PEACE OF MIND
FOUNDATION

PROJECT PROPOSAL GUIDELINE

This document is designed to support grant applicants in preparing project proposals that align with the Peace of Mind Foundation's standards and priorities. It outlines the key components of a clear, well-structured proposal—ensuring that your submission effectively communicates the project's objectives, methodology, and anticipated impact.

Please review each section carefully and ensure that your proposal includes all requested information. If you use AI tools to assist in drafting, kindly disclose this and confirm that any AI-generated content is limited to editing and formatting support. All substantive content must accurately reflect the real scope and design of the proposed project.

Project Overview

Start the proposal with a clear header that includes the project title, location (country, region, or city), duration (start and end dates), and the total budget requested in a specified currency (USD, EUR, CHF, or GBP).

The organization

This section should describe how your organization is structured and equipped to successfully implement the proposed project. Please include details on your permanent and project-specific staff, office locations, and any relevant internal infrastructure.

Highlight your organization's technical expertise in mental health and psychosocial support (MHPSS), including the qualifications and experience of key personnel, as well as any previous MHPSS-related initiatives. Explain how your existing capacities—such as staff, administrative systems, and logistical resources—will support effective and sustainable project implementation.

Clearly indicate how your operational infrastructure positions your organization to deliver the proposed intervention. Additionally, specify how many new staff members (if any) would need to be recruited and whether any new operational structures (e.g., offices, vehicles, equipment) would need to be acquired for implementation.

Problem Statement

This section should present a compelling argument for the necessity of the proposed project. It should include a brief background on the issue the project seeks to address, emphasizing the community or group it targets. Discuss the challenges related to trauma, mental health, or other relevant topics, and provide data or context about how these issues are affecting the local population. A clear and well-supported problem statement demonstrates the project's importance and urgency.

Project Design and Objectives

This section outlines the core purpose of the proposed project and how it seeks to achieve meaningful impact. We encourage the use of an impact matrix that includes both qualitative and quantitative indicators to support your narrative.

- **Objective(s):** Clearly state the main goal of the project and how it addresses the identified problem. This should reflect the overall purpose and long-term vision of the intervention.
- **Theory of Change:** Describe the logic behind the project design. Explain how the proposed activities and outputs are expected to lead to short- and medium-term outcomes, ultimately contributing to long-term impact. This should demonstrate a coherent pathway from inputs to change.
- **Outcomes:** Outline the key intended outcomes—these should be actionable, measurable, and aligned with the overall objectives. Show how these outcomes will support the success and sustainability of the intervention.
- **Outputs:** Specify the direct products or services the project will deliver. Outputs should be concrete, trackable results from project activities (e.g., number of children reached, workshops conducted, staff trained).
- **Methodology and Activities:** Describe the methods and approaches to be used, including specific activities and implementation details (e.g., frequency, location, number of sessions, target population, and types of professionals involved). A detailed and practical plan will help assess feasibility and clarity of implementation.
- **Impact:** Define the expected impact of the project, both at the individual and community level. This includes the projected number of beneficiaries and anticipated improvements in areas such as emotional well-being, community resilience, or MHPSS service availability.

Community Engagement and Buy-In

This section should describe how your project plans to engage with the local community in meaningful ways throughout the project cycle. Clearly explain how you will consult with community members to discuss the project's objectives and approach, and how their input will be integrated into the project's design and implementation.

Outline how the community will actively participate — for example, through representation in planning meetings, co-delivery of activities, or local feedback mechanisms.

Also highlight the contributions the community will make to the project's success, including any in-kind support (e.g., use of a community center, local facilitators or volunteers, logistical support). This section should demonstrate mutual ownership and sustainability of the project beyond the grant period.

Alignment with national policies and priorities

Please explain how your project aligns with national mental health strategies and action plans (if applicable).

Target Beneficiaries

Provide specific data on the target group for the project. Indicate the number of individuals who will benefit, such children, caregivers, or other community members. Explain how the project will ensure inclusivity, addressing the needs of the most vulnerable individuals in the community. Highlight any efforts to make the project accessible and equitable for all participants.

Monitoring and Evaluation

Detail how the project will be monitored and evaluated to ensure its effectiveness. Include the specific criteria, tools, or methods that will be used to assess progress. Provide examples of metrics that will be tracked and explain how the data collected will be analyzed and used to improve project implementation. If you need guidance on how to design your project's M&E approach consult this → M&E Guide for MHPSS programmes in emergencies.

Sustainability

Explain how the project's outcomes will be sustained beyond the grant period. Describe the strategies in place to ensure long-term impact, such as capacity-building of local staff or partners, integration into existing community or institutional systems, and community ownership. Outline how the community will contribute to maintaining the project's results over time. Demonstrating a clear sustainability approach shows that the project's benefits are embedded locally and can be maintained over time.

Risks and Risk Management

Describe the process for identifying, assessing, and addressing potential risks that could impact the project's success. This involves outlining the main threats, such as logistical challenges, external factors like political instability, or operational issues. Detail the strategies and measures the organization will implement to mitigate these risks, such as contingency planning, regular monitoring, or adaptive management approaches. Demonstrating a clear understanding of risks and proactive management ensures the project's resilience and ability to achieve its objectives.

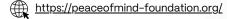## Child Safeguarding Policy

This section should explain how your organization will protect children throughout the project. Describe the core principles of your Child Safeguarding Policy and how it will be applied during all phases of the project cycle. Explain how risks to children will be identified and mitigated, how staff and volunteers are expected to behave, and what procedures are in place to report and respond to safeguarding concerns. Include how staff and partners are trained on safeguarding, and how children and caregivers will be informed of their rights and the mechanisms available to raise concerns. This section should demonstrate your organization's commitment to creating a safe and protective environment for all child participants.

Budget Administration

Explain how the organization plans to ensure that the project stays within the proposed budget and detail the processes for managing the funds received. This includes outlining financial oversight mechanisms, such as regular audits or financial reviews, and describing how expenses will be tracked to ensure transparency and accountability. Provide details on the roles and responsibilities of individuals or teams managing the funds and any safeguards in place to prevent mismanagement or misuse.

Budget

Provide a clear, comprehensive, and itemised budget for the proposed project using a table format. Break down costs into specific categories such as personnel (including percentage of time charged to the project), materials, training, transportation, and administration. Alternatively, the budget may be structured according to project outcomes. Ensure each line includes unit cost, quantity, and total, with explanatory notes where needed. A detailed and transparent budget will help facilitate accurate assessment of financial needs and ensure effective allocation of resources.