**YOUR LOGO**

**Project Proposal**



**Name of organization:** [Insert name of organization]

**Project Title:**  [Insert name of project title]

**Project Budget:** [Insert total requested amount]

**Date Submitted:**  [Insert date]

**Contact Person:** [Insert name of project director or manager]



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# GENERAL INFORMATION (limit to 1 page)

1. **Name of organization submitting proposal**

[Replace this text with a name of organization submitting proposal]

1. **Address, phone and e-mail address**

Address: [Insert address of your organization]

Phone: [Insert phone of your organization]

E-mail: [Insert e-mail of your organization]

1. **Organization structure and juridical status with attached copy of by-laws and charter**

[Provide relevant

1. Organizational structure: list of management of organization and general members as applicable
2. List any affiliation with or budget received from the government]

1. **Mission of organization**

[Replace this text with a mission of organization submitting proposal]

1. **Management and team experience (relevant to NGO work)**

[Provide all relevant information such as:

1. Summary of other projects, current or past
2. Name and contact information for up to two (2) references from beneficiaries and/or donors
3. Key staff/team members and their qualifications
4. Describe if anyone would receive salary from money requested from TCO
5. Describe project and budget management experience]

# INFORMATION ABOUT THE PROJECT (limit to 5 pages)

1. **Program or Project Justification**

[Provide problem analysis and justification for project intervention—including any supporting data]

1. **Business justification and complementary benefits to TCO in achieving business objectives**

[Insert all relevant TCO goals and objectives that match the project]

1. **Description of Program or Project**

[Replace this text with a description. Address following points. Additional information may be added.

1. Goal(s) and/or objective(s)
2. Strategy for achieving goals and objectives
3. Detailed description of main stages of project with activity plan/timeline
4. Project staffing and partnership arrangements, if applicable
5. Describe, if within the project there will be engagements with government officials and provision of any benefits to them, if applicable]

1. **Socio-economic impact**

[Replace this text with a description. Address following points. Additional information may be added.

1. Medium-term results and outcomes project seek to achieve
2. Long-term impact expected
3. Strategic Framework (log frame) showing project logic (required, see Appendix A)]

1. **Detailed budget information**

[Insert a detailed budget table according to the template. Include overhead justification and for items not directly related to project]

[Address following points:

1. Total amount of money requested from TCO
2. Other donors who have committed money or resources to project
3. Any other donors being pursued for this project]

1. **Social media and media coverage plan / Communications Plan**

[Insert information on how you plan to cover the project activities in social media and other media sources.]

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Reason / Event name | Involved media / publics / bloggers | Paid / Free | Cost | Expected audience reach |
| 1 | Press breakfast due to release of guidance | The Caspian Commune  Social networks | Free |  | xхх people |
| Bloggers  Ak Zhaiyk | Paid | ХХХ ХХХ KZT | xхх people |
| 2 | Project opening | Caspian News | Paid | ХХХ ХХХ KZT | xхх people |

# EVALUATION AND MONITORING (limit to 2 pages)

[Insert a description of how you will monitor and evaluate project outputs, results/outcomes, and impact. Provide the explanation how you will use the monitoring to improve project if needed]

# PROJECT SUSTAINABILITY OR EXIT STRATEGY (limit to 1 page)

[Insert a description of the vision and timetable for the end of the project. Describe how you will attempt to make the results / outcomes sustainable.]

# APPENDIX A: Log Frame

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Objective** | The objective should describe the lasting effect created by the outcomes, and should be written as the state (sostayanie) the project is trying to achieve. The objective should be measurable, but often measurement would need to occur some time after the project concludes.  Examples:   1. Students are better able to study online 2. Participating students have improved test scores 3. Smoking is reduced among middle-aged men | | | | |
|  | **Description** | **Indicator** | **Verification method** | **Interim report** | **Final report** |
| **Outcome 1** | In short, simple language describe the effect of the project: it should be achievable within the project period.  Examples:   1. A model for distance education is accepted by the education department 2. Students have improved knowledge of English 3. A new smoking cessation method is introduced | Select no more than 2 SMART indicators | This is how you will measure the indicator. Examples include test scores, act of acceptance, site visits | Leave blank for proposal.  This will be completed and attached to the mid-year report | Leave blank for proposal |
| **Product 1.1** | This is the product of an activity, not the activity itself. Examples:   1. 20 students are trained in calculus 2. 10 Oblast health department workers are trained in a new technique 3. Five computers are installed in school #12 | Select no more than 2 SMART indicators. Examples:   * # of students trained * # of children receiving services * # of consultations provided | “ | “ | “ |
| **Product 1.2** |  |  |  |  |  |
| **Outcome 2** |  |  |  |  |  |
| **Product 2.1** |  |  |  |  |  |
| **Add rows if needed** |  |  |  |  |  |

**General guidelines:**

* Results frameworks are critical to understanding what the project is trying to achieve, and whether it achieves it.
* If your organization has its own logic framework or results framework, you can use that instead.
* Projects typically should have no more than two objectives and four outcomes
* Partners will report on the indicators at the mid-year and final reports. If you include an indicator, expect to report on it.
* Indicators should be SMART
  + **S**pecific.
  + **M**easurable. Indicators should be realistically able to be measured. Don’t include indicators that are too difficult to measure or require data that is inaccessible.
  + **A**ttainable. The project should be able to achieve the indicator. This means it should be limited to the scope of the project
  + **R**elevant. The indicator should be directly related to the project
  + **T**imebound. The indicator can be measured within the timeframe of the project

