

Transparent Fish Fund Proposal 2014

NGO Name: **Project Name:** **Date Updated:**

Welcome to the Transparent Fish Fund Proposal! This package is a guideline for applying for Strategic Partnership. Its purpose is to establish a system of communication between each NGO and TFish Fund, helping to clarify the specific information required to be turned in periodically. In addition, it allows NGOs to update and review their own progress.

Application Checklist:

- TFish Fund Application Form: www.tfishfund.org/partner-application.html
- Project Proposal (this document)
 - Basic Information
 - Background
 - Proposal Plan
 - Proposed Milestones & Key Project Indicators
- Budget Application (on Google Docs)
 - Financial Summary 2013
 - Team Profile
 - Budget 2014
- Additional Materials: audit report, previous year's financial report, annual report, itemized budgets, research, staff resumes, and any other information that would help TFish understand your work.

Grant Requirement Checklist:

- First Month of Partnership*
 - Partner NGO publishes press release about new sponsorship and submits to local newspapers within two weeks of grant receipt
 - Partnership Grant Agreement Terms
 - Provide updated content and photos for Partner page on TFISH: <http://www.tfishfund.org/tutorial-1.html>
 - Prominent website Logo Linking with TFish Fund logo on homepage and both and Chao Foundation and TFish Fund logos under "Our Sponsors"
 - Mutual announcements about partnership on all social media platforms
- During the Year*
 - Any future media or event opportunities to spread awareness about TFISH's cause
 - Refer high quality potential partners for TFISH
 - NGO Workbook Quarterly Reports (on Google Docs) **Deadlines Biannually, mid year and end of year*
 - Actual Financial Report 2014
 - Project Outcomes 2014
 - Report Card 2014
 - Donor Proof: match donors with beneficiaries
 - Year End Grant Report (Deadline 12/31/2014): www.tfishfund.org/grant-report.html
 - Project Update Blogs (on EastVillagers.org) and Thank You Letters from beneficiary or staff beneficiary to donors

Grantees wishing to apply for next year: Please contact TFish staff around September-October and prepare all of your Grant Requirements by the end of November. You will be asked to refill all items on the checklist except for the TFish online application.

Basic Information:

Organization Name: _____

Organization Address: _____

Tax EIN: _____

Name of Organization Representative: _____

Secondary Representative: _____

Representative Phone: _____

Secondary Representative Phone: _____

Representative Email: _____

Secondary Representative Email: _____

NGO Description

Please describe the category and scope of this project in 50 words or less:

Good Examples of NGO Descriptions (Project Description box): <http://www.tfishfund.org/tutorial-2.html>

Program Description

Please describe the category and scope of this project in 30 words or less:

Good Examples of Program Descriptions: <http://www.tfishfund.org/tutorial-2.html>

Please explain the background of this application:

★ 1) What problem the project seeks to solve; 2) The severity and urgency of this problem;

★ References:

1) List the statistics of people affected

For instance, “less than 20% of the patients receive any treatment. Many don’t even realize that they are ill.”

“Less than half the kids finish high school...”

2) Describe this problem in detail

3) Are there other NGOs tackling similar problems? Why is your project needed in addition to current efforts? Describe any plans to learn from and partner with current efforts?

Please explain the planning, expenses, and expected outcome of the project in consideration (including standards of measurement):

- ★ 1) How will the project be implemented; 2) Why is it implemented this way, Is it an effective approach; 3) Goals hoping to be achieved;
- ★ TFISH supports organizations through grants for both Project and/or Administrative costs. You may apply for one or both. If selected for Administrative costs, you will participate in the Capacity Building program, which is sponsored by the Chao Foundation. If selected to have fundraising capacity on TFISH through the matching program or regular online fundraising, we promise TFISH donors that 100% will direct benefit the causes and their donations will not be used for Admin costs since you may receive help for Admin costs through our Capacity Building program. Do you agree to use the money raised to direct programs only (and not administrative costs)? For example, 100% direct to student scholarships, medic training, labor services for class teaching or training, building a home, etc. Please describe how you would ensure 100% to TFISH online donors.

Publicity Plan: Please describe any publicity opportunities, materials, and events that you will have during the year that you can help spread the word and goals of the partnership with TFISH:

- ★ Details and list of potential publicity opportunities which relate to the programs approved for a grant
- ★ Creative ideas to help spread the word about TFISH
- ★ Dates of events

Field Visit Plan: Please list available times during the year and locations that TFISH staff or volunteer can perform due diligence visits on your projects.

- ★ List of times and locations and activities
- ★ Can you host our TFISH volunteers and donors? If so, when are good times to host them and what can they do or help with?

Please describe (1) Major Project Milestones and (2) Expected project indicators in the timeline below

Quarter	Major Milestones Goals for each quarter	Project Key Indicators Example: The average operation price, number of books donated, number of children cured/treated, this is a way to measure the project outcome
2014 Q1		
2014 Q2		
2014 Q3		
2014 Q4		
2015 Whole Year		



Transparent Fish Fund Project Updates

1. Purpose of the Blog Update

Purpose: The highly suggested monthly report serves to provide donors with clear, consistent, traceable information about each project. The report, combined with a financial report from the previous quarter, can also encourage donors to continue funding the projects. In addition, they help improve the overall information transparency of your NGO.

Content: Suggested 1 – 3 blog posts per month (project specific)

Suggested 2 – 3 photos per month (project specific);

2. Blog

- Word count of approx. 500 recommended;
- Newest monthly blog post (project related)
- Uploaded to www.eastvillagers.org and link to NGO name
- **Content:** The problem the project seeks to solve. Reflect positive changes in the recipient's life, something emotionally engaging.

If possible, you can list the individual recipients, their background, struggles, and how their conditions have changed since receiving aid; If writing about an event, include the event's background, the problem it seeks to alleviate, its participants, and its impact;

You can also discuss major milestone, such as: when the situation was investigated; when you raised the money; when the project launched; how many beneficiaries there have been up until now, etc.

3. Photos

Permission to Use Photos: If the beneficiary does not want his/her photos made public, you can blur out his/her face in the photos via Photoshop. Please post them in your blog post on eastvillagers.org to help tell your story.

Criteria:

- Clear, width of at least 800 pixels;
- Updates about ongoing projects, those in application at the TFish Fund or those currently supported by the TFish Fund;
- Most recent photos;
- Content, informative of the recipient's life, touching stories.

It can be the recipient's strife, (such as worn-out clothes and decrepit shelter);

It can also be the help that she has received (such as the scene of donation, new schoolhouses, medical kits...);



Quarterly Transparency Star Rating System

1 star (1- 4 checked, or is a U.S. 501(c)(3) organization or equivalent)

2 stars (1- 5 checked)

3 stars (1- 6 checked)

4 stars (3 stars + T-Fish Fund staff recommendation based on overall high quality of disclosures)

1. Organization has financial disclosure of total revenue, expenditure (backed up by receipts) and cash balance

2. Organization has detailed list of donors and donation amounts

3. Organization agreed to answer inquiries from T-Fish Fund

4. Financial disclosure Signed-off by organization's representative

..... **Above 4 must be checked at the minimum**

5. Frequent case stories and project progress reports/blogs to TFish Fund during the quarter. Key project indicators on report card are disclosed and easily understood.

6. Clear, concise descriptions of TFish funded project expenditures (describing beneficiaries of the expenditures if applicable)