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| ORG LOGO | POSSIBLE SPONSOR |

PROJECT CONCEPT NOTE

|  |
| --- |
| Project Name |

**Project Co-ordinator \* Contact number \* Address \* Email**

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This is how we **check** **how well** we do it

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PART A: ORGANISATIONAL OVERVIEW

1. **STRATEGIC OVERVIEW**

The introductory information should preferably be no more than a paragraph or two per heading.

It should establish credibility and attract enough interest for the funder to read the rest of the document.

It should answer most of the following questions:

* What is the name of the organisation?
* How long has it been going?
* What is its purpose? (Vision, Mission & Values)
* Who/what does it serve ? (Vision, Mission & Values)
  1. VISION
  2. MISSION
  3. VALUES
  4. EXPERIENCE
* How does the organisation function? (Structure)
* Who runs it? (Not their names)
* How many people run it?
* What qualifications/experience do they have?
* Are volunteers involved? (How many ?)
* What are its current projects? (Category i.e. Youth development etc.)
* What has it achieved? (Out of the ordinary / Beyond expectations)

Remember all this should be said in a paragraph or two only!!!

Concise statistics will always impress.

PART B: PROBLEM/OPPORTUNITY STATEMENT

1. OPPORTUNITY / PROBLEM STATEMENT

What is the need of the community or cause served by the organisation via this project?

Do not go into emotional detail or lengthy definitions, however, it is important to outline the problem being addressed. Statistics work well here.

* The Heading should be “problem” related
* Use statistics
* Specify the project location
* Remember the “problem” should be that of the Beneficiaries, NOT the organisation, because, the funder wants to fund change for the beneficiaries, not the organisation.

PART C: PROJECT SPECIFICATIONS

1. **PROJECT DESCRIPTION**

This is the “core” of the reason for writing to the funder.

This section should contain the “WOW” factor – the **U**nique **S**elling **P**oint / Position (i.e. What is special/ unique about how you are going to address the problem/ need).

Do not waffle. This should, however, be the longest section of the proposal.

Concisely outline the work and objectives of the specific project for which you are requesting support by considering some of the following questions:

* What is the project called?
* Is any other organisation doing the same thing?
* Why is ours the best organisation to handle this project?
* Has the target community been consulted?
* How will it work?
* Who will run it?
* How long will it take?
* Who/what will benefit?
* Detail: numbers, ages, genders, units, etc.
* What will the project achieve?
* What is its outcomes /results ?
  1. Project Location
  2. Project Duration
  3. Project Goal and Specific Objectives
  4. Activities / Strategies
  5. Expected Results

PART D: STRENGTHS AND INNOVATION

4. STRENGTHS AND INNOVATION

This section should highlight and emphasize the “WOW” factor – the **U**nique **S**elling **P**oint / Position (i.e. What is special/ unique about how you are going to address the problem/ need).

And what makes [YOUR ORGANISATION] the perfect organisation to address the concept issue.

PART E: MONITORING AND EVALUATION

5. MONITORING AND EVALUATION METHOD

Every funder wants to know how their money will be spent.

Reassure the funder that the project will be properly measured.

* How will you monitor and evaluate it? Method/ system of monitoring and evaluating project progress. (per objective)([tools](file:///C:\Users\Mike\Dropbox\WESSA%20Company%20Documents\Monitoring%20&%20Evaluation))
* Who will monitor and evaluate it?
* When will it be monitored
* How often will the funder be informed?
* Who, how and when will the evaluation be conducted?
* How will you determine that the project has been successful?
* How will you demonstrate that the money has been properly spent?

PART F: SUSTAINABILITY

**6.** **SUSTAINABILITY**

* The “And then?”.
* Can what you are doing have an ongoing effect?
* In the interest of the organisation’s Self Financial Sustainability, what are you doing to make money?
* i.e. is the project sustainable, is its effects sustainable, is its funding sustainable, is the benefits it is creating for the beneficiaries sustainable?

PART G: REPLICABILITY

**7.** **REPLICABILITY**

What is the scaling-up potential of your project idea? What is the possibility of implementing your project idea in a different region or globally?

PART H: BUDGET

NOTES

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