

Community Investment and Inclusion Fund (CIIF)

23 July 2004 **Workshop on Proposal Writing**

A few key pointers to more effective proposal writing:

Around 100 participants attended a workshop hosted by the CIIF. The workshop aimed to enhance the chances of success in submitting proposals to various funds. From the participants' contributions, it would appear that the following 3 areas may require more attention:

1. To bridge the gaps in expectations between the applicants and the funders. Most of the participants noted that while their agencies were often motivated by the need for more resources in preparing their proposals, the funders would aim at achieving particular community changes through the resources they allocate.
2. To be able to articulate clearly the strengths of one's agency and the uniqueness of one's proposal. The participants generally found considerable difficulties in identifying and articulating their uniqueness and strengths. This appears to be one of the areas requiring more work.
3. To outline clearly the expected project outcomes and to have strategies that are clearly linked to achieving these planned results.