

General Proposal Guidelines

A full proposal must address the following information:

1. **Title Page** (*Project title or name; Proponent; contact person name, address, phone, fax, email; submission date.*)
2. **Executive Summary** (*Stands by itself on the second page. In less than a page, the summary should briefly describe the project, its principal goals and objectives; Location; how it addresses the Funder's criteria; jobs created/maintained; Total estimated cost; amount of other funding/in-kind; amount requested; project start and completion dates*)
3. **Table of contents and List of Appendices** (*For applications of more than 10 pages*)
4. **Proponent Information** (*Identify the nature of the proponent – company, society, municipal government, band council, or? A list of the key members – directors or elected persons – should be provided. Give official address and incorporation number where appropriate. Describe any relevant personal or organisational experience that is relevant to the success of the project. Append Constitution or other relevant materials.*)
5. **Project Description** (*Briefly describe the project. The goals and objectives as well as how the project addresses the guiding principles, areas of investment and eligibility criteria should be included here. Describe any background studies undertaken in preparation for the project i.e. feasibility studies, marketing studies etc. Append drawings, renderings etc where appropriate.*)
6. **Work plan** (*Describe the tasks or elements of your project in detail. What are the principal milestones? How will each of the tasks be conducted and completed? Who will manage the project and/or its elements? What role do partners play? Include other information that may be specific to your project.*)
7. **Schedule** (*give the starting and ending dates for each task and for the overall project. For larger more complex projects, a graphic presentation of this information would be helpful. Identify where time specified for an element should be flexible.*)
8. **Financial Plan** (*give a detailed budget for the project. Sources of funding should be identified, including cash, in-kind, materials contributions, other funding proposals in progress etc. The application of the funding should be fully detailed. That portion of the funding requested should be given. The nature and rationale of the request (grant or loan) will be given. A cash-flow estimate should be prepared for project operation. In instances where a project is expected to continue on its own after the completion date, a cash flow projection should be prepared. Append cost estimates from suppliers or sub-contractors. Append most recent financial statement for companies, co-ops and societies.*)
9. **Legal and Regulatory** (*What legal and regulatory requirements apply to your project? How are you addressing them? Are there environmental implications to your project? How are you addressing them? Append permits or letters of understanding where appropriate.*)
10. **Community Support** (*Describe the community support you have for your project. What partnerships have been developed to support the project? What measures have been or will be taken to solicit support? Append letters of support from community groups, government representatives, businesses and individuals. The requirement for letters of support will vary with project scope. However, at least 3 relevant letters of support are usually required.*)
11. **Benefits** (*How many jobs will be created or maintained? Will there be increases in production or sales? Are there spin-off benefits? Other?)*
12. **Risks** (*What are the principal risks to the success of your project? How will you address them?)*
13. **Project Indicators, Measurements and Evaluation** (*What will be accomplished and when, how will success be measured and how often, evaluation methods and terms*)