



- CALL FOR APPLICATIONS -

INNOVATIVE SOCIAL ENTERPRISE AND EDUCATION DEVELOPMENT (I-SEED) GRANT PROGRAM IN KAZAKHSTAN

ARGO - Civil Society Development Association in a partnership with Chevron Corporation and the U.S. Mission to Kazakhstan announces its *Innovative Social Enterprise and Education Development (I-SEED) Grant Program in Kazakhstan* for community and NGOs leaders that want to start or expand social enterprise income generating activities.

The grants will be approved through a competitive review process and the grant size from 1,000 to 3,000 US dollars. The length of grant is three months and the schedule for development business will be customized with each recipient.

To participate, all grants financing may only be used for business investments related to starting or expanding a social enterprises and will be expected to be supported by a solid business plan. In addition, all applicants must:

- (1) Participate on “TechForum” or/and “Insights into development - 2012”.
- (2) Have a registered status (as non-governmental organization or individual entrepreneur) or individuals.
- (3) Have highly qualified staff or committed initiative social group members.
- (4) Have a strong vision and expertise for future social enterprise.
- (5) Have skills for business development and a strong desire to generate income
- (6) Projects demonstrate cost share/co-financing and sustainability will have priorities.
- (7) Have completed template of Business plan with clearly and realistic social enterprise.

All interested NGOs and individuals in applying for grants must send a formal letter of interest with Business Plan. The letter of interest with Business Plan must be delivered to ARGO’s office no later than **August 18, 2012**. The letter must include the following information and should not exceed three pages:

- (1) Name of organization and director of organization, address, phone, fax and email
- (2) Description of the mission of the organization/individuals
- (3) Short summary of projects that your organization/individual has carried out over the past 2 years
- (4) A completed Business Plan Summary (see attached template)

Selection of grant program participants will have three stages: 1) Grant committee will select interesting Business Plan on **August 27, 2012**; 2) ARGO will provide training in the beginning of September; 3) Signing a contract for development Social Enterprise since **September 20, 2012**.

To submit a letter of interest and Business Plan Summary, or to request additional information please contact:

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Business Plan Summary for I-SEED

“Social Enterprises are any nonprofit revenue-generating business, venture, activity, or project, founded for the dual purpose of earning income and contributing to a social cause”

- Social Enterprise Alliance, 2003

APPLICANT: [INSERT NAME]

Total grant Amount: [INSERT TOTAL GRANT AMOUNT]

Term: [INSERT TERM OF GRANT]

Contribution: [LIST ALL ITEMS TO BE USED AS OWN CONTRIBUTION]

Description of Item	Value
1.	
2.	
3.	
4.	
5.	
Total Value:	

Business Description: [INSERT SHORT BUT DESCRIPTIVE DESCRIPTION OF THE SERVICES OR PRODUCT OFFERED IN THE BP]

Business Experience: [INSERT ANY EXPERIENCE, INCLUDING STAFF/MEMBERS OF INITIATIVE GROUP MEMBERS EXPERIENCE, IN CARRYING OUT THE PROPOSED ACTIVITY.]

Background Info: [INSERT ANY BACKGROUND INFORMATION ABOUT THE PROJECT, INCLUDING IF THE PROJECT ALREADY EXISTS, ANY FUNDING ALREADY RECEIVED, HISTORY OF WHERE THIS IDEA CAME FROM, ETC.]

Marketing Plan: [INSERT MARKETING OBJECTIVES AND STRATEGY]

HR Plan:

Necessary Personnel	Available Personnel	Shortage/Surplus	Hiring arrangements
	-		
Total:			

INNOVATIVE SOCIAL ENTERPRISE AND EDUCATION DEVELOPMENT (I-SEED)
GRANT PROGRAM IN KAZAKHSTAN
BUSINESS PLAN EVALUATION FORM

PRIMARY EVALUATION CRITERIA

1. Business Plan Clearly Articulates Vision of the Social Enterprise:

- Plan clearly articulates the scope and vision of the social enterprise activity.
- Plan has clear goal and objectives that are realistic for success.
- Social enterprise is consistent with the Mission and Goals of the NGO/individuals.

Score: (1-20)

Comments and Recommendations:

2. Business Plan is Realistic Given the Defined Activities

- Plan outlines specific actions to achieve program goals and objectives
- Plan defines clearly strategy based on needs of potential customers, market conditions and operating environment.
- Social enterprise activity is realistic given the institutional capacity of the NGO/individuals
- Plan successfully transfers high value member services to its beneficiaries.

Score: (1-25)

Comments and Recommendations:

3. Grant Recipient has Sufficient Capacity to Carry Out Proposed Activity

- Has 2 years of existing activity.
- Has successful project implementation experience
- Has organizational and financial resources management experience.
- Proposed staff or committed community members is sufficient to carry out grant activities.

Score: (1-25)

Comments and Recommendations:

4. Budget is Realistic Given the Defined Activities

- Budget projections are defined by and relate to business plan activities.
- There is cost share for the project.
- Budget calculations are correct and all prices are realistic given local conditions.

Score: (1-20)

Comments and Recommendations:

5. Business Plan Promotes Financial Diversification and Sustainability.

- Plan clearly demonstrates a clear economic benefit to the NGO/individuals.
- Plan is in-line with overall financial sustainability plan for the promotion of sustainability.
- Plan is providing cost share.

Score: (1-10)

Comments and Recommendations:

TOTAL EVALUATION POINTS

____/100

Recommendations for Future Action: **Approve Grant** **Not Approve Grant**