



U.S. EMBASSY ALUMNI SMALL GRANTS PROGRAM APPLICATION INSTRUCTIONS

READ CAREFULLY THESE INSTRUCTIONS BEFORE FILLING OUT THE APPLICATION FORM

- Use the suggested format. Projects submitted in any other formats will not be accepted.
- Program will accept only electronic application forms.
- Each space for your answers is restricted.
- The application format must be completed in English, Russian or state languages.
- Make sure you meet the eligibility requirements of the program.
- Make sure that the project you are submitting is related to at least one of program priorities
- We recommend that you keep a copy of the completed form for your records.
- Fill in the fields that are relevant to your project

1. APPLICANT INFORMATION:

1.1. Project Coordinator

- a. Last Name:** Enter last name of the project coordinator
b. First Name: Enter first name of the project coordinator
c-f. Address: Enter the complete physical address, where the coordinator can be reached at (street, number, floor, office/apartment #, zip code)
g. Telephone: Enter contact telephone number of the project coordinator
h. Mobile: Enter contact mobile telephone number of the project coordinator'
i. Fax: Enter fax number
j. E-mail: Enter e-mail address of the project coordinator
k. Work/study place: Enter current work or study place
l. Position: Enter current position

2. APPLICANT BACKGROUND:

2.1. Description

Provide a short description about yourself describing any community-related projects you were involved in.

2.2. Past Alumni Grants (U.S. Embassy)

List the grants you received in the past from the U.S. Embassy:
Start with the most recent grants.
For each grant include grant period, project title/brief description and the amounts received in US dollars.

2.3. Past Grants (Other)

List the grants you received in the past from other donor agencies:
Start with the most recent grants.
For each grant include grant period, project title/brief description and the amounts received in US dollars.

3. PROJECT DESCRIPTION:

3.1. Project information

- a. Project Name:** Include a short descriptive name for the submitted project proposal.
b. Duration (months): Include the duration of the project in months. Note that the duration of the project cannot exceed 12 (twelve) months.
c. Start date (month/year): Include the anticipated start date of the project.
d. End date (month/year): Include the anticipated end date of the project

3.2. Executive summary: (max. 1500 characters)

This is the summary of the entire proposal and should include brief descriptions of key information from each section of the proposal. The Executive Summary should answer the following questions:

- Who is requesting a grant?
- Why are you requesting it?
- What problems will you address and where?
- How long will the project last?
- What results do you expect to achieve?

We recommend that you write this part after you will have completed other parts of the application.

3.3. Project Justification: (max. 2000 characters)

Write about the problem the project intends to address. Describe the problem or need for the project:

- Why should we pay attention to the problem you describe? Be brief.
- Provide up-to-date statistics and research findings. Cite each statistic or finding with a parenthetical citation.
- Discuss the type of project that is needed to address the problem.
- Discuss relevance for Moldova or your local or professional community

3.4. Project Goal and Objectives (max. 1500 characters)

In this section of the proposal, list the overall project goal and the specific objectives.

Goal

The project goal refers to a general, long-term change, such as a change in attitudes or in public policy. Due to limitations in the scope of the intervention, geographic coverage, and available resources, a single project usually will not be able to achieve the goal by itself, but will *contribute* to the achievement of the goal. Thus, you will usually not attempt to measure your goal during the life of your project.

Tips for writing goals:

- Refer to the major social problem
- Refer to your focus population and location
- Use clear terminology

Sample goal: To reduce maternal mortality and morbidity related to unsafe abortion by changing laws and policies to favor access to safe and legal abortion services for women in Country Z.

Objectives

Objectives refer to the intermediate changes desired among the focus population or in their environment, and describe the expected results of your project. Objectives are more specific than goals and refer to a specific location and time period. Unlike a goal, which a project will only partially *contribute* to achieving, the project objectives do need to be achievable and measurable within the scope of the project.

Later, as the project is implemented, you should report on each objective and provide data demonstrating the degree to which the project objectives specified in the proposal were met. In other words, the project objectives will need to be measured *by the project*.

Well-written objectives identify:

- WHO will be reached
- WHAT change will be achieved
- IN WHAT TIME PERIOD the change will be achieved
- WHERE (in what location)
- Relevance for Moldova

It is important that objectives be realistic, not just impressive, as unfounded objectives undercut the credibility of the entire project.

Objectives should be "SMART":

- **Specific** to avoid differing interpretations
- **Measurable** to monitor and evaluate progress (preferably numerical)
- **Appropriate** to the problems and goal
- **Realistic** achievable, yet challenging and meaningful
- **Time-bound** - with a specific time for achieving them

Sample objective: At the end of the one-year project, increase awareness among national policymakers (legislators and Ministry of Health officials), women's groups and other nongovernmental organizations of the consequences and extent of unsafe abortion in Country Z and strategies to address it (emergency contraception, post-abortion care, and safe abortion services).

Present your objectives as "Objective 1," "Objective 2," and so on; this will help you refer to them in other parts of the document.

3.5. Project Activities (max. 6000 characters)

In this section of the proposal, provide more details about the specific activities that will be conducted. The activities should support the achievement of the objectives and be related to the indicators.

For each activity, discuss:

- How will it be done or carried out?
- Why did you choose these activities?
- Who will conduct the activity?
- Who are the beneficiaries? Will the beneficiaries be involved in the design, implementation or evaluation of the activity?

- How many beneficiaries will be directly involved?
- How will you recruit or attract them? How can you maximize their participation in the activity?
- When will the activity occur? For how long? What will be the frequency of the activity? (Will it happen once, or will it be repeated?)
- What materials will you need to conduct the activity? Will materials or curricula have to be developed or do the materials already exist? Will the materials need to be adapted to the new population, and if so, how?
- Will you collaborate with other organizations to carry out the activity? What will be the role of each organization?

The activities described in this section need to be consistent with the budget.

3.6. Monitoring and evaluation (max. 2000 characters)

This section provides details on how the effects of the intervention will be measured. In addition, a well-designed monitoring and evaluation plan will enable project staff to understand how the project is functioning and to make programmatic decisions throughout the life of the project.

The monitoring and evaluation section should answer the following questions:

- What indicators will be measured?
- Where will the information or data come from?
- Who will collect the data?
- How and how often will data be collected?
- How and how often will reporting occur?

3.7. Key Personnel (max. 2000 characters)

We want to be convinced that the project will be carried out successfully, and that the human resources are adequate for the tasks proposed. In this section of the proposal, describe:

- Who will work on the project?
- What responsibilities will they have?
- What qualifications do they have?
- What proportion of their time will be used to support the project?

If volunteers will constitute a significant portion of the human resources needed for the completion of the activities, then this can be described as Key Personnel and their responsibilities and qualifications should be specified.

If your project will rely on a consultant, include the consultant in this section as well. Discuss whether you already have the staff needed for the project, or whether the staff needs to be identified and hired.

3.8. Project Partners (max. 1000 characters)

Who will be your partners in implementation of this project? Describe the role of each partner.

3.9. Strengths and Innovation (max. 1500 characters)

Providing grants is not only an opportunity to address important issues, but also a risk. To help minimize the risk and to reassure that the project will meet its objectives, it is important to convey the strengths of the project. This may relate to you, your partners, your experience with the focus populations, the fact that the strategies have been successful elsewhere, and so on. In addition, we want to consider new initiatives, pilot projects, or projects with innovative qualities. This section of the proposal is a place for you to reiterate what is innovative or interesting about your project, what sets it apart from other projects.

Some projects are justifiably not striving for innovation; rather, they may be implementing strategies that have been proven to be effective. In this case, you may choose to focus on the strengths of the project.

3.10. Sustainability (max. 2000 characters)

Sustainability refers to the ability of a project to continue once the initial grant or external source of funding has ended.

Thinking about the Sustainability of a new project may seem difficult. You may wonder, "If the project has not even started, how can we plan for its continuation?" The following reasons justify thinking about Sustainability:

- To ensure that beneficiaries will continue to be served
- To reassure the donors that their investment will not be lost
- To convince the donor that you have planned wisely for the future of your project
- To ensure that the investment (direct and indirect) is not lost

In the proposal, it is important to demonstrate you have thought about the issue, and will explore strategies that are feasible to achieve some level of Sustainability.

4. BUDGET:

The Budget section should reflect the staffing and resource requirements for the project. Make sure that this section is as clear as possible. The budget may be accompanied by a narrative. We should be able to look at the Budget and the accompanying Budget Narrative and see almost everything we need to know to make a decision about the project. The Budget relates directly to the Activities described in the proposal. Consider the following tips relating to the budget format and costs:

Format

- Figures can be rounded to the nearest single unit of currency.
- Budget should be presented in U.S. dollars.

Standard Categories:

- Personnel
- Fringe Benefits
- Travel
- Supplies
- Contractual
- Other Direct Costs
- Indirect costs

Unallowable Items:

- Construction services and construction materials
- Public utilities (heating, gas, electricity);
- Office rent
- Equipment
- Prizes, entertainment, alcoholic beverages;

Budget items with limitations:

Meals (working lunches, coffee breaks, dinners). The amount requested for meals cannot exceed 10% of the total requested from the Embassy. Whenever possible, try to cover the costs related to these expenses from own contribution or contribution of other donors. Make absolutely sure it is integral to the program event i.e. a clear necessity for the success of the project. Your grant funds may **never** pay for alcoholic beverages or entertainment. If they are indeed deemed necessary for the success of an event, get someone else to pay for it. In cases when restaurants are readily available, a better solution than providing food is providing per diem.

Salaries. Salaries may be paid only to persons directly involved in the project. Staff costs should reflect salaries by monthly rate, and the proportion of their time to be spent on the project. For example: Project Coordinator (100%) @\$100/month x 12 months = \$1,200

Total salary levels (including other sources) should be reasonable and no higher than other local salaries, and certainly US salaries, for similar work.

4.1. Budget Summary

Description: Provide some details about the category. For example:

Category	Description/details	Requested
Personnel	Project Coordinator (\$100/month x 12 months) \$1,200.00 Training Coordinator (\$100/month x 12 months) \$1,200.00 Accountant (\$50/month x 12 months) \$600.00	\$3,000.00

Requested: Amount requested from the U.S. Embassy

Note: You may be asked to submit a detailed budget in a spreadsheet format

4.2 Other Contributions

If you seek funding from other sources or in the event that you have received partial contribution to this project, make sure you specify this information in this section.

Category: Standard category

Description/Details/Donor: Include details about the contribution and donors

Total: Enter the total U.S. dollar amount of contribution requested/received from donor

Status: Choose the status of your application:

- Approved:** The donor has committed its support to this project. You may be asked to provide a confirmation letter.
- Projected:** You are planning to apply for contribution
- Pending:** You have applied and your are awaiting the results

4.3 Budget Narrative

This is a narrative description of the budget that clearly explains to the donor what is included in each budget line.

4.4 Miscellaneous

Use this section to provide any additional information about the project.