

Writing a Funding Proposal

POSSIBLE STRUCTURE OF A FUNDING PROPOSAL

Section	Content	Comments
Title page	<ul style="list-style-type: none"> ▪ Title of proposal. ▪ Name of agency to whom proposal is being submitted. ▪ Name and address of your organisation, if possible with a logo. ▪ Name of the contact person who will best be able to discuss the proposal. ▪ Date. 	The title should capture the essence of the project in a short phrase or sentence. It should not be very long.
Summary page	Summary of the proposal – about 300 words in length.	Capture the essence of the project by briefly stating: <ul style="list-style-type: none"> ▪ what the current context or situation is ▪ what your organisation feels would be a way of addressing the problems using its expertise ▪ why this is a good way to go ▪ what impact will be achieved ▪ who the main beneficiaries will be ▪ the time period envisaged ▪ the overall cost.
Contents page	List the main headings and page numbers.	This will help the reader find his/her way around the proposal.
Proposal – body of the proposal	<ul style="list-style-type: none"> ▪ Context (about a page) ▪ Specific/relevant opportunities and/or problems for organisation and for donor (about half a page) ▪ Objectives (about half a page - including clarification of the beneficiaries) ▪ Intended process (about three or four pages) 	<ul style="list-style-type: none"> ▪ Describe the context briefly, giving relevant figures ▪ Explain how you identified the problem or opportunity of particular concern to you ▪ State what qualifies your organisation to address such issues ▪ State the general and specific objectives of the project ▪ Summarise the intended process. <p>You can refer to the appendices for more detail. If there is a gender-specific element, highlight it. If there are risks involved in the project, mention briefly how you will address them, and what degree of flexibility will be needed from the donor side. Discuss sustainability of the project and/or impact.</p>
Conclusions and budgeting	State briefly what you are requesting from the agency and why. Include a brief budget summary.	The detailed budget should be in the appendices. Here just give main budget items and totals over the whole project period. This is also a good place to summarise your financing plan for the project e.g. who else are you asking for money from?
Appendices	Detailed technical description of project, methods, timetable, detailed budget, annual report, audited financial statements, and so on.	This is where you can put detail without making the body of the proposal too long. If you plan using LFA, this is where you would put the matrix. (See Glossary of Terms and the toolkit on Overview of Planning.)
Bibliography /references	List any references you have used, in the order in which you mention them in the text.	Mostly list sources which the donor will recognise as credible e.g. United Nations Development Programme documents.