**APPLICATION FORM: PROJECT CONCEPT DESIGN**

ORGANISATIONAL DETAILS PLEASE KEEP ANSWERS WITHIN THE CONSTRAINS OF THE BOXES

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| Partner Organisation: | |  | | |
| Legal registration and charitable status: | |  | | |
| Contact for this proposal: | |  | | |
| Contact details: | Email: | | Phone number: |  |
| Address: | | | | |

**PROJECT DETAILS**

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| --- | --- | --- | --- |
| Name of the project: |  | | |
| Budget: |  | Duration: |  |
| Country: |  | | |
| Locations: |  | | |

SECTION ONE: Strategic fit

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| *State briefly how your organisation’s strategic goals are relevant to Brooke’s global strategy and Theory of Change* |
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SECTION TWO: Needs assessment

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| *Outline the existing situation within a wider institutional or national context, the problem to be addressed and what its causes and consequences are. Reference consultation exercises conducted at local or regional level.* |
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SECTION THREE: What are the changes the project intends to achieve, and who will benefit?

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| *Provide a brief summary of how you will tackle the problem and how your project supports with yours and Brooke’s strategies. How will this project contribute towards achieving mutual strategic goals? Tell us how the project links to equine welfare and how the proposed changes will be sustained after the project ends.* |
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SECTION FOUR: Outline expected outcomes and outputs of the proposal

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| *Define a maximum of THREE outcomes. The information provided AT THIS STAGE does not need to be numeric or specific, but should indicate broad expected outcomes and directions of change* |
| Outcome 1: |
| Outcome 2: |
| Outcome 3: |
| *Outputs: explain broadly what activities will bring about the above Outcomes, and how equine welfare is integrated into this approach?* |
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SECTION FIVE: Who are the main stakeholders that will bring about this change; how do they contribute to the project?

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SECTION SIX: How you will monitor the project and how might you measure change and demonstrate impact?

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SECTION SEVEN: Please identify any major risks and explain how these might be mitigated or accepted?

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SECTION EIGHT: INDICATIVE Budget:

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| *Over a potential three years period, how would you allocate costs for this project?* |

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|  | **Estimated Amount/ GBR** | | |  |
| **ITEM** | **YEAR 1** | **YEAR 2** | **YEAR 3** | **Comment** |
| Salaries |  |  |  |  |
| Direct costs |  |  |  |  |
| Indirect costs\* |  |  |  |  |
| **TOTAL:** |  |  |  |  |

\*Management fee; overheads

Please email this completed form to [developmentfund@thebrooke.org](mailto:developmentfund@thebrooke.org) by 5pm on 15th June 2018