

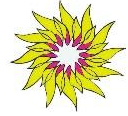


Philippine Center for Population and Development
Proposal Template

Instructions for the Proponent

1. Use the following template in preparing your proposal; Times New Roman, font 11.
2. As much as possible, please keep to the space provided for expressing your ideas. This is intended to facilitate the review process.
3. Projects with a duration of 1 year or more and an amount requested of at least P 1,000,000.00 are required to have an evaluation component. The evaluation framework should be accomplished. The evaluation budget should be in the range of 5% - 8% of the amount requested.
4. The total amount requested should be computed to the nearest thousand.
5. Please use the budget template provided, with instructions for preparing the budget proposal.

PROJECT PROPOSAL



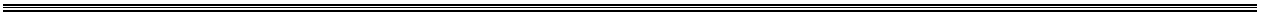
COVER SHEET

Project Title			
Site/Coverage	Indicate the geographical coverage of the project. A map showing the project site/ coverage may be included as an attachment.		
Proponent			
Contact Person	Full name Designation Office Address Tel. No. Fax No. Email Address		
Project Duration	Starting Date (m/d/y)	Completion Date (m/d/y)	
Cooperating Agencies	Identify the government and private organizations that are expected to provide support to the project.		
Total Project Cost	P		
	Amount Requested from PCPD	Counterpart	
	P	Proponent	Other Sources
	P	P	P



EXECUTIVE SUMMARY

This section should be able to present in capsule the entire project concept. It must contain a brief statement of the problem, the objectives of the project, the strategies, major activities , and expected outcomes . A statement on sustainability mechanisms should be included, when applicable.





AGENCY BACKGROUND

This section profiles the proponent agency. It should highlight the experience, expertise and resources of the agency that ensures its capability to implement the project.



PROJECT JUSTIFICATION

This section describes the problem being addressed, the project's contribution to the solution of the problem as expressed in its theory of change and specific interventions, and the outcomes expected. It details the socio-cultural-economic-political context and assumptions in which the project will be implemented and mentions similar or related efforts in the proposed project site. The intended beneficiaries are described -- their current situation and the skills, knowledge, attitudes and behaviors that the project envisions to change. The project's contribution to popdev integration, policy research, or advocacy should be clearly stated.



PROJECT OBJECTIVES

GENERAL OBJECTIVE

This is a generic description of the ultimate good or benefit that will be achieved by the project.

SPECIFIC OBJECTIVES

This section describes what the project hopes to achieve in terms of outputs and outcomes. PCPD uses the term output to mean the immediate results of the project (the deliverables which can be products or services). Outcome is defined as the short-term (lasting 2-3 years after project ends) changes in knowledge, skills, attitudes and behaviors and/or policies and programs. Objectives should be SMART (specific, measurable, attainable, realistic and time bound). Sustainability objectives must be stated, when applicable.



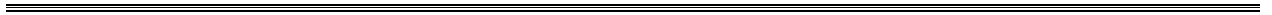
OUTCOMES

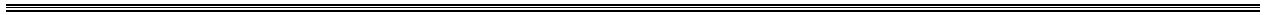
7



STRATEGIES AND CRITICAL ACTIVITIES

This section details the strategies and specific activities to be undertaken to achieve the project's objectives. For research projects, this section details the research methodology. Please list/describe each activity under each strategy.







PROJECT MANAGEMENT

This section contains information on how the project will be implemented and by whom. Discuss briefly the roles/tasks of each project staff.



TIMETABLE : This is a graphic presentation of project activities and outputs vis-à-vis the time frame of the project.

Activities	Outputs	Months											

Use this template for projects of more than one year

Activities	Outputs	YEAR 1 / Months												YEAR 2 / Months											
		1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12



Logical Framework

Project Title: _____
 Grant Amount: _____ Grantee : _____ Duration : _____

Problem Statement and Assumptions/Baseline	Inputs, Strategies & Activities	Intended Outputs/Indicators		Expected Outcomes/ Indicators
<p><i>What you want to solve</i></p> <p>and the</p> <p><i>Given conditions related to the problem which have a bearing on the project (economic, political, social, others)</i></p> <p><i>For example:</i> <i>Current Knowledge, Skills, Attitudes, Behaviors of target clients/beneficiaries</i></p> <p><i>Current policies or practices or programs (LGUs, schools, church, etc).</i></p> <p><i>Current state of relationships among stakeholders</i></p>	<p><i>The resources, strategies, and activities needed for the project</i></p>	<p><i>The deliverables or products of the project</i></p> <p><i>The expected changes in attitudes, knowledge, skills and behavior of target clients as a result of the project.</i></p> <p><i>The expected changes in policy or programs or practices as a result of the project.</i></p>		<p><i>The expected changes in target individuals (attitudes, knowledge, skills and behavior) and in organization (policies, program, practices, relationships) as a result of the project— changes that are expected to be still visible 2-3 years after the project has ended.</i></p>
		Quantity	Quality	
The Problem and its Context	→ The Planned Work	→ The Intended Results/Outputs		→ The Expected Outcomes



MONITORING AND EVALUATION PLAN

The monitoring plan should indicate how project implementation will be tracked for timeliness, efficiency, and adequacy of inputs. It should also specify the staff responsible for monitoring the project, the type and frequency of reports to be generated, and how performance feedback will be carried out.

For projects that have a duration of at least one year and an amount requested of at least P 1,000,000.00, a detailed evaluation plan will be required. Please refer to guidelines for accomplishing the evaluation framework.



GUIDELINES FOR THE EVALUATION FRAMEWORK

Column 1: BASELINE DATA

Describing the demographics will help contextualize the interventions and target beneficiaries: size, growth, density, distribution and key statistics relevant to the project. In addition to demographics of the bigger population, baseline data on the smaller target beneficiaries should include their current Knowledge, Skills, Attitudes and Behaviors. The socio-cultural-environmental-economic-political situation or conditions that influence the project should also be described. The current state of policies or programs or the lack thereof should be described. Secondary data can be used for demographics and other conditions but primary data on target clients should be secured.

Column 2: INTENDED RESULTS

This column may be lifted from the logical framework but elaborated on to be more appropriate for evaluation purposes. It should describe intended results or expected changes in target clients and in the functioning of the organization e.g., Policies, and/or programs. Quantitative targets are also specified.

Column 3: EVALUATION PROCESS

This column plans out how to evaluate the results.

First, describe the data to be gathered that would indicate that the expected results are achieved. Then, articulate the criteria by which to assess the results. For example: the knowledge data to gather may be on target clients' pre- or post-natal care, or fertility, or artificial or natural family planning methods while behavior data would be actual pre- and post-natal visits. The major criteria to use in assessing achievements might be the effectiveness of intervention, or cultural sensitivity. The criteria that are applicable or appropriate to a partner may not be the same as those that are used by PCPD—it is not required that the two actors use the same criteria.

The criteria significant to PCPD are sustainability or reinforcement of changes and model building. To PCPD, sustainability or reinforcement of changes embraces the following: Policies translated into programs and/or structures, New practices by the community, Changes in individual knowledge, skills, attitudes and behavior, and Development of new functioning relationships.

Model building:

PCPD defines a model as a distinct set of interventions broken down into inputs and/or processes applied in a certain context which brings about a set of results and outcomes. A model is a concept made real in a particular context and, subsequently, revised or enhanced based on reality tests. Model building is the clarification of assumptions used by the implementers, their analysis or view of a problem; and description of processes and options applied within the particular context where the model was designed and implemented. Model building requires comparison of processes used with other known processes, the discussion of pros and cons of specific strategies, the presentation of key success and inhibiting factors as experienced, and the articulation of significant roles which implementers may play. In the documentation of a model, matrices, diagrammatic flow, illustrations and modules or other useful materials will have to be included.

Sample (respondents):

One of the main considerations of any evaluation exercise is sampling. The more the sample respondents, the better and easier to establish the validity¹ and reliability² of evaluation results. Of course, the more respondents there are, the more expensive (in terms of time and other resources) the data gathering is going to be. Sampling means getting

¹ Validity: OECD defines validity as the extent to which the data collection strategies and instruments measure what they purport to measure.

² Reliability: OECD defines reliability as the consistency or dependability of data and evaluation judgments, with reference to the quality of the instruments, procedures and analyses used to collect and interpret evaluation data. Note: evaluation information is reliable when repeated observations using similar instruments under similar conditions produce similar results.

a representative from the universe of a target population, the idea being that one does not have to ask all of the population to get a valid and reliable answer. By asking a representative sample, one can already ascertain the response that most or majority of the target population will provide.

PCPD requires that the minimum sampling of respondents would be 30% of the universe. To illustrate, if there are 300 youth who are targeted, 30% or 90 (in terms of absolute numbers) should be the sample. The respondents should be included in both the pre- and post-project evaluation.

However, using percentage to suggest a sampling size is not useful if there are only 10 or 20 in the target population. The absolute number must be considered. If 4 Mayors are targeted, it is meaningful to get data from all of them (100%).

Tools (evaluation tools):

As mentioned in the discussion on baseline data gathering tools, there is a need to specify what tools to use for evaluation. The same tools used in data gathering may be (or should be) used for the evaluation phase. Other supplementary tools could be used to gather more results. For example if individual interviews are used in the data gathering period, and the grantee wishes to increase the number of respondents, the grantee may use group interviews in addition to the individual interview. This calls for the documentation of all tools used.

Tools and primary data gathered should be disclosed and should be verifiable.

Evaluation Report:

The end of project or final report should incorporate the evaluation report. The latter includes unexpected results, insights, conclusions and recommendations.

The final report describes the overall project accomplishments and the assessment done by project beneficiaries and other participants. It also gives some indications of project impact or outcomes—those KSA, behaviors, policies and programs that the grantee foresees will continue 2 to 3 years after the project ends. More importantly, it highlights lessons learned, unexpected results from project implementation, and recommendations that might have relevance for follow on or replication purposes. The sustainability features of the project and, when appropriate, continuing activities of the grantee have to be mentioned also. Moreover, the end of project report evaluates the strategies used and identifies and enumerates unexpected results, whether positive or not. Why these results came about and what can be done either to mitigate or sustain them will need to be explained.

All primary data and the tools used in the implementation and evaluation should be appended to the report.

ATTACHMENT B

Evaluation Framework for Action Projects (Should be accomplished with Logical Framework)



Project Title: _____

Duration : _____

Grant Amount: _____

Grantee : _____

BASELINE DATA	INTENDED RESULTS	EVALUATION PROCESS (How to evaluate if intended results were accomplished)	
<p>(A) TARGET BENEFICIARIES (as individuals) Current Knowledge Current Skills Current Attitudes Current Behaviors Current Relationships (as applicable)</p> <p>Target beneficiaries viz population (e.g. 700 young people of 7,000 youth)</p>	<p>EXPECTED CHANGES IN (A) TARGET BENEFICIARIES Knowledge Skills Attitudes Behaviors Relationships (as applicable)</p>	<p>Data to be gathered: (Identify which to focus on: K, S, A, B, R)</p> <p>Criteria* to be used in assessing data: 1- 2-</p>	<p>Sample: How many respondents? Who are the respondents?</p>
<p>(B) TARGET SYSTEM (as groups) Current policies Current practices</p>	<p>EXPECTED CHANGES IN (B) TARGET SYSTEM Policies Programs Practices</p>	<p>Data to be gathered: (Identify which to focus on: P,P,P)</p> <p>Criteria to be used in assessing data: 1- 2-</p>	
<p>Tools used or to be used in ascertaining these data 1. Questionnaires 2. Open ended interviews 3. Others as relevant</p>		<p>Tools to be used in ascertaining these data 1. Questionnaires 2. Open ended interviews 3. Others as relevant</p>	

*Define your criteria



ATTACHMENT B

Evaluation Framework for Research or Policy Research Projects

Project Title: _____

Duration : _____

Grant Amount: _____

Grantee : _____

BASELINE DATA	INTENDED RESULTS	EVALUATION PROCESS (How to evaluate if intended results were accomplished)	
(A) TARGET SYSTEM Current policies, programs Current practices	EXPECTED CHANGES IN (A) TARGET SYSTEM Policies Programs Practices	Data to be gathered: (Identify which to focus on: K, S, A, B, R) Criteria* to be used in assessing data: 1- 2-	Sample: How many respondents? Who are the respondents?
(B) TARGET USERS Current Knowledge Current Skills Current Attitudes Current Behaviors Current Relationships How many users are there? How many are targeted? Will tenure of users end? When? Implications of tenure end? (if applicable)	EXPECTED CHANGES IN (B) TARGET USERS Knowledge Skills Attitudes Behaviors Relationships (as applicable)	Data to be gathered: (Identify which to focus on: P,P,P) Criteria to be used in assessing data: 1- 2-	
Tools used or to be used in ascertaining these data 1. Questionnaires 2. Open ended interviews 3. Others as relevant		Tools to be used in ascertaining these data 1. Questionnaires 2. Open ended interviews 3. Others as relevant	

***Define your criteria**



ATTACHMENTS

The following are to be submitted to PCPD as required:

1. Photocopy of SEC registration and GIS (General Information Sheet)
2. Agency brochure or similar document describing the vision, mission, programs, accomplishments and organizational structure of the proponent agency
3. List of board members and officers
4. Audited financial reports for the preceding year
5. A certification from the board secretary or a board resolution regarding the authorized signatory of the proponent agency

Please mail it to the following address:

Dr. Jonatahn A. Flavier
Executive Director
Philippine Center for Population and Development
PCPD Building, 2332 Chino Roces Avenue Extension
1630 Taguig City

And/or send an electronic copy to this address
jonathan.flavier@pcpd.ph