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June 21, 2012

Dear Friends,

We hope you enjoy this week's edition of the Newsflash!  
This week is Part 3 of a three part tutorial series on Grant Proposal Writing 101.

Sincerely,

The Firelight Team

(Call for Concept Notes) European Grant for Human Rights and Fundamental Freedoms and support for Human Rights Defenders  
(Call for Proposals) USAID's Development Grants Program: Small Grants for NGOs & Grassroots Projects  
(Call for Cartoons) Global Editorial Cartoon Competition 2012 in areas of democratic governance, entrepreneurship and youth empowerment  
(Resource) Grant Proposal Writing 101 Part 3

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(Call for Concept Notes) European Grant for Human Rights and Fundamental Freedoms and support for Human Rights Defenders

The European Commission has launched the Call for Proposals under the European Instrument for Democracy and Human Rights (EIDHR) to enhance the respect for human rights and fundamental freedoms in countries and situations where they are most at risk and where human rights defenders and civil society organisations work under severe constraints and are most under pressure

The specific objective of this call is to provide direct support and protection to human rights defenders and to reinforce their capacities to do their work in the short and long-term, as well as to provide tangible support and means of action to local civil society in the promotion of human rights and fundamental freedoms in some of the world's most difficult, dangerous and unpredictable political situations and/or where they are the most vulnerable and threatened.

For the purpose of this call for proposals, the concept "most at risk" refers to regions, countries and situations characterised by a serious lack of respect for human rights and fundamental freedoms; where human rights and fundamental freedoms are systematically violated; where there exists high risk to human security

making it difficult for civil society and human rights defenders to operate, and where there is little or no room for political pluralism.

This call for proposals has three lots:

The Lot 1 targets actions taking place in one single country. They shall aim at enhancing respect for human rights and fundamental freedoms and at supporting human rights defenders either in countries or in situations where they are the most at risk.

The Lot 2 targets global and/or regional actions aiming at enhancing respect for human rights and fundamental freedoms and at supporting human rights defenders taking place either in countries or in situations where they are the most at risk.

The Lot 3 targets actions aiming at providing local civil society and human rights defenders with the technical tools and knowledge to circumvent cyber-censorship and to improve their digital security in those countries where Internet and digital communications are the object of surveillance, tracking, filtering or blocking or where digital communications are purportedly impaired.

As this is a restricted call for proposals, the European Commission is seeking only concept notes initially. Full proposals will be requested after reviewing and shortlisting the concept notes. The deadline to submit concept notes is 20 July 2012. For more information, visit this link.

Deadline for Submission: July 20, 2012

For more go to: <https://webgate.ec.europa.eu/europeaid/online-services/index.cfm?ADSSChck=1338950837861&do=publi.detPUB&searchtype=QS&orderby=upd&orderbyad=Desc&nbPubliList=15&page=1&aoref=132760>

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(Call for Proposals) USAID's Development Grants Program: Small Grants for NGOs & Grassroots Projects

Source Link: <http://www.fundsforngos.org/latest-funds-for-ngos/usaid-development-grants-program-small-grants-ngos-grassroots-projects/#ixzz1yTgxXatq>

The United States Agency for International Development (USAID) through the Office of Innovation and Development Alliances (IDEA), Local Sustainability (LS) Division, is inviting applications from local NGOs (LNGOs) and also US private and voluntary organizations to apply for grants under the Development Grants Program.

The IDEA Office seeks to reach development goals more quickly, cost-efficiently, sustainably, and at wider scale through innovation (meaning significant, not

incremental, improvements in development impact) and partnership. The LS Division of IDEA works to improve the sustainability of civil society organizations by focusing on supporting innovative local development projects and capacity development.

The overall objective of the DGP is to contribute to improved and sustainable grass roots development by supporting development projects and strengthening capacities of nascent development partners in countries where the DGP is active. The DGP has a priority of strengthening LNGOs and US PVOs, recognizing that a vibrant and active NGO sector is fundamental to promoting a healthy democracy that is accountable and responsive to citizens' needs.

NGOs in select countries can apply for select sectors which can include rural development, basic education, microenterprise, health- HIV and AIDS, water, democracy and governance, business advocacy, energy efficiency awareness etc.

The deadline to submit concept notes is 2 July 2012. For more information, download this pdf document or visit [grants.gov](http://grants.gov) and search by funding opportunity number for: RFA-OAA-12-000025

Deadline for Submission: July 2, 2012

For more go to: <http://www07.grants.gov/search/basic.do>

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(Call for Cartoons) Global Editorial Cartoon Competition 2012 in areas of democratic governance, entrepreneurship and youth empowerment

The Center for International Private Enterprise is organizing the Global Editorial Cartoon Competition 2012 to share creative ways of capturing key issues affecting the development of your country. The cartoons can be submitted on the subjects of democratic governance, entrepreneurship and youth empowerment.

There are no restrictions on who can participate in this competition – it is open to participants of all ages, professional and amateur cartoonists. Participants may submit cartoons in all three categories and a maximum of two cartoons per category. Submissions must be work original to the artist.

- Preferred format: .jpg (.png and .tiff files are also acceptable)
- Digital versions: Minimum resolution of 300 dpi and dimensions of 600 pixels wide and 400 pixels high (must be suitable for printing).
- Hard-copy versions: A4 (210 X 297 mm) or A3 (297 X 410 mm) and Letter (216 × 279 mm)
- Submissions may include different sizes of cartoons – single panel, a strip, or a two-tier strip.
- Submissions must be static images with no Flash or other animation.

- English translations MUST be provided for any text or captions in Arabic, Chinese, French, Russian, or Spanish.
- All submissions (files) MUST have the name and country of entrant included in the file.
- Due diligence will be conducted throughout the competition process. Plagiarism or any violation of competition rules will result in immediate disqualification from this and any future CIPE Global Editorial Cartoon Competition.

Deadline for Submission: July 15, 2012

For more go to: <http://www.cipe.org/cartoon/>

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### **GRANT PROPOSAL WRITING 101**

It can be challenging to know and understand all of the necessary steps to achieving the goal of your program or organization. It can even be challenging to know what that goal exactly is!

It can be even more challenging to translate these steps and goals on to paper, in a clear and cohesive way that makes sense to a broader audience or potential funder.

#### **Things to Keep in Mind:**

- In general, only about 10-15% of grants are funded.
- Good communication with your funder is very important throughout the entire grant process.
- The purpose of a grant proposal is to share your mission with a potential donor in order to create a long-term partnership.

This Newsflash will come in **3 parts:**

#### **Part 1:**

A “Causal Pathway” activity and Institutional Review sheet to help organize the necessary steps to achieve your program’s goals.

#### **Part 2:**

A lesson on Monitoring & Evaluation and “Indicators” (how to create tangible data for your funding organizations).

#### **Part 3:**

The basic layout/format of a Grant Proposal and a checklist to make sure that all

parts of your proposal are there and nothing has been overlooked!

### **PART 3: Writing the Proposal**

When sitting down to write a grant proposal, it is crucial to keep your audience in mind. Funding organizations, groups and businesses are all, as said before, generally looking for the same information. However, each group has different missions, target populations, and resources to pull from.

For example...here at Firelight, our focus is children, HIV/Aids, and family. Global Fund for Women is focused on women. So you would want to make sure and address these different focuses when writing grants to each organization.

#### **Funding Sources to Consider**

- Foundations that specialize in grant making (Firelight, Ford Foundation, Global Fund for Women)
- Businesses with Corporate Social Responsibility Programs (Pfizer, Deutsche Bank)
- Organizations like churches or schools in the US that may have a service component.

#### **Let's Get Started!**

##### **THE COVER LETTER.**

Write to a specific person if you can find one at the funding agency you have selected. Remember, as said above, to keep their focus in mind. Link your work with theirs—this is the time to convince them that you are the perfect fit for their grant.

##### **THE TITLE PAGE.**

- What kind of project?
- What is the target group?
- Who is submitting the proposal?
- Contact information?
- Date of submission?

\*\*\*The title page is a good place to put any graphics or logos that your organization or group may have.

(Example of Title Page attached to this email).

## **THE EXECUTIVE SUMMARY.**

Write a description of what your organization does, who will be the project managers, the problem statement, goals and objectives of the proposed project, the amount already offered by your organization, and the amount requested.

\*\*\*Keep it short.

## **THE INTRODUCTION.**

- Sell your organization—who are they? What have they accomplished?
- Sell the need—why does this project matter? Who is the need connected to the organization?
- Lay the ground for how the proposed project fits with your organization’s goals and strategies in one paragraph, and how you want your organization to fit in with the potential donor and why.

## **THE PROJECT CONTEXT.**

- Who are you working with?
- What are the social, economic and health issues facing them?
- What has been the involvement of your organization in the region? Do you have success with a project like this?
- Who else is addressing the need? Are you partnering with them?

## **THE PROBLEM STATEMENT.**

- What is the specific problem you are planning to address?
- Why is this problem a priority?
- Keep the problem statement short—you are basically simplifying your problem down to a short statement here.

\*\*\*The Introduction, Project Context and Problem Statement can all be put on the same page, as they are all related and are small written sections.

## **PROJECT DESCRIPTION.**

Narrative description of inputs and activities of the project—and how that will eventually lead to desired impact.

## **PROJECT GOALS AND OBJECTIVES.**

Write one sentence that lets the donor now what your goal is to tackle this issue and how your organization can help alleviate the problem. Then write realistic objectives that can measure who will benefit from your goal, and the

development outputs of reaching your goal.

Goals are “dreams” ...objectives are “measureable” and tangible.

### **ANTICIPATED RESULTS/IMPACT.**

- Refer to your causal pathway—what are the outputs and impact of the project?
- Qualitative and Quantitative outputs should be put here.

### **MONITORING AND EVALUATION.**

- How will you know that you have achieved what you set out to do?
- Who will do the evaluation?
- What are the challenges and how will they be dealt with?
- How will information be recorded, analyzed and presented?

\*\*\*Remember to include operational and performance indicators.

- Operational indicators: Assessing progress through project activities such as test kits bought, people trained, rooms built, computers running (these are the same as output indicators).
- Performance indicators: Assessing progress through percentages or ratios to describe effectiveness or efficiency (effect indicators).

### **SUSTAINABILITY.**

- Is your project time-bound or will it continue beyond the time set in the proposal?
- What steps will be taken to ensure the project continues when donor funds are exhausted?

### **IMPLEMENTATION PLAN.**

- This section should be designed to give a step by step description of activities to reach desired impact.
- Make sure someone who doesn't know your organization can understand it.
- Are you working in phases?
- Who is responsible for different aspects of the project?
- What are your inputs, activities?

### **AND LAST, BUT NOT LEAST...THE BUDGET.**

- Sometimes the most important piece—where donors look first!
- Show costs in \$ or Euros AND your local currency (except if applying for a local grant). Show the current exchange rate.

- Include everything. Admin costs (phone, transport), materials, salaries, etc.
- Show what other funds might be used.
- Divide expenditures into major sections (personnel, equipment, technical assistance, etc.)
- Some budgets need a justification.

### **Grant Proposal Checklist**

#### c Cover Letter

- o Link your work with theirs.

#### c Title Page

- o Use your group's graphic or logo if there is one.

#### c Executive Summary

- o Be brief.

#### c Introduction

#### c Project Context

#### c Problem Statement

- o Remember that you are showing how your program or project can address a need—keep this in mind when you are writing your problem statement. When you are later describing your project's goals and objectives, it will be linked back to the problem statement. Try and make it specific.

#### c Project Description

#### c Project Goals and Objectives

- o Remember you will be describing how to monitor and evaluate these goals and objectives later, so make sure that your goals and objectives are measurable.

#### c Anticipated Results/Impact

#### c Monitoring and Evaluation

#### c Sustainability

#### c Implementation Plan



c Budget

- o Keep in mind that many organizations do not fund admin costs or salaries, or only fund a portion of them.

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As part of the Firelight Foundation's Capacity Building Program, Firelight provides "Newsflashes" to share relevant resources and information with our active grantee-partners via weekly emails and via post on a monthly basis. We hope that by facilitating access to information for grassroots, community-focused organizations, programming for children and families, as well as organizational development, is enhanced. Past editions of the Firelight Newsflash can be found on our website: <http://www.firelightfoundation.org/newsflash.php>. We welcome your comments, feedback and ideas for upcoming Newsflashes at [newsletter@firelightfoundation.org](mailto:newsletter@firelightfoundation.org).

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