**USAID Strengthening Civil Society and Media Systems (Sawt) Activity**

**Advocacy and Public Policy Grants Fund (APS)**

**Annex I: Program Description**

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| --- | --- |
| **Organization Information** | |
| Organization Name |  |
| Address |  |
| Phone Number |  |
| Organization Email |  |
| Organization Website |  |
| UEI Number (if already available) |  |
| Contact Person Name and Title |  |
| Contact Person Email |  |
| Contact Person Phone Number |  |
| Authorized Person Name and Title |  |
| Authorized Person Email |  |
| Authorized Person Phone Number |  |
| **Organization Background** | |
| *Briefly describe your organization's mission and objectives (not to exceed 100 words)* | |
| **Sub-fund applying for** | |
| Sub-fund 1: Advocacy Grants  Sub-fund 2: Trust Building Grants | |
| **Proposed Project Title** | |
| *List proposed project name* | |
| **Project Duration** | |
| *Proposed period of performance indicating start date and end date with number of months.* | |
| **Requested Subaward Amount (in USD):** | |
| *Proposed total budget requested for the project in USD as listed in Annex II: Detailed Budget template.* | |
| **Proposed Project Summary** | |
| *Provide a brief about the proposed project (not to exceed 250 words).* | |
| **Proposed Project Description** | |
| *Provide details of the proposed description (not to exceed 750 word). Make sure to include the following:*   1. *Objectives:*    * *List the specific objectives of your project.* 2. *Target Group(s):*    * *Identify the specific target group(s) your project aims to support.* 3. *Issue(s) of Priority:*    * *Explain the pressing issues or priorities your project will address within the target group(s).*    * *Explain the opportunity for participation for public policy formation.* 4. *Activities:*    * *Describe the key activities you will undertake to achieve your project objectives. Make sure to comply with the Gender, Equality, and Social Inclusion (GESI) requirement as defined in the APS document.* 5. *Digital Media Integration:*    * *Explain how you plan to utilize digital media in your advocacy efforts.* 6. *Collaboration:*    * *Describe how you will collaborate with other CSOs, media, and other stakeholders to ensure participation and civic engagement.*    * *Describe how you are planning to engage with the government in your advocacy campaign or public policy activities.* | |
| **Geographical areas** | |
| *Include the geographical areas where the proposed project will be implemented.* | |
| **Expected Outcomes** | |
| *List the expected outcomes of your proposed project and how they align with the goals of the Annual Program Statement (APS). Explain how these outcomes will contribute to positive change, awareness raising, and policy influence.* | |
| **Monitoring, Evaluation and Learning Plan** | |
| *Provide details of the proposed Monitoring and Evaluation Plan (not to exceed 250 word). Make sure to include the following:*   1. *Describe your plan for monitoring and evaluating the proposed project's progress and success.* 2. *Explain how you will track the impact of your activities and incorporate learning into future advocacy initiatives.* 3. *Outline your sustainability plan for project results beyond the conclusion of USAID Sawt.* | |
| **Organizational Capacity** | |
| Past Performance and Relevant Experience | *Provide examples of previous projects or activities your organization has successfully implemented, especially those related to advocacy and public policy.* |
| Provide a list of donor funds received in the last 3 years. | *Provide donor name, year of subaward and amount in USD. Attach additional table, if needed.* |
| Key Personnel | *Provide a brief about the key personnel who will be involved in the project.* |