

Optimus Foundation – Application Form

Please note: We will only accept applications using this template (excluding attachments), using Arial Font 10. If you feel there is additional information that is critical to making your case, please add as additional appendices, keeping in mind our focus is on quality, not quantity.

MAC users: please use [Adobe Reader](#) rather than Mac Preview when filling out this form.

Administrative Information – Organization and Project

Date submitted: _____

Name of organization: _____

Street address: _____

Postal code: _____

City: _____ Country: _____

First name of responsible person: _____

Last name of responsible person: _____ Title: _____

Telephone: _____

Email: _____

Website: _____

Title of project: _____

Organization's status
(for-profit / non-profit): _____

UBSOF funding requested (in CHF): _____

Co-funding budget from other sources, if any (in CHF): _____ Total proposed budget including co-funding (in CHF): _____

Co-funders (organizations' names): _____

Project duration (in months): _____ Proposed starting date: _____

Project Impact (if applicable):

1. Targeted # of all people affected directly: _____, thereof **children**: _____

Please explain calculation¹:

2. Targeted number of people trained / educated / counselled in the course of the project:

(i) "Professionals" (e.g. health workers, teachers, school administrators etc.)

(ii) non-professionals (e.g. parents, community members)

¹ For guidance on how to calculate direct and indirect beneficiaries, please refer to the "Beneficiary Calculation" document that you should have received along with this application form.

Please explain calculation¹:

3. Targeted number of people _____, thereof **children:** _____
 impacted **indirectly** (if any):

Please explain calculation¹:

Country/ies and region(s) in which the project will take place:

Countries	Region/Province

Project collaborating partners

Name of organisation	Contact person	Email	City	Country

¹ For guidance on how to calculate direct and indirect beneficiaries, please refer to the "Beneficiary Calculation" document that you should have received along with this application form.

1. Project Summary

Executive summary: State the problem you are trying to solve, the immediate obstacles to overcome this problem, and your innovative solution to this problem. (Max 2000 char.)

Hypothesis: State the logic model / hypothesis that you wish to prove in one sentence (for example: "this intervention will lead to this outcome").

2. Context Analysis

a. Problem: Provide a detailed review of the local and specific context, and the global context, of the problem that you wish to address, including 3–5 most relevant publications if possible (note: publications may include literature reviews or recent findings by you or others). (Max. 2000 char.)

b. Stakeholder analysis: Provide an analysis of stakeholders (i.e. those of local and global relevance) and how your project is incorporated in these structures (note: do not refer to your own project partners in this section). (Max. 2400 char.)

3. Solution to the Problem

Your solution to the problem noted above:

a. Overview: Describe the innovation / intervention that you propose to test. (Max. 2400 char.)

b. Methodology: Provide a detailed description of the project plan or research design. (Max. 3400 char.)

c. Feasibility: Explain whether, how and why it is really possible to verify your logic model / hypothesis in the amount of time and with the amount of funding proposed (note: do not describe the qualifications of research partners here, but do so in the "Partnerships" section below). (Max. 1500 char.)

d. Project history: Explain what has happened so far with your project, from the development of your innovative idea until now (if relevant). (For example: proof-of-concept testing, findings, team building, interest from other funders, or influence on policy makers). (Max. 1500 char.)

e. Innovation: Explain how your project is innovative – that is, how it is a new and potentially useful solution to the problem that you seek to address (“Innovation” can involve improved tools or processes; ways to manage people, information or finances; and / or the adaptation of an existing solution to a new cultural or geographic context). (Max. 3000 char.)

4. Monitoring and Evaluation

a. Measurement: Explain how outputs and outcomes will be measured, and note which research institution(s) or agency(ies) in the partnership will collect and analyze these data. (Max. 2400 char.)

b. Outputs: List outputs / milestones that will be measured as indicators of progress to show that your project is on track to achieve the desired outcomes (note: these should be consistent with milestones listed in your Gantt chart; see notes at end of this form). (For example: the number of children enrolled, training courses held for service providers, trainees enrolled, or interventions delivered, are all possible output measures). (2400)

c. Outcomes: Explain exactly what improvements in the well-being of children will be measured (to the extent this is possible) as indicators that your innovation / intervention works (note: "outcomes" are the desired changes during and / or at the end of your project that result if you meet your planned outputs / milestones, and that help to validate your hypothesis). (For example: test scores, health indicators, or changes in relevant behaviors or policies, are all outcome measures that may be associated with the well-being of children). (Max. 5200 char.)

d. Key Performance Indicators (KPIs) – please use the attached template.

5. Organizational Management and Partnerships

a. Organizational management:

- Please state your organization's goals, objectives and targets.
- Please highlight 2–3 recent organizational achievements.
- What system do you have to measure progress towards reaching your organizational goals? (Max. 4000 char.)

b. Financial management: Can you confirm the statements which apply to your organization? (please tick boxes)

- Financial stability:** The applying organization is financially sound, i.e. predictable income, liabilities not exceeding assets, a minimum of 4 months of cash available at year end to cover cash flow for the beginning of the next year.
- Diversification:** Organization is funded by at least one other source of funding, (ideally a multiyear commitments) .
- Grant management:** The organization has the managerial and financial capacity to manage the proposed grant from Optimus?
- Segregation of control:** Is there more than one person to authorize payments, handle invoices (cross-check through a second person)?

6. Partnerships

a. Roles and capacities: Define clearly the roles and relevant capacities of all partner organizations involved in your project, including the lead partner, and explain how their experience and expertise are needed to carry out the project successfully (note: this should be consistent with your project's organizational chart and should include % time allocation / person / partner and financial flow arrows; see notes at end of this form). (Max 2000)

b. Capacity strengthening (if applicable): Provide a detailed description of your plans to strengthen capacities among all partners (human resources, tools and / or systems). (Max. 2000 char.)

7. Communications and Advocacy (if applicable)

Explain in detail your plan to disseminate findings from this project in order to change community behaviors and / or professional practices, and how you plan to influence funders and decision makers to address the problem that you described above. (For example: scientific publications; mass media publications, plays and videos; internet- and mobile phone-based channels; reaching out to local journalists, enlisting help from local celebrity spokespeople, reaching out to government policy makers). (Max. 2000 char.)

8. Sustainability

Describe how your approach is sustainable, or what concrete actions you will undertake to ensure that it will last beyond the time period of this grant (note: a communications and advocacy plan may be part of your sustainability strategy; you can provide more detail on these plans in the question above). (For example: incorporation of your approach into local government policies and practices, low-cost fee-for-service business models or micro-franchising approaches to reach the "bottom of the pyramid"). (Max. 2000 char.)

9. Scaling Up (if applicable)

If your approach / solution is successful, describe in detail how you hope to scale it up through local, national, regional and (if relevant) global levels; please also reflect on the potential to adapt and replicate this approach in other locations (other communities, socio-cultural groups and geographies).

10. Budget

Provide a detailed narrative budget justification (and fill in the attached budget template – please note that non-program related overhead is limited to a max. of 10%). If your project will be co-funded from another source, distinguish clearly how your proposed funding from the Optimus Foundation and that other funder will be used. Please include 15,000 CHF to cover the costs of an on-site mid-term external evaluation.

11. SWOT Analysis

Please provide a brief analysis of 2–4 bullet points for each of the categories related to your core project (internal aspects: strengths and weaknesses, external factors: opportunities and threats).

Strengths	Weaknesses	Opportunities	Threats
------------------	-------------------	----------------------	----------------

Conclusions to be made from the SWOT analysis (2–3 bullet points):

12. Ethical Approvals

If relevant, explain what process you will follow (or that you have followed) to obtain informed consent and formal ethical approval from your institution and / or government. Similarly, explain the process your project partners will follow (or have followed) to obtain informed consent and formal ethical approval. If not relevant, explain why ethical approvals are not needed. Note that all partners must either have a Child Protection Policy in place that is comparable to our own, or be willing to formally sign the Child Protection Policy of the Optimus Foundation. (Max 800 char.)

13. References

Please provide 3 endorsements / references, their affiliation and their contact information (email / telephone). (Max. 800 char.)

Feedback

Were any of these questions unclear to you? Please tell us how we may improve this application template in the future. To answer this question, please use your past experience in applying to other funders (give examples if possible). (Max. 800 char.)

Notes

Required attachments: 1. Gantt chart; 2. KPI template; 3. Project organizational chart; 4. lead partner organogram; 5. Budget; 6. Annual reports

1. Free software to develop Gantt charts is available from many sources including, for example: <http://www.smartsheet.com/product-tour/gantt-charts>
2. KPIs are a subset of critical outputs and outcomes listed in 4.b and 4.c
3. An organizational chart for this project, including partners, names and titles of key leaders, managers and junior contributors ([example](#))
4. The official organizational chart for the lead applicant's organization ([example](#))
5. The UBS Optimus Foundation grant budget template is an Excel file; please inform us if you have not received or downloaded this recently from us; please show how our funds will be used, and co-funding from other donors (if any)
6. Two last annual reports, if available. If no annual reports available:
 - a. Organizational organogram with management
 - b. Board of Directors list / Advisory board list