

THE PROJECT PROPOSAL

C1. CONTENT OF A PROJECT PROPOSAL

I. Narrative information

There are no deadlines for the submission of project proposals, which should include the following :

a) A presentation of the applying organization, including:

- Its area(s) of expertise;
- Its date of establishment in the geographical context in question, as well as an overview of its past and present activities;
- Information on its prior experience in the proposed field of intervention, possibly in another context.

Nota bene: if the proposed project is in collaboration with another organization such as a local partner, please make sure to include the information requested above for said partner as well.

b) A detailed description of the proposed project, including:

- Its justification;
- Its general and specific objectives;
- The proposed / planned activities;
- The estimated number of direct and indirect beneficiaries;
- The expected results;
- The outcome indicators and a detailed description of the planned evaluation methodology and procedures. Please click **here (III)** to learn more about PVF's expectations in terms of indicators;
- The project's duration and, if already known, its planned start and end dates;
- The estimated overall project budget and the contribution requested from PVF
- A summary budget table for the organization for the current year with the indication of its funding sources (list of donors)
- A summary financial table (expenses and revenues) of the three previous years as well as an indication of its funding sources (list of donors).

Nota bene: if the proposed project is in collaboration with another organization such as a local partner, please make sure to include detailed information on the role and responsibilities of both.

c) Annexes and supporting documents

Given the importance that PVF attaches to indicators, impact evaluation and related methodology, the following accompanying documents may significantly strengthen your application.

- A copy of the evaluation report or the impact study on a previous phase of the project or on a comparable project implemented by your organization in the same context or in a similar one;
- If available, a copy of the baseline study for the proposed project;
- The project logical framework;
- A copy of any other existing internal reference documents that would help us better understand the way the applicant (and if applicable, the local partners) monitors and evaluates the impact of its work.

II. Financial information

Together with your letter of inquiry, please make sure to provide the following financial information, for which there are no page limits.

1. The financial reports of the applying organization for the past three (3) years:

These financial reports provide information on the applicant's past financial situation.

They show the total amount of the organization's annual expenses for the past three years (all programs/activities included), together with annual revenues (exhaustive list of sources of revenue, including amounts).

For international organizations, these financial reports should also list all expenditure and revenue in the country where the planned project or programme will take place.

2. The organizational or operational budget for the applying organization

This budget is an estimate of your organization's overall expenditure and revenue for the current year (fiscal year or calendar year) for all programs and activities.

Secured funding sources (confirmed or pledged contributions) are presented separately from anticipated funding (grant applications under review, requests to be made, expected revenue from income-generating activities, etc.).

If applicable, the earmarking details of secured funding and anticipated contributions should be mentioned. For applications under review, please also mention, if available, the approximate date on which a final decision may be expected.

For international organizations you should detail the budget for all programs carried out in the country where the planned project or programme will take place.

If the project is in collaboration with another organization such as a local partner, make sure to also include the latter's operational budget.

3. The budget for the proposed project or program

The budget section is the backbone of a grant application. When reviewing a project proposal, the Foundation's staff often turns first to the budget to get a first "behind the words" sense of the

project, to determine the realism and adequacy to the context as well as to make sure that the applicant has the necessary experience to manage the amount of funds requested.

PVF does not have standard budget forms, but the following guidelines and templates may help you ensure that the required information and level of details are provided. Nevertheless if you already have a detailed, up-to-date proposed budget, you may submit it as is

These guidelines and templates address “standard” budget categories but are not necessarily aligned with the needs and requirements of your budget. Therefore, applicants are not requested to reproduce them exactly. On the contrary, each organization or project having their own needs and specificities, the budget categories proposed here are merely examples and should be adapted case by case.

3.1. Content of the project or program budget

The budget is the estimated financial plan for the project or program for which a PVF grant is sought. It must enumerate all the resources required to carry out the project/program, be as detailed as possible, and list all expected revenue from the project or program.

Even if a PVF grant is only sought for specific funding (earmarking), the budget must cover all expenditures and all revenues linked to the proposed project or program.

3.1.1. Planned project expenditure

Expenditure must be broken down into specific, detailed budget headings and line items, covering unit costs and numbers of units. Please indicate clearly what you are including under the various line items and headings and give a detailed cost breakdown.

The currency used must be mentioned. PVF requests budgets to be in **local currency** and in one of the following currencies: **Euros, USD, GBP** or **CHF**. You should indicate the exchange rate used.

The budget should be in spreadsheet form, such as Excel for example.

The **time frame** should be indicated. If the beginning and end date of the budget are known, they should be mentioned as well.

The date the budget was drafted should be mentioned.

The applicant should ensure that estimated costs are realistic and comparable with similar activities in the country / region. Though PVF does not impose rates, either for wages, rent or other services, in reviewing the budget, it will compare costs with local standards and equivalent projects in similar situations.

3.1.2. Planned project revenue

A distinction should be made between secured funding sources (committed or pledged contributions) and anticipated contributions (grant applications still under review, requests to be made, expected revenue from income-generating activities, etc.).

The earmarking details of secured funding (committed or pledged) should be mentioned for all planned revenue. For anticipated contributions, please also mention, when available, the date on which a final decision is expected.

Planned funding sources should be indicated (other donors, expected income generated by project activities, local contribution, etc.).

In the case of **co-financing**, the budget should have separate columns for (a) the total project costs; (b) the grant requested from PVF; and (c) the amount of other funding sources. The names of the other donors, the amount of contributions and the period covered should be specified as well as the earmarking details. Most importantly, all other sources of revenue should be categorized as secured funding or anticipated contributions.

3.2. Other elements to bear in mind for the project or program budget

For **multiyear requests**: if the project / program spans more than one year, in addition to a consolidated summary covering all years, the line-item budget should be broken down into annual budgets.

In-kind contributions should be presented separately in the budget. Their nature should be clearly defined (labor contribution by the beneficiary population, pro bono professional services, donated materials or equipment; use of a building and utilities, etc.). Details of the calculations used to quantify the money value should also be shown.

Budget summary: for long, complex budgets, a budget summary may add clarity. Usually it recapitulates in one single table the subtotals of the project's main expenses categories and main sources of revenue. It also shows the amount requested from PVF, co-financing and, if applicable, the local contribution (from the applying organization or the project beneficiaries) as well as the balance of funds that still have to be secured.

Comments on the budget: all major and / or unusual line expenses in the budget should be justified. This may be done in the body of the proposal, as footnotes in the budget, or in a separate budget narrative. If not apparent in the budget, calculations used to estimate costs can also be made plain in these comments.

4. Final point

Because nobody (regardless of the process, information, tools or models) can precisely predict the future, the only certainty about a budget is that it will be... wrong! How wrong is what distinguishes a remarkably accurate budget (+/- 3% difference) and a useful one (+/- 30 % difference, for example).

III. Indicators and monitoring methodology

1. General remarks

Indicators and the related monitoring and evaluation (M&E) methodology are at the heart of the Foundation's review process. Indeed, we believe that to be meaningful, indicators and the related M&E procedures should be defined upstream before project implementation. Applicants are expected to thoroughly think them through from the start, i.e. at the letter of inquiry stage.

If **output indicators** are valued for their informative character of the progress of the project activities, PVF's core interest goes to **outcome and (when realistic) impact indicators**. As a result, output indicators on their own will not be deemed sufficient in a project application.

Ideally, outcome and impact indicators should follow the **SMART** method, that is: "Specific, Measurable, Achievable, Realistic, and Timely". However, PVF is fully aware that quantifiable indicators may not apply to all projects across its different program areas. More specifically, for projects or components of projects aiming at creating changes in attitudes, beliefs, and behaviors of individuals or communities, development process indicators are usually hard to quantify. In such cases, qualitative indicators may be used instead.

To be of real use both for the applicant and PVF, a precise formulation of indicators is necessary. Indicators such as "an increase in beneficiaries' income" or "a reduction in violence against women" are often proposed but are always considered as ineffective by PVF. To be convincing indicators should have a specific target figure, such a "20% increase or decrease" and be accompanied by a description of the concrete methodology and means that will be used to track the baseline and end-line situations.

2. A concrete example of the formulation of indicators

The following examples taken from the study of a reintegration project for women victims of violence further illustrate PVF's approach and working methods:

In response to a PVF inquiry on the applicant's previous track-record, an 80% success rate for its reintegration program was claimed. Far from satisfying PVF, this led to further questions on the criteria and methodology used to reach this number. More information was thus requested on the concrete means of following up former program beneficiaries, such as: Was the follow-up made by phone or a percentage of them visited regularly? Which percentage? Selected how? Visited how frequently? Did the announced success rate apply 6 months, 1 year or yet later after leaving the program?, etc.

Furthermore, most of the indicators proposed were output- rather than outcome-oriented. One of the project components was to support marginalized women in becoming small business operators. The suggested indicators were:

1. % of program beneficiaries receiving small business training;
2. % of business development trainees having developed a sound business plan;
3. % of graduates opening a small business.

If the goal was to assess the applicant's training offer in business development, these indicators could be useful, but they are not effective for assessing whether former beneficiaries are self-reliant after leaving the program. Here, in PVF's view, relevant indicators could be:

1. The number of former beneficiaries accessing micro-credit institutions
2. The number of businesses still up and running six months after reintegration,
3. The number of self-reliant women (ability to pay for their children's school, medical needs, etc.) after 12 or 18 months.

Furthermore, to be truly informative, changes in women's monthly revenues before and after their participation in the program should be closely monitored.

As the program also had an “access to justice” component, the proposed indicator was "all clients seeking legal redress receive legal support", which once again does not tell much about expected outcomes.

Suggestions of more convincing indicators could be:

1. % of increase in the number of legal proceedings relating to gender-based violence (GBV);
2. % of legal proceedings undertaken with the applicant's support with a ruling in favor of the victim.

In terms of methodology, these indicators could for instance be measured against the statistics of the Ministry of Justice or other authority tracking GBV reporting in communities and existing rates of prosecution and conviction.

C2. SENDING INFORMATION

Project proposals and accompanying documents should be sent by email to:

contact@provictimis.org

Usually within a week, PVF will send an acknowledgment that the project proposal was received, after which it will be directed to the appropriate staff member for review.

PVF reserves the right at all times to submit inquiries or any other accompanying documents for confidential outside appraisal / evaluation.

Although we strive to respond swiftly, the review process for project proposals and accompanying documents can take several months.

Due to the large volume of submissions we receive, we cannot respond to phone calls requesting status updates on a submitted project proposal.

If, after reviewing your project proposal, the Foundation concludes that there is no prospect of PVF funding, you will be notified by email. Due to the large number of unsuccessful applications, PVF is regrettably not in a position to provide detailed, individual feedback on grounds for rejection. Nevertheless, if time allows, we do our best to briefly state why a project proposal failed to be selected.

If, on the contrary, after reviewing your project proposal, the PVF program staff determine that your project fits its priorities and meets its criteria for potential grant support, you will be informed.