PROPOSAL TEMPLATE

The dual crises of inequality and climate change call for urgent, bold action. Laudes Foundation seeks to contribute to the movement for a climate-positive and inclusive economy by supporting brave action to inspire and challenge industry to harness its power for good. This proposal template is designed to help us both consider the fit between your proposed initiative and Laudes Foundations’ funding. In order to maximise our contribution, we focus on specific interventions within the system as described in the rubrics section. Rubrics are an important tool for helping us measure and learn with our partners as we seek to contribute positive change within a complex and changing system. We would encourage you to discuss this part of the template with your Laudes contact person before beginning your proposal.

Please complete the following as concisely as possible while still providing sufficient information and analysis. Generally, we discourage proposals from being more than 14 pages for sections one through three (including rubrics table).

We do accept applications in languages other than English – please reach out to your Laudes contact person for more information.

Please note that upon submission of the proposal, we will commence our partner assessment process which includes a risk assessment and background screening for new partners.

By submitting personal data, you are accepting that Laudes Foundation may process such data in accordance with our [privacy policy and the partner privacy statement](https://www.laudesfoundation.org/policies-and-statements).

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| --- | --- | --- |
| **Organisation legal name and registered office address** | | |
| *Name:* | | |
| *Address:* | | *Country:* |
| **Main contact name, title and email** | | |
| *Name:* | | |
| *Title:* | | *Email:* |
| **Authorised signatory/ies name/s, title/s, email/s and mobile phone number/s** | | |
| *Name:* | | *Mobile phone: +* |
| *Title:* | | *Email:* |
| **Initiative title** | | |
|  | | |
| **Geography/ies covered** | | |
|  | | |
| **Duration** | | |
| *Start date:* | | *End date:* |
| **Funding type/s requested** | Programmatic Funding  General Operating Support[[1]](#footnote-2)  Organisational Development Support [[2]](#footnote-3)  Wellbeing Support[[3]](#footnote-4) | |
| **Total cost[[4]](#footnote-5)** | *Total estimated cost and currency[[5]](#footnote-6)* | |
| **Funding request** | *Amount that you are requesting from Laudes Foundation (cash), currency* | |
| **Co- funding (in Euro)[[6]](#footnote-7)** | *Any additional resources that you or others are providing in addition to Laudes Foundation support (currency, amount and source)* | |

# 1. CASE FOR PROPOSAL

## **1.1. Case for proposal** (max 150 words)

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| Why?  Why should this initiative or organisation or, for GOS, the organisation be funded? Max two sentences.  Why Laudes?  Laudes’ 2030 goal is an inclusive economy, where mindsets, rules and power have shifted to ensure that business and markets mitigate climate change and eliminate inequality.  Please explain why this initiative or, for GOS, the organisation should be funded considering this ambition.  Consequences if not funded:  Please describe the consequences if support for this initiative or organisation was not provided by Laudes. |

# 1.2. Context (max 150 words)

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| Please describe the problem this initiative or, for GOS, the organisation seeks to address.  If this is a continuation of a grant previously funded by Laudes, please answer if the problem changed since the initiative or, for GOS, the organisation received funding, and if so, how. |

2. DETAILED PROPOSAL

## **2.1. Initiative summary**

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| What?  What do you want to achieve? High level objectives.  How?  How do you do it? Brief description of initiative or, for GOS, the organisation   * How will your initiative or, for GOS, the organisation address the central problem? In particular, please describe your activities and how you believe they will contribute to the expected changes, and any assumptions on which your strategy depends. * How will your initiative or, for GOS, the organisation factor in the voices and concerns of those that are being served by the effort?   In particular, please describe how the initiative or, for GOS, the organisation will affect women (or gender equity) and marginalized communities or individuals.   * How will your initiative or, for GOS, the organisation build on what has been tried before? |

## **2.2 Lessons learned**

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| --- |
| How will your initiative or organisation take into account lessons and / or successes of similar efforts?  What will you do differently? |

## **2.3. Outcomes**

## 2.3.1 Rubrics framework Please refer [here](https://www.laudesfoundation.org/grants/rubrics) for guidance on our Rubrics for Measurement and Learning Approach as well as for a complete list of available rubrics. Your Laudes contact will agree with you on which rubric(s) (from categories B and C) work best for this proposal. Additionally, a baseline for the A5 (Capability and capacity to deliver on outcomes) rubric is required.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Relevant Laudes Rubric | Rubric Translation | Baseline | Evidence of the changes related to the Rubric | | |
| Number and Title of Laudes Rubric | Initiative outcome(s) related to this Laudes rubric | How the current situation is | Specific changes expected (and by when) within each outcome | Criteria (qualitative and quantitative) to assess how substantial and valuable | Initiative’s contribution (outputs) to the expected change |
| Example  B1. Building the right processes to create strong, stakeholder-informed policy reforms | Example Policymakers propose reforms to eliminate or reduce tax expenditures (TEs) that exacerbate inequality and those that harm the environment and lead to losses of biodiversity. | Using Laudes Ratings | Example  List of the reforms that have been proposed (and, ideally, enacted) that will help eliminate or reduce tax expenditures that exacerbate inequality or damage the environment/ biodiversity.  List of any important reforms needed but not yet proposed. | Example Assessment of robustness and comprehensiveness of the new reforms:   * Consistency across jurisdictions. * Coverage of all important tax expenditures relating to inequality, environmental damage and biodiversity.   Inclusion of substantial and proportionate incentives and disincentives to compel change, as well as reparations/remedies. | Example Description of what exactly the initiative will do (strategies and tactics) to help bring about the new reform(s) (e.g., how will the initiative’s activities influence certain policymakers?) |

2.3.2 How will you monitor, evaluate and learn during the period of this grant?

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## **2.4.** **SWOT and** Risk analysis / mitigation

(max. three bullet points for each S and O. Max three bullet points in total for W and T)

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| --- | --- | --- |
| Internal Origin | **S**TRENGTHS Internal factors that make the organisation or initiative's position strong compared to others | **W**EAKNESSES Areas to be improved  1. |
| External Origin | **O**PPORTUNITIES External factors that may contribute to the initiative and can build up on its strengths | **T**HREATS Potential problems / risks / unintended consequences  1.  2. |

Score and rank below the threats and weaknesses identified in the SWOT regarding Likelihood and Impact before implementation of controls /mitigation (gross risk) and list the respective mitigation strategies.

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| --- | --- | --- | --- | --- |
| Threat /  weakness | Likelihood | Impact | Total  Rating | Mitigation Strategy |
| 1. | Score 1-4 | Score 1-4 | LxI |  |
| 2. | Score 1-4 | Score 1-4 | LxI |  |
| 3. | Score 1-4 | Score 1-4 | LxI |  |
|  |  |  |  |  |

Likelihood:  
High – score 4 80% to 100% chance that this risk will materialise

Medium – score 3 40% to 80% chance that this risk will materialise

Low – score 2 10% to 40% or less chance that this risk will materialise

Not likely- score 1 less than 10% or no chance of this risk materialising

Impact:  
Tremendous – score 4 If this risk materialises, the impact will be tremendous and the initiative can no longer   
 continue. It may also impact the continuity of complete organisation / staff.

High - score 3 If this risk materialises, the impact will be significant and the initiative cannot continue normally. It may affect some parts of the organisation / staff.

Medium - score 2 If this risk materialises, the impact will be restricted locally to the initiative, but it has no impact on the continuity of organisation / staff.

Low Impact – score 1 If this risk materialises, the impact will be controlled and it will not affect the initiative continuity directly.

**2.5. Strategic fit within the field**

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| How does this proposal fit within the wider ecosystem of other organisations, including Laudes' existing grants?  Is the initiative pioneering something new or adding to existing efforts? If new, how will it scale and build support? If adding to existing efforts, how will it add value beyond what is already happening? |

# 3. ORGANISATION

|  |  |
| --- | --- |
| **Headquarters/other offices:** | |
| **Established (year):** | **Yearly revenues:** EUR |

|  |
| --- |
| **What is your organisation’s mission? How does your organisation's mission and Laudes mission relate to one another?** |
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| **Why is your organisation best positioned to implement this initiative? What are your team’s strengths and weaknesses?** |
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|  |
| **What are your organisational development needs and are they included in the proposal?** |
|  |
| **Who are your main implementing partners?[[7]](#footnote-8)** How were they involved in developing the proposal, and what are their respective roles and responsibilities in your initiative? |
|  |

4. ANNEXES

**Please also provide the following documents (in annexes):**

* Programme timeline (such as a Gantt chart), including schedule for key deliverables and process milestones and number of direct beneficiaries over time and by country (not requested for GOS proposal).
* Please provide an activity-based budget for the initiative, with line-item breakdown (unit cost x number of units, if applicable to your initiative). This should clearly show line-item level co-funding (target and secured) and identify the funding that will go to partner organisations.

Anticipated co-funding should be included in the budget and the budget should also separately break out M&E costs.

You may use this optional budget [template](https://www.laudesfoundation.org/01website-pages/grant/proposal-templates/en/budget-template-laudes.xlsx). In the same link, you will also find guidance to better develop the grant budget, if you are using your own budget template.

If this is a General Operating Support application, please attach your organisational budget forecast for the duration of the grant. You can also use our optional budget template for it.

* Up to three references: name, title and contact information.

1. General Operating Support (GOS): Most flexible grant type that aims to support an organisation and their mission rather than a discrete area of work. [↑](#footnote-ref-2)
2. Organisational Development (OD): Targeted support to strengthen organisational functions across strategy,

   operations and initiatives. Often, OD funds are blended either with a programmatic or a GOS grant or can be standalone grants. [↑](#footnote-ref-3)
3. Wellbeing Support: Wellbeing support can be used to support an organisation’s staff members or constituents. Both long term and once-off initiatives are possible (e.g., psychosocial support, staff retreats and team building activities, care support, etc.). [↑](#footnote-ref-4)
4. For General Operating Support proposals, please use total organisation budget for the years of the duration of the grant. [↑](#footnote-ref-5)
5. We accept funding requests in EUR, USD, GPB, CHF. [↑](#footnote-ref-6)
6. Co-financing is defined as financial or in-kind resources that are additional to the foundation grant and directly support the implementation of the initiative and achievement of results committed at approval. Types of co-finance are: grants, loans, equity investments, committed in-kind support. [↑](#footnote-ref-7)
7. When you submit your proposal, please copy in a representative from each implementing partner whom we can contact. [↑](#footnote-ref-8)