



Embassy of the United States of America

Small Grant Program Application Form

Note to the applicant:

Thank you for your interest in the US Embassy Vientiane Small Grants Program. We receive many grant applications throughout the year. In order to give each application a fair review, we need to ask that you keep a few factors in mind:

- **Be Brief:** Please limit your responses to as few words as possible. Time restrictions don't allow the committee to spend a lot of time with each application. We need to ask that you limit your entries in this application to only the most relevant information for this specific project for which you are submitting an application.
- **English counts:** It is important that the quality of the English language be good so that the grants committee can give your idea a fair review. Only applications submitted in English will be reviewed.
- **Be concrete:** Be very clear about what you want to do and why.*

**Tip from the Embassy: No matter if you writing in English or in Lao (and then translating to Lao) it is important that your idea is clear and easy to understand. When you have finished the application, give it to a friend not related to the project (a family member, a friend in a different field). Ask them to read the document and then explain the project to you. If your friend can't explain the project after reading your application, ask for feedback on how to make the document clearer. Sometimes experts in one field assume that everyone understands technical terms or important background topics.*

Project Data

Applicant Information	
Legal name of applicant	Please write the name of the individual or organization applying for the grant.
Name of the project	Please write the name of the project
Address of applicant (street address, city, state, country)	If you are applying as an individual, please list an address from which you are based. If you are an organization, please give the address of the organization.
Website of applicant	Leave blank if you do not have a website.
Status of applicant	If you are a registered non-profit organization, please let us know. Individuals enter "individual."
Year organization was founded	Organizations only. When did your organization begin working
Name of contact person	Who should we contact for an immediate response if we have questions about your application?
E-mail address of contact person	Please give the current e-mail address.
Phone number of contact person	Please give the current phone contact information.



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Previous US Government/ Embassy support (only if applicable and most recent)	
Funding 1: Include project name, amount, implementation dates	<p>If you have received funding from U.S. Embassy Vientiane in the past, it is important to list the three most recent cases of this support. Please make sure to include:</p> <ol style="list-style-type: none"> 1. Project Name 2. Amount received 3. Implementation Dates <p>Enter all of this information for all three projects.</p>
Funding 2: Include project name, amount, implementation dates	<p>If you have received other non-Embassy U.S. Government funding in the past that you think make your application strong, please feel free to enter that information in this space.</p> <p>Please limit the entry to:</p> <ol style="list-style-type: none"> 1. Name of U.S. Government Agency 2. Project Name 3. Amount received 4. Implementation Dates
Funding 3: Include project name, amount, implementation dates	<p>See instructions above and complete only if you have three cases of previous U.S. Embassy Vientiane or US government funding.</p>
Project Information	
Implementation dates of project being submitted for funding	<p>Please indicate a specific start and ending date</p>
Location of project implementation	<p>Where exact will this project take place? Please indicate venues if you know them in advance.</p>
Target Audience and composition (age, gender, occupation)	<p>Who are you designing this project to reach? This is an important factor that the committee looks at when deciding on funding. Below, please find a few sample responses:</p> <p>Film Festival Example 3,000 festival goers (300 people per screenings X 10 screenings). Festival goers are youth (18-30 years old) from the Vientiane region interested in the arts.</p> <p>Art Exhibition Example 6,000 gallery visitors (100 people per day on average over 2 months/ 60 days). Visitors range from students to seniors, but all have an active interest in modern art.</p> <p>NGO Seminar Example 20 regional NGOs with seats in Pakse and the surrounding area. Each NGO will send 2 representatives = 40 participants in total.</p>



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	<p><i>Tip from the Embassy: The 'general public' is not a good response. Each applicant should have a specific target audience in mind when they write an application. Tell the committee who exactly you are designing a project for to make your application more competitive.</i></p>
Total project budget	<p>What is the total budget of your project? Combine the Embassy support with all other donors. How much will your project cost total to implement?</p> <p>You may enter an amount in Lao Kip or USD, but please make sure that the number here corresponds to the budget you will submit.</p>
Amount being requested from U.S. Embassy Vientiane	<p>How much support are you requesting from the Embassy with this application?</p>
Percentage of total budget being requested from US Embassy	<p>Here is a simple formula to determine your percentage:</p> <p>Amount requested from the US Embassy X 100 / Total project budget = %</p> <p>Embassy Request: USD 1,000 Total project budget: USD 4,500 $USD 1,000 * 100 / USD 4,500 = 22\%$</p>
Date of Application Submission	<p>What date will you submit the application via email?</p>

Project Context

Organization or personal Background 1,500 characters	Please limit to highlights and include information relevant to the proposed project
<p>In this section we are looking for highlights from your past (the past of the organization) that relate directly to the application you are submitting.</p> <p>Please use the character counter and limit your response to approximately 1,500 characters. You will not be penalized for going over the limit, but please try to be brief. Remember, the committee could be reviewing hundreds of applications along with yours. The key to success is to be clear and brief and make a strong point about why you are qualified to implement the project you are proposing.</p>	
Project Background 1,500 characters	What is your motivation or justification for proposing this project?



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This is the area where you can explain the gap that your project will meet or the problem that it will address. Please explain why you have been motivated to develop this project.

Please use the character counter and limit your response to approximately 1,500 characters. You will not be penalized for going over the limit, but please try to be brief. Remember, the committee could be reviewing 150 applications along with yours. The key to success is to be clear and brief and make a strong point about why you are qualified to implement the project you are proposing.

Project Outcome
1,500 characters

What results/ outcomes do you hope to achieve with the proposed project?

What is the big picture outcome of your project? When everything is done and all activities have been carried out, what will have changed? What will be the result of the project specifically for the target audience that you defined in the project data section?

Please use the character counter and limit your response to approximately 1,500 characters. You will not be penalized for going over the limit, but please try to be brief. Remember, the committee could be reviewing 150 applications along with yours. The key to success is to be clear and brief and make a strong point about why you are qualified to implement the project you are proposing.

Project Team

Specifically, who will be involved with organizing this project?
Please provide names and brief outline of experience/ qualifications

Who is responsible for implementing this project in your organization or who will assist you if you are an individual?

Explain to the committee who will be the person running the project and what relevant experience they have to make the project successful. Please limit your response to a few lines about each person. There is no need to enter non-relevant, extra information in this section.



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Project Description

Note to the applicant: In this section, you will explain in brief, bullet points what exactly you will do. Please limit this to action points and do not include detail about justification or outcome. The reader should be able to orient to the table in a few minutes and understand exactly what action you will take if you are awarded a grant.

- **Goal:** What is the ‘big picture’ reason that you are organizing your project? What big issue do you hope that your project will address?
- **Objective:** What is the specific ‘small picture’ outcome of this project? What exactly are you going to achieve? This is a section where you can ask if your objective is SMART (Specific, Measurable, Achievable, Realistic, Time-sensitive).
- **Activities:** this could be restating action-by-action the results you hope to achieve in your Objective. Each action should have start and finish, and be tied to a date and a location.

Example 1

American animated film maker will attend a film festival of animated film in Vientiane in September

GOAL	To highlight new movements in US independent animation and look for Lao parallels		
Objective 1	To screen five short films in the Vientiane Animated Film Festival and hold master classes with expert John Black		
Activity 1.1	Screening of five animated films during festival	Location/ date	Vientiane, various cinemas/ 1-10 September
Activity 1.2	Panel discussion with John Black	Location/ date	Department of Cinema/ 3 September
Activity 1.3	Master class with John Black	Location/ date	Department of Cinema/ 7 September

Example 2

A conference that will use an American expert to apply best practice American modern teaching methods in Savannakhet in March

GOAL	To explore advances in American education reform and look for lessons that can be used in the Laos		
Objective 1	To have one US delegate (John Black) participate in a three-day conference on education reform in the Laos		
Activity 1.1	4 preparation roundtables (John Black via Skype)	Location/ date	Savannakhet / Jan 5, Jan 20, Feb 1, Feb 10
Activity 1.2	John Black opening address at three-day event	Location/ date	Savannakhet / March 10
Activity 1.3	John Black participation in conference working group	Location/ date	Savannakhet Savannakhet / March 10-13

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