

Concept Note Template for Advocacy Projects - Movements

This document is a concept note template for the Women and Girls Fund (WGF), a fund supporting Women & Girl Led Organisations (WGLOs) in Malawi, Rwanda, and Zambia. This form provides applicants with an opportunity to present a clear and concise description of their organisation and funding idea.

The concept note serves as the first step in a two-stage application process, with selected proposals invited to submit a more detailed application at the second stage.

A. Information on the 'Movement' to be supported.

Movements name				
What is the sex of the Movements leader?	Female		Male	
Is this movement women and/or girl led?				
How long has the Movement been In operation?				
Movement's address (if appropriate)				
Province and District(s)where you operate from				
Movement's Email Address				
Movement's phone number				
Contact person				

B. Information on the 'financial sponsor'

Organisation's name	
Organisations address	
Organisation Email Address	
Organisation phone number	
Contact person	

C. Project/Proposal Information

Title of the Project/Activity <i>(Please provide a concise and descriptive title that reflects the essence of the project).</i>				
Activity duration): <i>(When are you planning to undertake the</i>	Start date:		End date:	

<i>activities?)</i>				
Location: <i>(Where are you planning to undertake the activities?)</i>	Province		Districts	
Implementer (s) <i>(Who will be implementing the activities?)</i>	Name of main implementor		Name of anyone you will partner with	

Aims of the Movement and Problem Statement

Please provide a short description of the context in which this 'movement' is taking place. What is the aim, what problem is seeking to be addressed, and who is being targeted?

Proposed Activities

Please describe the activities that will be implemented to address this problem, and the timeframe for their implementation.

Target duty bearers and policy makers

(Describe which duty bearers/policy makers you are targeting as you undertake the planned activities. If citizens, which citizens, men, women, headpersons, Chiefs?)

Impact

Please state in 1-2 sentences the change, at a high level, that the project will contribute to. This is sometimes referred to as a project goal.

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D. Budget Information

Sponsor Organisation Annual Revenue (FY 24/25, please specify currency)	
Proposed Grant Amount (please specify currency)	

E. Attachments

(Please tick which documents you are sending in with this concept note and add any other documents you wish to send in)

	Name of document	Tick
1	Letter of support from a financial sponsor	
2	Financial sponsors registration certificate	