

## HENDRICKS AND ASSOCIATES TRAINING AREAS

January – December

Week 1 or 2 of each month

To register: [info@hendricksassociates.org](mailto:info@hendricksassociates.org); Call 0795739813

	Training Area	Dates
2	Proposal Writing for funding	Week 1 & 2

### **COURSE OUTLINE AND SYNOPSIS**

#### **H&A\_02:** Proposal writing for funding

##### *Course overview*

The public and non-governmental funding space is shrinking whilst the development needs are on the rise. Donor and venture capitalists pose various conditions and even prescribe specific formats, budget guidelines and even funding ceilings. The same funding space prescribes other non-negotiable conditions such as gender mainstreaming, environmental social safeguards, voluntary guidelines on land tenure, climate change adaptation among others. A successful funding proposal must follow a standard structure including an executive summary, a clear problem statement, a detailed project description outlining your goals and activities, a realistic budget, an organizational profile, and a plan for sustainability. Some donors would even design pitching competitions to tease out innovativeness and co-creations of problem solving ideas. A fundraising proposal aims to communicate the significance of the initiative, the need to raise funds, and the impact those funds will make.

##### *Target audience*

This course targets project managers, project coordinators, board of management, project steering committees, communication professionals, technical experts, community development agents,

outreach officers, monitoring and evaluation officers, capacity builders, development agents, mentors, champions, humanitarian actors, devolved leaders, civic leaders, faith based leaders etc.

### *The Course outline*

- What are the different funding proposals
- Understanding the donor ecosystem landscape
- Project cycle development
- Fundraising proposal templates
- Fundraising proposal outline
- Ethical consideration in proposal writing
- Problem identification and prioritization
- Risk analysis and mitigation
- Monitoring, evaluation and learning
- Modelling progressive funding
- Sustainability

The participants will be oriented on the various funding platforms and timelines for proposal submission.

### *How participants will benefit*

By the end of the training, the participants will be able to effectively respond to funding calls, expression of interests and tap into unsolicited funding through winning proposals. The participants will gain a global understanding on the new dynamics in resource management and fund management. The participants will gain an all-round understanding on the emerging donor landscape and aligning to global development themes. This course will empower participants to:

- Understand the donors and the funding agency in terms of their mission, priorities, and past funding activities.
- Adhere strictly to the funder's application guidelines, formatting, and deadlines.
- To demonstrate to the funder their organization's capability for successful project implementation.

- Apply data and evidence based decision making to support the prioritized interventions
- The continuous and never ending approach for improvement when the proposal is rejected, revise it and resubmitting.

Finally the participants will be appraised on the importance of devising consortia for leveraging on synergies and comparative advantages.

*Course duration:* Four days

*Course fee:* USD 310

