitments.

Developing Budget and Work plan

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Project Manager

DRM & ER Unit, United Purpose

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Key Elements of a Project Budget

Direct Costs :

Direct costs are expenses that are specifically linked to the project's execution. These typically include salaries for project staff, materials, and equipment directly required for project activities.

➢ **Personnel/Labor Costs:** This refers to the wages and benefits for all staff involved in the project. It includes full-time employees, part-time workers, and sometimes consultants or temporary staff.

➢ **Travel and Transportation:** These costs cover expenses related to transportation for project staff including local travel, international flights, accommodation, and per diems.

➢ **Equipment and Materials rental or purchase cost :** This category includes all physical goods required for the project. It could be office space rent, stationeries, construction materials, IT equipment, Vehicle, office furniture, or specialized tools depending on the project's nature.

➢ **Utilities and Maintenance cost**: Costs for electricity, water, office maintenance, Office cleaning, vehicle maintenance, Vehicle fuel, Vehicle rent, and other utilities required for the project work.

➢ **Project-specific Software or Technology**: Any software licenses or technology directly used for the project.

➢ **Communications:** Telecommunication, internet, and other communication-related expenses directly associated with the project.

Operational Costs:

Operational costs refer to the day-to-day expenses necessary for running the project.

➢ **Program Activities implementation cost:** Workshops and Training Costs related to organizing community meetings, training sessions, or educational programs.

➢ **Field Operations cost:** Cost of implementing activities in the field, such as building infrastructure, distributing aid, or conducting surveys.

➢ **Consultancy Fees:** Payment to consultants or experts brought in for project-specific work (e.g., evaluations, assessments).

➢ **Monitoring and Evaluation:** M&E costs cover the tools and resources necessary to track and assess the project's performance. This includes data collection, surveys, evaluation consultants, and reporting tools.

➢ **Branding and Promotional Materials/visibility cost:** This includes designing and producing banners, posters, or signage for project sites that display donor logos and project information. T-shirts, caps, or vests with the project's or donor's logo for staff and volunteers. Printed Materials, Flyers, brochures, and pamphlets to inform beneficiaries and stakeholders about the project and donor contributions.

- ➢ **Media and Public Relations cost:** These includes Media Coverage**,** Paid advertisements in local or national media, including newspapers, radio, and television to promote the project, Paid promotions or campaigns on social media platforms to raise awareness about the project and its impact.

- ➢ **Project Documentation:** Hiring photographers or videographers to document the project's progress and produce materials for reporting or promotional purposes, Success Stories and Testimonials**,** Developing or updating a project-specific website or webpage with information on activities, progress, and donor involvement, Producing newsletters.

- ➢ **Staff Training and Development:** Organization-wide training programs and professional development initiatives that are not specific to a single project but help improve overall capacity.

- ➢ **Miscellaneous Expenses:** Contingency Costs**.** Set aside for unexpected operational challenges or emergencies (e.g., flood response).

- ➢ **Bank Fees and Financial Transactions:** Costs related to wire transfers, financial transactions, or managing project funds.

- ➢ **Recruitment and HR Management:** Costs associated with recruiting and managing staff, including advertising job postings, conducting interviews, and processing contracts.

In-Direct Costs :

Indirect costs (or overheads) are expenses not directly tied to a specific project activity but necessary to support the project.

Head Office Salaries: Wages and benefits for central or administrative staff (e.g., executives, finance, HR, and IT personnel) who support multiple projects.

Head Office Rent and Utilities (non-project-specific): Rent for headquarters or regional offices, including utilities like electricity, water, and internet, that support overall operations rather than a single project.

Audit and Accounting Fees: Costs related to organization-wide financial audits, accounting services, and maintaining financial records.

Banking Fees: Fees associated with managing the organization's financial transactions, including international transfers, exchange rate losses, and bank account management.

Insurance Premiums (Non-Project-Specific): Insurance coverage for general organizational liabilities, employee health, and safety, as well as property protection.

Overhead Cost (%) of a Project Budget: Organizations often include a percentage of their total budget to recover indirect costs, as allowed by donor agreements.

Aligning the budget with project activities is a critical step in ensuring that financial resources are allocated effectively to meet project objectives.

Steps to Align the Budget with Project Activities:

1. Identify Key Activities

2. Assign Costs to Each Activity

3. Ensure Consistency Between Work Plan and Budget

4. Monitor and Adjust budget as Needed

Justifying Costs to Funders in a Project Budget

When submitting a project proposal, the budget is one of the most critical components that funders scrutinize. Beyond simply listing expenses, it is essential to provide a clear, logical justification for each cost to demonstrate the necessity and value of the requested funding

Steps to Effectively Justify Costs [Budget Narrative]**:**

1. Explaining the Link Between Costs and Project Activities
2. Provide a Breakdown of Each Cost
3. Use Industry Standards and Comparable Data
4. Demonstrate Cost-Effectiveness
5. Justify Indirect Costs and Overheads
6. Support with Documentation

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Gantt Chart and Developing a Realistic and Detailed Work Plan with Timeline

Steps to Create a Gantt Chart and Work Plan

1) Defining Project Objectives and Activities: Break down project objectives into manageable, specific, measurable, and time-bound activities.

2) Sequencing Activities: Identify and sequence activities in logical order, ensuring dependencies and concurrent tasks do not disrupt the project.

3) Assigning Timeframes: Set realistic timeframes for each activity, considering delays, resource availability, and external constraints. Break down the project into phases and establish milestones for significant achievements.

4) Identifying Resources and Personnel: Clearly identify who is responsible for each task, including human, financial, and necessary materials.

5) Incorporating Monitoring and Evaluation: Include monitoring and evaluation activities in the Gantt chart. Set periodic check-ins or reviews to assess progress and adjust plans.

6) Setting Clear Deadlines: Establish final deadlines for each phase or the entire project, based on task complexity and available resources.

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Gantt Chart and Developing a Realistic and Detailed Work Plan with Timeline

Key Components

❑ **Realistic Timelines:** Ensure each task has enough time allocated based on previous experiences or external constraints.

❑ **Dependencies:** Highlight how the completion of one activity is necessary for another to begin.

❑ **Milestones:** Act as checkpoints to track progress.

Writing for Impact: Crafting a Convincing Proposal

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Tips for clear, concise, and persuasive writing

When writing a project proposal, clarity, conciseness, and persuasion are vital for effectively communicating your ideas and securing funding or support. Here are some useful tips to enhance your proposal writing, along with examples for each point:

- **Understand Your Audience:** Tailor language, tone, and content to resonate with your audience.
- **Start with a Strong Executive Summary:** Outline the project's purpose, objectives, and problem.
- **Use Clear and Direct Language:** Avoid complex sentences and unnecessary jargon.
- **Be Concise:** Keep writing focused and eliminate unnecessary words.
- **Structure Your Proposal Logically:** Use headings and subheadings to guide the reader.
- **Use Bullet Points for Clarity:** Enhance readability by listing items.
- **Incorporate Evidence and Data:** Use statistics and research findings to support claims.
- **Include a Compelling Conclusion:** Summarize main points and restate project significance.
- **Proofread and Edit:** Review for grammatical errors, awkward phrasing, and clarity.
- **Be Persuasive:** Highlight project impact on the community and align with funder's goals.

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How to Tailor Proposals to Different Donors

When seeking funding, NGOs must tailor proposals to match the specific interests and priorities of each donor, as a generic approach often proves ineffective. Customizing proposals increases the likelihood of securing funding by addressing the distinct requirements of individual donors. This article provides practical strategies and examples for adapting proposals to meet these diverse expectations.

- **Understand the Donor's Mission and Objectives:** Research the donor's mission, funding priorities, and previous projects to align your project with their objectives.
- **Tailor Language and Tone:** Different donors may respond differently to communication styles.
- **Align with Funding Guidelines and Priorities:** Ensure your proposal adheres to donor's specific guidelines regarding funding eligibility, project types, and reporting requirements.
- **Highlight Mutual Benefits:** Highlight how your project aligns with the donor's goals and provides value to them.
- **Use Relevant Data and Evidence:** Include statistics, case studies, or testimonials that resonate with the donor's focus areas.
- **Incorporate Donor-Specific Terminology:** Use language and terminology specific to the donor to enhance credibility.
- **Personalize Follow-Up Communication:** Build a relationship and show value to the donor's time and interest.

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Common Mistakes in Proposal Writing and How to Avoid Them

Writing proposals for NGOs can be challenging, with a well-crafted proposal often determining the success of securing funding. Common mistakes can weaken a proposal's impact, potentially leading to rejection. This article highlights these pitfalls and offers guidance on how to avoid them, with examples for better understanding.

1) **Lack of Understanding of Donor's Priorities**
   • Proposals not aligning with the donor's mission or funding priorities are often rejected.
   • Thorough research of the donor's goals, funding history, and current interests is crucial.
   • Tailor your proposal to highlight how your project aligns with their objectives.
2) **Weak Problem Statement**
   • A vague or poorly articulated problem statement can make your proposal less persuasive.
   • Clearly define the problem, using data and anecdotes to illustrate its significance.
   • Be specific about who is affected, the scale of the issue, and why it matters.

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3) **Overly Ambitious Goals**
   - Setting unrealistic or overly ambitious goals can lead to disappointment and distrust from donors.
   - Establish SMART goals—Specific, Measurable, Achievable, Relevant, and Time-bound.
4) **Neglecting the Budget**
   - Create a detailed budget that clearly outlines all expenses and how each item contributes to the project's success.
   - Justify your budget by explaining the necessity of each expense.

5) **Ignoring Formatting and Guidelines**
   - Carefully read and adhere to all guidelines provided by the donor.
   - Ensure your proposal is well-organised, properly formatted, and submitted by the deadline.
6) **Inadequate Evaluation Plan**
   - Include a robust evaluation plan detailing the metrics you will use to measure success and how you will collect and analyze data.

7) **Poor Writing Quality**
   - Proofread your proposal multiple times and consider having a colleague review it for clarity and grammar. Tools like Grammarly can help catch errors.

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How to Ensure Alignment with Donor Requirements

For NGOs seeking funding, aligning their projects with donor requirements is essential for securing support and building successful partnerships. This article outlines strategies to ensure proposals meet donor expectations, supported by practical examples.

- **Review Donor Guidelines:** Understand the donor's guidelines and requirements, including eligibility, funding priorities, and application procedures.
- **Conduct Research on Donor's Priorities:** Understand the donor's mission, values, and funding history to align your project with their priorities.
- **Craft a Compelling Problem Statement:** Clearly articulate the issue your project aims to address and why it's important.
- **Develop Measurable Goals and Objectives:** Use SMART criteria to frame your project's objectives and outcomes.
- **Create a Comprehensive Budget:** Ensure your budget aligns with donor expectations regarding fund usage.
- **Outline a Strong Evaluation Plan:** Clearly define evaluation metrics and methods for data collection and analysis.
- **Engage in Open Communication with Donors:** Reach out to the donor for clarification on their requirements or to discuss your project ideas.

Review Successful Proposals and What Made Them Stand Out

Reviewing successful proposals is crucial for NGOs seeking funding, as it offers insights into effective proposal elements. This article outlines key strategies for analysing successful proposals and highlights common factors that make them stand out, with practical examples.

Understanding Proposal Structure
• Executive Summary: Brief overview of project and goals.
• Problem Statement: Clear articulation of the project's issue.
• Project Goals and Objectives: Specific, measurable outcomes.
• Implementation Plan: Detailed plan of action including timelines and responsibilities.
• Budget: Clear financial breakdown.
• Evaluation Plan: Methods for assessing project success.

Assessing Clarity and Conciseness
• Clear and concise language is crucial.
• Clear problem statement captures donor attention.
• Alignment with donor priorities is important.

Examining the Implementation Plan
• Clear roadmap for project execution.
• Outlines specific activities, timelines, and responsible parties.

Checking for a Comprehensive Budget

• Well-structured budget demonstrates thoughtful financial consideration.

• Justification of costs and transparency.

Reviewing the Evaluation Plan

• Robust evaluation plan reassures donors of the NGO's commitment to accountability and learning.

Integrating Gender Equality and Social Inclusion (GESI) as cross-cutting issues in the proposal

6

1. **Importance of Integrating Gender Equality and Social Inclusion (GESI) as Cross-Cutting Issues in Proposals**

   Addressing gender equality and social inclusion (GESI) is crucial for creating impactful, sustainable development projects and aligns with global commitments like the UN Sustainable Development Goals (SDGs). Integrating GESI into project proposals enhances the effectiveness of interventions by reducing inequality and improving the well-being of all community members.

   Enhancing Project Relevance and Impact
   • Integrating GESI considerations in project proposals ensures diverse needs and perspectives are addressed.
   • Projects addressing women, minorities, and persons with disabilities can inform tailored interventions.

   Strengthening Accountability and Transparency
   • GESI principles promote accountability and transparency.
   • Proposals should outline specific GESI objectives and metrics.
   • Data collection on project beneficiaries can track participation rates among different genders and socio-economic groups.

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Aligning with Global Standards and Donor Priorities

• Proposals aligning with GESI priorities attract more funding and support.

• Demonstrating GESI integration in project proposals enhances competitiveness in securing funding.

Promoting Sustainable Development

• GESI integration addresses root causes of inequality and fosters inclusive growth.

• Strategies for promoting women's entrepreneurship can enhance women's economic empowerment and contribute to broader economic growth.

Facilitating Community Engagement and Ownership

• GESI considerations ensure diverse voices are included, fostering a sense of ownership among community members.

2. Integrating Gender Equality and Social Inclusion (GESI) as Cross-Cutting Issues in Project Proposals

Integrating Gender Equality and Social Inclusion (GESI) into project proposals is essential for promoting sustainable development and equitable outcomes. By incorporating GESI, organisations can improve project effectiveness, encourage broader community participation, and align with global development goals.

- Promoting Social Justice and Human Rights through GESI in Project Proposals
- Addresses unique challenges faced by marginalised groups, promoting equality and social cohesion.
- Enhances project effectiveness by incorporating diverse perspectives in design and implementation.
- Improves community engagement by involving diverse stakeholders, leading to increased investment and alignment with community priorities.
- Addresses systemic inequalities by identifying and addressing root causes of disparities.
- Enhances credibility and accountability by demonstrating commitment to transparency and accountability.

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- Informs policy advocacy efforts by documenting impacts of GESI-focused initiatives.
- Fosters a holistic approach to development, considering social, economic, and environmental factors.
- Supports Sustainable Development Goals (SDGs) by aligning project proposals with global frameworks.
- Improves monitoring and evaluation by developing nuanced M&E frameworks using gender-sensitive indicators.

3. Realistic Risk Management and Sustainability in Project Proposals

Incorporating risk management and sustainability into proposals is essential for securing funding and ensuring long-term project success. This approach shows NGOs' commitment to effective implementation and responsible resource management.

Understanding Risk Management and Sustainability in Projects

Risk Management:
- Identifies, assesses, and mitigates potential threats to a project's success.
- Incorporates a comprehensive risk management plan into proposals.
- Strategies include establishing diverse funding streams and engaging stakeholders.

Sustainability Importance:
- Refers to a project's capacity to continue delivering long-term benefits.
- Integrates sustainability considerations into proposals.
- Strategies include community ownership, ongoing stakeholder training, and income-generating activities.

• Examples include training local farmers on sustainable techniques and establishing cooperatives.

Interconnection Between Risk Management and Sustainability:

• Realistic risk management and sustainability are interconnected.

• Identifying sustainability risks can develop mitigation strategies.

• Funders prioritize projects that demonstrate understanding of both risk management and sustainability.

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4. **How to Write Risk Management and Sustainability in Proposals**

NGOs must develop robust proposals that address potential risks and emphasize sustainable practices. They should identify financial, operational, environmental, and reputational risks, assess their impact, and implement mitigation strategies. Sustainability considerations should be integrated into the proposal, linking risk management with sustainability goals.

- **Identifying potential risks:** Financial, operational, environmental, and reputational.
- **Assessing likelihood and impact:** Use a risk matrix to prioritize responses.
- **Mitigation strategies:** Foster strong relationships with local stakeholders in unstable areas.
- **Sustainability:** Define sustainability for the project: Long-term financial viability, social equity, and community engagement.
- **Linking risk management with sustainability goals:** Present a narrative highlighting how risk management supports sustainable outcomes.
- **Establishing a monitoring and evaluation framework:** Allow for ongoing assessment of risk management strategies and sustainability efforts.

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5. **Localisation and Sustainability**

Integrating localisation with sustainability ensures development initiatives are both effective and culturally relevant by involving communities in decision-making. This approach fosters ownership and enhances long-term project success by aligning local priorities with sustainability goals.

Localisation Strategy in Sustainable Development;

• Promotes active community involvement in decision-making processes.

• Centralises community needs and perspectives in project design and implementation.

• Fosters community ownership and enhances project sustainability.

• Aligns sustainability goals with local priorities.

• Creates resilient interventions for long-term development and community empowerment.

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6. Methods to Integrate Localisation Strategy Linking with Sustainability in a Proposal

Integrating a localisation strategy with sustainability in project proposals is essential for creating impactful, relevant, and lasting initiatives. This guideline outlines key steps to effectively blend these two critical components.

Understanding Local Contexts

- Conduct research on local needs and priorities.
- Engage with local stakeholders through surveys, focus groups, or community meetings.
- Gather data on local health issues, cultural beliefs about healthcare, and existing community

Fostering Community Engagement

• Involve local community members in planning and implementation.
• Involve local teachers in curriculum development.

Aligning Goals with Local Sustainability Practices

• Define sustainability in local terms.
• Collaborate with local leaders to define relevant and attainable goals.

Incorporating Local Resources and Knowledge

• Leverage local resources, skills, and knowledge in project design.
• Build local expertise and reduce reliance on external resources.

Develop a Collaborative Monitoring and Evaluation Framework

• Establish joint evaluation metrics.
• Develop indicators that reflect both sustainability goals and local priorities.

Articulate the Benefits of Localisation for Sustainability

• Link localisation to sustainable outcomes.
• Highlight how local engagement leads to more resilient interventions, greater community ownership, and improved long-term impacts.

7. Ensuring long-term sustainability

Creating a compelling project proposal that demonstrates long-term sustainability is essential for securing funding and support. Here are key strategies to effectively communicate sustainability in your proposals, along with examples.

Defining Sustainability Goals:
• Clearly articulate sustainability objectives for the project, such as financial viability, social equity, environmental stewardship, or community resilience.

Incorporating Stakeholder Engagement:
• Engage community members, local organizations, and other stakeholders in project planning and implementation.
• Foster ownership and ensure alignment with local needs and priorities.

Outlining Financial Sustainability Plans:
• Outline strategies for funding the project after initial investment.
• Include strategies for diversifying funding sources, generating revenue, or establishing partnerships.

Describe Capacity-Building Efforts:
• Include plans for building local capacity to sustain project outcomes.
• Include training for local personnel or establishing local management structures.

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Implementing Environmental Sustainability Practices:

• Adopt environmentally friendly practices that contribute to sustainability.

• Incorporate sustainable farming techniques for agricultural development.

Developing a Monitoring and Evaluation Framework:

• Outline how to assess project sustainability over time.

• Include measurable indicators and feedback mechanisms.

Linking to Sustainable Development Goals (SDGs):

• Align the project with relevant SDGs to demonstrate broader global impact and sustainability.

Past Successes in Sustainability

• Highlight successful long-term projects.

• Enhance credibility and demonstrate capability

Realistic Risk Management and Sustainability in Project Proposals

Incorporating risk management and sustainability into proposals is essential for securing funding and ensuring long-term project success. This approach shows NGOs' commitment to effective implementation and responsible resource management.

Understanding Risk Management and Sustainability in Projects

Risk Management:

- Identifies, assesses, and mitigates potential threats to a project's success.
- Incorporates a comprehensive risk management plan into proposals.
- Strategies include establishing diverse funding streams and engaging stakeholders.

Sustainability Importance:

- Refers to a project's capacity to continue delivering long-term benefits.
- Integrates sustainability considerations into proposals.
- Strategies include community ownership, ongoing stakeholder training, and income-generating activities.

Interconnection Between Risk Management and Sustainability:

• Realistic risk management and sustainability are interconnected.

• Identifying sustainability risks can develop mitigation strategies.

• Funders prioritize projects that demonstrate understanding of both risk management and sustainability.

How to Write Risk Management and Sustainability in Proposals

NGOs must develop robust proposals that address potential risks and emphasize sustainable practices. They should identify financial, operational, environmental, and reputational risks, assess their impact, and implement mitigation strategies. Sustainability considerations should be integrated into the proposal, linking risk management with sustainability goals.

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- **Linking risk management with sustainability goals:** Present a narrative highlighting how risk management supports sustainable outcomes.
- **Establishing a monitoring and evaluation framework:** Allow for ongoing assessment of risk management strategies and sustainability efforts.

Risk Assumption and Management Matrix

The Risk Assumption and Management Matrix is based on the principles outlined in realistic risk management and sustainability in proposals:

Risk Type	Identified Risks	Likelihood (Low/Medium/High)	Impact (Low/Medium/High)	Mitigation Strategies	Monitoring Indicators
Financial Risks	Funding cuts, budget overruns	Medium	High	Develop a diversified funding strategy, including grants and community contributions.	Regular budget reviews and financial reports.
Operational Risks	Staff turnover, inadequate training	Medium	Medium	Implement staff retention strategies, and provide continuous training and professional development.	Employee satisfaction surveys and training completion rates.
Environmental Risks	Climate change impacts on project viability	High	High	Incorporate sustainable practices (e.g., rainwater harvesting, renewable energy).	Regular environmental impact assessments.
Reputational Risks	Negative publicity due to project failures	Medium	High	Proactive community engagement and transparent communication strategies.	Media coverage analysis and stakeholder feedback.
Community Engagement Risks	Low participation and community resistance	Medium	Medium	Conduct community needs assessments and involve local stakeholders in project design.	Community attendance at events and feedback from local leaders.
Regulatory Risks	Changes in local laws affecting project execution	Medium	High	Establish strong relationships with local authorities and stay updated on regulatory changes.	Regular consultations with local legal advisors.

Methods to Integrate Localisation Strategy Linking with Sustainability in a Proposal

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• Foster ownership and ensure alignment with local needs and priorities.

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• Outline strategies for funding the project after initial investment.
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Describe Capacity-Building Efforts:
• Include plans for building local capacity to sustain project outcomes.
• Include training for local personnel or establishing local management structures.

Implementing Environmental Sustainability Practices:

• Adopt environmentally friendly practices that contribute to sustainability.

• Incorporate sustainable farming techniques for agricultural development.

Developing a Monitoring and Evaluation Framework:

• Outline how to assess project sustainability over time.

• Include measurable indicators and feedback mechanisms.

Linking to Sustainable Development Goals (SDGs):

• Align the project with relevant SDGs to demonstrate broader global impact and sustainability.

Past Successes in Sustainability

• Highlight successful long-term projects.

• Enhance credibility and demonstrate capability

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Localisation and Sustainability

Integrating localisation with sustainability ensures development initiatives are both effective and culturally relevant by involving communities in decision-making. This approach fosters ownership and enhances long-term project success by aligning local priorities with sustainability goals.

Localisation Strategy in Sustainable Development;

• Promotes active community involvement in decision-making processes.

• Centralises community needs and perspectives in project design and implementation.

• Fosters community ownership and enhances project sustainability.

• Aligns sustainability goals with local priorities.

• Creates resilient interventions for long-term development and community empowerment.

Interpret the Utilisation of Organisational Safeguarding Policy in Project Proposals

In today's funding landscape, NGOs must demonstrate a commitment to safeguarding policies to protect vulnerable populations. Funders now expect organisations to prioritise well-being and clearly outline their safeguarding measures in project proposals.