 **The Essentials for NGO Project Proposal**

This document lists the kind of questions that are considered essential when we evaluate NGO proposal. It also clarifies what we expect in terms of reporting and communication from NGO team throughout project implementation phase. Applicants may incorporate these questions into their own proposal format.

In the case of re-application for the continuing projects, please describe any relevant information that is new or any changes. If there are no changes from the previous year, simply mark “no change for re-application.”

Project Total Budget Amount:   
Other Funders:   
Who are the Beneficiaries:   
Grant Amount Requesting:

Project Name:  
Project Location:  
Start and End Date:

1. **Background**

Please describe the project you are applying for:

* What specific social issues or needs are you addressing?
* Please explain the scope of the problem. How severe is the need?
* Are there other NGOs tackling similar problems? Why is your project needed in addition to current efforts?

**2. Proposal**

* Overall strategy
* Key differentiation
* How will the project be implemented;
* Why is it implemented this way, Is it an cost effective approach;
* Methods of monitoring and evaluation
* If your project is an expansion or scale-up, please discuss anticipated risks and plans to deal with rapid-growth challenges.

**3. Core Team Members**

Example:

|  |  |
| --- | --- |
|  | Key personnel & responsibilities |
| NGO team members | Shirley (CEO)  Bob (chairman) |
| Project team members | Frank (project leader)  Cindy (communication person) |

**4. Project Goals: Please describe project goals hoping to be achieved – in terms of human/social impacts. Try to set quantifiable & verifiable goals.**

Example of Project Goals:

|  |  |
| --- | --- |
| Project Objectives in terms of human and/or social impacts (whole year) | Goals (quantifiable) |
| (1) Increase the number of women delivering their babies in a health facility that is equipped for this purpose (birthing center or referral hospital). | We expect an increase of at least 15% over three years. |
| (2) Decrease maternal deaths (defined as "The death of a woman while pregnant or within 42 days of termination of pregnancy, irrespective of the duration and the site of the pregnancy, from any cause related to or aggravated by the pregnancy or its management, but not from accidental or incidental causes.") | We expect a minimum of a 50% decline over 3 years. |
| (3) Decrease neonatal deaths (defined as the death of a baby within the first 28 days of life). | We expect a minimum of a 50% decline over 3 years. |

**5. Key Milestones: Please describe key implementation milestones.**

**Try to set these milestones in terms of quantifiable & verifiable targets.**

(by overall program & by Chao Foundation sponsored specific area if applicable):

Example of Implementation Milestones

|  |  |  |  |
| --- | --- | --- | --- |
| All regions in Nepal (Overall Program) | | | |
|  | Mid-year Actual (optional) | Year-end Actual | Annual Target |
| skilled birth attendants (SBA) trained |  |  | 312 |
| Birthing Centers (BC) Newly Upgraded |  |  | 18 |
| Community Outreach Providers trained |  |  | 2390 |
| Local Stakeholders trained |  |  | 3975 |

|  |  |  |  |
| --- | --- | --- | --- |
| Bhojpur region (Chao Foundation Sponsored region) | | | |
|  | Mid-year Actual (optional) | Year-end Actual | Annual Target |
| skilled birth attendants (SBA) trained |  |  | 35 |
| Birthing Centers (BC) Newly Upgraded |  |  | 5 |
| Community Outreach Providers trained |  |  | 786 |
| Local Stakeholders trained |  |  | 760 |

**6. Reporting: Deadlines and Communication Personnel**

Please note that your reports will be a key part in monitoring and evaluation by TFish & Chao Foundation throughout the project. The timely reports can help us avoid delay in determining continuation of partnership and grant renewals.

Please determine when you plan to update TFish & Chao Foundation during the project according to the following reporting deadlines.

|  |  |  |
| --- | --- | --- |
| Type of reports |  | Promised Deadline |
| 1. Year-End Report (due March 31) | Required |  |
| 2. Mid-Year Report (due Aug 31) | Optional |  |
| 3. Brief email updates with touching photos including impact stories from the field are always appreciated | Optional |  |

Please assign a communication person in charge of reporting. We will also assign a project liaison officer as a principle interface to the person you listed here.

|  |  |
| --- | --- |
| Primary NGO Communication person(s) in charge of reporting | Email |
|  |  |
|  |  |

**7. Project Budget**

Please provide a Budget Table detailing and itemizing project expenses. You can use our form on the online NGO Workbook on Google Drive by adding more rows and formatting it to fit your project or send in a separate budget to capture the project. If you are applying for other grants or have other donors, please include them and let us know what items we are supporting and percentage of the project.