

# Writing a project proposal

This sheet has been drawn up as a guide for local voluntary organisations. It highlights the areas to think about when developing new projects. It is not meant to be exhaustive, but rather to act as a useful framework for the kind of information, which would be required by funders.

## 1. Summary

It is often a good idea to produce a brief summary, which gives all the essential information about your project at a glance. This might include:

- Project Title
- Duration
- Location
- Executing Organisation
- Charity/Company reg No
- Estimated Costs

## 2. Project Background

A chance to explain where the idea for the project has come from, who is involved and whether you have a proven track record.

## 3. Needs

What evidence exists to support the need for the project? This might come from a variety of sources, some drawn from national or local statistical sources such as the rates of unemployment etc. It might also include general information about Pembrokeshire, highlighting the county's geographical isolation, rurality and poor economic performance. (Objective 1 status could be mentioned here as an indicator that Pembrokeshire has less than 75% of the European average Gross Domestic Product per head). In addition it is important to include local research or knowledge which you have gathered to support your case.

## 4. Project Aims and Objectives

An aim is the overall direction you are heading in. Objectives on the other hand, are the clearly defined steps along the road. They should be measurable, achievable and time limited.

# Writing a project proposal

## 5. Project Description

This section should provide a clear but brief description of the project which is free of jargon, stating who will be doing what, where and when. It is especially important to emphasise the benefits of the project. How many (people) will benefit and in what ways.

## 6. Project Management

How will the project be managed? How does it fit with any other projects managed by the organisation? A diagram or flow chart is often useful to show the lines of accountability.

## 7. Project Monitoring and Evaluation

It is important to have decided how you will go about showing that the project is meeting its objectives. What records will you keep? How will the beneficiaries of the project feed back their perspectives?

## 8. Budget

This should be as detailed as possible. It is easy to underestimate the costs of your project. Do not overlook some of the hidden management costs such as trustee expenses and training. Volunteers are not free; they require training, support and out of pocket expenses if they are to be effective. The budget should be broken down into capital and revenue. For larger projects which involve large capital sums, or the employment of staff, a two or three-year budget may be necessary.

## 9. Funding Sources

Try to give information about where your income is going to come from. It helps funders to know that they are not alone. Show if possible that you are also raising money yourselves, through subscriptions, local fundraising etc. Some idea of the proportion you are expecting to raise from different sources may also be useful.

PAVS Funding and Development Service may be able to provide help with putting your proposal together, or with making constructive comments before it is finalised.

For further information contact:

The Development Team, PAVS  
Email: [development@pavs.org.uk](mailto:development@pavs.org.uk)

Cefnogwyd gan  
Supported by

