# Addendum (I)

## Funding Proposal Writing Guidelines

### Introduction:

Bethlehem University (BU) employees and others affiliated with the University who intend to draft a funding application that will be employed to mobilize funding or resources for their respective projects/initiatives/researches, should follow the basic guidelines below in constructing a grant proposal. Principal Investigators(PI) /Grant Managers (GM) can obtain input/support/assistance from the relevant Officer(s) at the Advancement Office in order to assist with editing the draft proposal and packaging of the documentation in the required BU branding format.

A potential donor might require a draft paper to be submitted first, prior to forwarding the full proposal. Such a paper is prepared as a "short form" or summary of the proposed application (maximum two pages in length). It should, in essence, follow the same structure as mentioned below (particularly points 3b to 3h ), but should succinctly summarize the respective topics within a short paragraph each in order to remain within the two- page requirement.

### Purpose of the Proposal Writing Guidelines:

The main purpose of this set of guidelines is to assist applicants in the drafting of a professional, integrated and unified BU funding proposal(s)/ grant application(s), while at the same time taking into consideration the requirements of and the benefits to the funding source(s), especially in the absence of a funder's prescribed format or a special application template.

### Applicability and Scope:

These guidelines apply to all Bethlehem University employees and others affiliated with the University. It covers the general proposal format and contents that BU concerned personnel will follow in order to solicit funds/grants through making a strong case for supporting the intended project/program/research.

### Guidelines for Preparing a Funding Proposal:

1.  All BU formal proposals are to be branded correctly, contained and presented in a template  specifically designed for this purpose.
2.  The University's funding proposal templates have to embed the following sections:
    a.  **Proposal Executive Summary:** The executive summary should not be more than one page summarizing the entire proposal. It should include the amount of funding requested, give the most general description of the use that will be made of the funds, and finally a brief of the expected results and outcomes.
    b.  **Bethlehem University Description and History Profile:** The purpose here is to advance the reputation of  BU and to create an appropriate context for the specific application under consideration.
        The BU Description and History section should not exceed three pages in length and should include:
        *   history of the University,
        *   structure,
        *   some information with statistics,

- major accomplishments of the University.

Use only the attached BU profile statement approved by the Executive Council for this purpose, and not to mention the updating of the information and statistics regularly.

Other information to be added about the office/department/unit that will be involved in carrying out the activities that will be funded by the requested grant, its major accomplishments and relevant experience, established partnerships and relationships that will be important to carrying out the activities funded by the grant, and an explanation of how the description provided makes the University an appropriate grantee.

Information about prior grants received from the same funding source to which the proposal will be sent should be highlighted in this section.

c. **Project Background:** In this section, maximum 5 pages in length, the proposal writer  should introduce the project/program/research that is seeking funding directly in alignment with the strategic goals of BU, in order to position the proposal strategically. Background information should provide the funder with an explanation of the problem that has created the need for the project/program/research to be funded by the requested grant. It should provide evidence that the problem exists as well as that the proposed project/program/research will contribute to a solution to the problem or will reduce the harmful impact of the problem (if any). In order to add more value to the proposal, background information, if possible, should highlight media and government publications suggesting that the problem is a high priority and that the proposed solution is one that decision-makers support and believe in. It is necessary that the funder who finishes reading this section knows why the intended project/program/research should be funded over others.

d. **Statement of Need:** Maximum two paragraphs that particularly concentrate attention on the beneficiaries - their geographic location, profile, needs…etc. - in several segments, and the rationale or motivation for introducing the envisaged intervention.

e. **Project Narrative/Description:** The project description varies widely in length depending on the size and scope of the project/program/research that will be funded and the size of the award being sought. It addresses the question as to how the problem described in the previous section(s) will be addressed and thus contains the bulk of the proposal. It also describes the expected results/outcomes, the implementation methodology, duration and practical action plans, responsible parties, target dates for completion and intended reporting mechanisms to funding partners. Most often, this section includes also information about the staff who will work on the project/program/research, their experience and qualifications to perform the activities/tasks that will be funded.

A simple and useful structure is to break the project down into component goals or categories. Using each goal/category as its own heading and under each heading list and describe the activities/tasks that will be funded and how achievement of that goal/category will be defined and measured. Inclusion of visual representations – including charts, diagrams, tables, maps, milestone indicators, etc. are all encouraged in order to keep the funder interested and to visually highlight the important points. Nevertheless, the proposal writer should always keep focusing on the intended intervention's results, outcomes, and benefits.

f. **Project and Budget Timeline Projection:** A maximum one page schedule which provides the funder with a timeline showing the chronological order in which the activities/tasks listed under each goal/category heading will be undertaken and completed. Moreover, it includes information about how/when funds that are awarded will be spent to support each activity/task.

g. **Budget Projection**: Usually this section is the most essential part of any funding proposal. It should provide the funder with a detailed categorized table of expenditures that will be funded by the requested grant, how much funding will be required for each category, and how much of that funding will come from the grant request. The following are extremely important points to consider while preparing the proposed budget:

   i. PI/GM should take particular care to ensure that the proposed budget is accurate, free of any discrepancies and precisely calculated. Approval of the Grant Comptroller at the BU Finance Office on the proposal's proposed budget is mandatory before the submission to the funder.

   ii. The proposal's proposed budget should demonstrate that the project is both cost-effective and financially viable, and that it addresses the important issue of future sustainability.

   iii. In the interest of transparency, any current or previous funders of the project should be disclosed to the prospective funder(s).

h. **Benefits to Funders and Conclusion:**

   A professional proposal's conclusion, about one page length, has to show some kind of return on investment for the funders, in order to gain special attention by them. In some cases, such benefits have to be negotiated with funders, and it could include such things as marketing exposure, public recognition, naming rights, partnership opportunities and other. Those benefits have to be listed and elaborated in this section of the proposal.

   The conclusion should end by focusing on the results and outcomes of the project, and the potential benefits for all parties involved including the final beneficiaries. It is important to illustrate the alignment between the proposed intervention and the funder's strategic mission.

   Sometimes it is preferable to show a sense of urgency and enthusiasm in launching the project through displaying the project's start-up date in order to solicit timeous response.

3. Each proposal submitted must be accompanied by an originally signed cover letter on a formal letterhead of the University, addressed to a specific person (by name), sharing appreciation for the opportunity of submitting the application and indicating the applicant's intention to follow up the submission in due course, thus laying the foundation for building a long-term relationship between both parties.

   The cover letter should contain the following information:

   i. Project/Program/Research title,
   ii. Project/Program/Research BU Official Reference (The reference to be only provided by the Advancement Office when receiving the IMF form (no. ADM.02.F01),
   iii. Name(s) of the funder(s) to whom the proposal is submitted,
   iv. Name and contact details of the PI/GM,
   v. The faculty/department/center/office where the project does/will reside,
   vi. Submission date.

   If the proposal is a lengthy document (exceeding 5 double-sided pages) a table of contents must be added as a second page in the proposal document.

Approved by Executive Council on 13 October 2020