All project proposals for S/GWI funding must include a project narrative. Below are instructions on completing a project narrative for S/GWI applications. Please fill out the sample S/GWI Project Summary Cover Page.More detail on proposal requirements are in the Notice of Funding Opportunity (NOFO). A project narrative is not to exceed 15 pages, single-spaced, 12-point Times New Roman font in Microsoft Word, at least one-inch margins.

**Cover Page**

The *Sample* Project Summary Cover Page of the Project Narrative serves as a cover page and contains a high-level overview of information detailed in the narrative.

***Sample* Project Summary Cover Page:**

|  |  |
| --- | --- |
| **Name of Organization:** |  |
| **Name of Project:** |  |
| **Country:** |  |
| **Site(s)/Location(s):**  *(Indicate the specific areas where the project will occur)* |  |
| **Number and Type of Beneficiaries:**  *(Direct beneficiaries are the recipients of project programming, while indirect beneficiaries are further removed from project activities but still benefit from project results)* | # Direct:  # Indirect: |
| # Female # Male   |  |  |  | | --- | --- | --- | | Infants (0-4 years of age) |  |  | | Child (5-11 years of age) |  |  | | Youth (12-18 years of age) |  |  | | Adult (18-65 years of age) |  |  | |
| **Proposed Project Dates:** |  |
| **Applicant Primary Point of Contact:** |  |
| **Address:** |  |
| **Phone Number:** |  |
| **Email Address:** |  |
| **Funding amounts requested:** *(funding from other donors should include amount(s) to be provided and name of donor(s))* | From S/GWI:  Applicant Co-Funding:  From Other Donors:  From Beneficiary Community:  Total Funding for Project: |
| **Project Goal:**  *(Please see the Narrative Instructions document for guidance on how to draft a goal statement)* |  |
| **Project Objectives:**  *(Please see the Narrative Instructions document for guidance on how to draft project objectives)* | Objective 1:  Objective 2:  Objective 3: |

**Section 1: Executive Summary (recommended maximum 300 words)**

**Section 2: Background (recommended maximum 500 words)**

Use this section to provide the background for the problem or opportunity the project is seeking to address. Applicants should provide:

* A brief history of the issue and relevant facts or statistics
* An analysis of the problem or opportunity that demonstrates an understanding the complexity of the situation, and the challenges of programming and/or service provision in the identified geographic area and target issue area(s)
* A brief description of ongoing donor, government, private sector or non-governmental organization (NGO) work addressing the problem and any gaps in current programming.

**Section 3: Goals and Objectives (recommended maximum 250 words)**

Include a brief description of the relationship between the problems or opportunities and the proposed project and its intended impact. Indicate the project goal in **bold font**, and two to three objectives.

***Differentiating Goals and Objectives:*** Goals are broad statements, whereas objectives are concrete and viewed as targets under the broader goal. Progress towards a goal can be measured by setting tangible objectives with clear timelines. Achievement of objectives is attributable to project activities.

Below is a table of key differences between goals and objectives:

| **Goals** | **Objectives** |
| --- | --- |
| Broad and visionary in nature | Narrow and time bound |
| General intentions | Precise |
| Not resource dependent | Resource dependent |
| Intangible | Tangible |
| Abstract | Concrete |

***Goal:*** The overall intent of the project to which project activities are expected to *contribute.*

|  |  |  |
| --- | --- | --- |
| **Goal Type** | **Example Goal** | **Explanation** |
| **Strong Goal** | Women play an active role in making decisions that affect their communities. | This is a goal to which project activities will contribute, but that may also be influenced by other variables such as political events, cultural factors, or the work of other organizations. |
| **Weak Goal** | Women trained by the project demonstrate increased knowledge of the decision-making mechanisms of the local council. | This goal is too narrow and specific to project activities. This example is better suited as an objective. |
| **Weak Goal** | Peace is achieved at all levels in the country | This goal is too high-level; it is not clear how project activities could contribute to the achievement of this goal. |

***Objectives:*** S/GWI projects usually have two to three objectives (two is the minimum). Objectives define the change that a project intends to achieve.

|  |  |  |
| --- | --- | --- |
| **Objectives should be…** | **Strong Example** | **Weak Example** |
| Unidimensional (one result per objective). | To **increase the number of women candidates** in the local community running for public office by 10% over two years. | More women are trained, run for, and are elected to public office. |
| Stated as a “done deal” or a desired end. | To increase the number of women candidates in the local community running for public office in the local community **by 10% over two years** | Increase number of women candidates running for public office. |
| Described as an achievement, and not an activity or process**.** | **To increase the number of women candidates running for public office in the local community by 10% over two years.** | Campaign training events held. |

**Section 4: Methodology and Implementation**

**4.1: Project Description (Recommended maximum 1000 words)**

Use this section to provide a clear description of the project implementation strategy. Please be sure to:

* List key activities that will be implemented to achieve objectives. Outline specific, focused activities and identify how, where (e.g., geographic locations and level: local, national, etc.), and who will participate in each activity.
* Demonstrate how the proposed activities relate and are logically sequenced to achieve objectives.
* Explain the anticipated results from the key activities. Applicants should tailor or add to results in the NOFO based on their specific approach and interventions proposed.
* Indicate how community perspectives contributed to the proposed project activities. *Note:* Applicants must demonstrate how local partners will engaged in project design and implementation, and where possible, list the names of proposed partners.
* Demonstrate why the proposed approach and key activities are thorough, complete and feasible.

**4.2: Approach (Recommended maximum 250 words)**

Explain how the project is based on gender analysis and risk assessment. Does your idea incorporate all relevant stakeholders and community members? How does your idea empower the target populations to inform the program? How will your implementation approach learn throughout implementation and adapt to best address the actual context?

**4.3: Profile of the Target Population (Recommended maximum 250 words)**

Define the target population, this may include geographic area, age, gender, education level, income level and if relevant, ethnic group or local language. If the proposed project will engage multiple beneficiary groups, please indicate which groups are considered primary constituents (those will benefit directly from the project on the regular basis), and which are secondary constituents (those will benefit from the project indirectly). Please note that your description in this section should align with the breakdown of the direct beneficiaries mentioned on the Proposal Narrative Template cover page. Which GNDR Foreign Assistance Standard indicators (FA indicators) be utilized?

**4.4: Value for Money (Recommended maximum 250 words)**

Provide a brief analysis of why the proposed project is cost-effective. Applicants are encouraged to consider the relationship between their proposed funding amount requested and the impact that the project will have on direct and indirect beneficiaries. How will work adapt to address reality in implementation?

**4.5: Sustainability (Recommended maximum 250 words)**

Explain how project efforts with be sustained beyond the life of the project. Applicants should:

* Briefly describe their exit or transition strategy, which either wraps up the activity after accomplishing the intended results, or demonstrates how the activity will continue after S/GWI funding ends. Please consider: financial, social, institutional, and organizational sustainability.
* Indicate any informal cohort development, networks, or training of trainers that should endure beyond the S/GWI funding.
* Indicate how project activities will promote, strengthen and include local organizations that can champion concepts, practices and changes beyond the life of the award.
* Describe their project’s potential ability to respond and adjust to changes.

**Section 5: Organizational and Team Capabilities**

**5.1: Organizational Experience (Recommended maximum 1000 words)**

Describe the organizational history and experience of the applicant. Please address the NOFO “Demonstrating Organization Capacity,” “Organization Criteria,” and consider:

* Where possible, demonstrate success in similar programming in the geographic area(s).
* Where sub-recipients are proposed, applicants must describe how the sub-recipients will be organized/managed to use complementary capabilities most effectively, to minimize duplication, and maximize resources for direct project activities. Indicate how the organizational and technical capacities of the sub-organizations will be strengthened from partnership.
* When applicants are working with partners, describe what previous relationship exists, partners’ commitment to the proposed work, and to what specific activities the partners will contribute.

**5.2: Team Composition and Capacity (Recommended maximum 250 words)**

In this section, describe the structure of the team. The team should be well qualified in relevant areas for technical leadership and project management to carry out the proposed methodology and activities, including the ability to monitor and report on proposed activities. The team must include expertise in working towards gender equality and female empowerment.