

PROJECT PROPOSAL WRITING

Writing Organizational Background

Preamble

This section of your proposal needs to be just as succinct as the rest. Stick to the information that will establish your organization's credibility and ability to accomplish the goals of this project. Remember this is all about reassuring the reader that you are the organization best suited to carrying out the proposed project. Don't include information here that is presented elsewhere in the proposal, unless it is in very abbreviated form.

Learning Objectives

1. To understand what organizational background entails in a proposal.
2. To know how to write organization background in a proposal.

Learning Outcome

1. The student is expected to have an understanding of the importance of organizational background in a proposal.
2. By the end of this topic, the student should write a good organization background.

Organizational background is the —who of your proposal. It is the why you or your organization are qualified. It is best to begin by explaining how and why your organization was founded. Followed by a mission statement so that your readers know who you are and what you do. This section of a proposal includes the introduction and can also include information such as the purpose of your organization, a description of its activities, a description of its target population and evidence to show that it is a healthy organization. Further, it should include brief history accomplishments, qualifications and experience in types of projects for which you seek funds among many other parts.

Organizational Background and Capacity to implement the project (1 page)

This section should clearly demonstrate that the proposing organization has the experience, capacity, and commitment to implement successfully the proposed project. Among the issues to cover in this section include:

- Nature of the proposing organization — is it a community-based organization, national or sub-national NGO, research or training institution?
- Purpose and core activities of the organization,
- Organizational approach (philosophy) for project implementation, i.e. how does the organization deliver its projects?
- Length of existence and project management experience
- Organizational structure, governance and administrative framework: number of paid staff members,
- Membership and affiliation to associations or umbrella groupings,
- Legal status - registration with government approved authority
- Target population group (women, indigenous peoples, youth, etc)
- Previous experience relevant to the proposed project including: projects addressing problems of Biodiversity loss, Climate Change Mitigation and/or Adaptation, land degradation/Sustainable Forest Management and Pollution of International Waters. OR experience with projects that focus on environment and natural resources management and sustainable development at community level.

Reflective Questions

Discus how to write a good organization background

Reference

Hines, A.H. 2003. Ecology of Juvenile and Adult Blue Crabs: Summary of Discussion of Research Themes and Directions. *Bulletin of Marine Science*: 72(2): 423-433.