**Appeal GUIDANCE NOTE**

**For: MEMBERS**

**How to complete the Appeal format**

***Please note that the document is an interactive word document that is locked. It will only permit you to choose options from a drop down list, tick boxes and enter text in designated spaces. Those spaces are identifiable by the words “Choose an item”, a box “”, or “Click here to enter text” and are highlighted in yellow.***

The Appeal core document is made up of the following 7 sections:

* Project summary sheet
* Background
* Project Rationale
* Project Implementation
* Project Monitoring
* Project Accountability
* Project Finance
* Mandatory Annexes.

The subsection in **blue** or in **green** followed by a (+/-) are not mandatory, they are to be filled out by the Forum/requesting member(s) if they are applicable (requirements) from their donors. The majority of the instructions on how to fill out the documents are writing in *red italic* directly on the document itself; however, following are useful tips for completing the different sections.

**Project summary sheet**

* Some donors want to know who is actually implementing the project activities; i.e. if they are implemented by your organization or through third party. Use if applicable

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| Modality of project delivery  (*If applicable*) | |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | ☐ | self-implemented |  | CBOs |  | Public sector | | ☐ | local partners |  | Private sector |  | Other | |

* Thematic area(s) means which sectors will be covered in the response. The sectors are based on the existing Humanitarian Architecture (clusters). For additional information on clusters, please download the IASC’s PDF guide on clusters:

<https://www.humanitarianresponse.info/system/files/documents/files/cluster_coordination_reference_module_2015_final.pdf>

* For specific descriptions of what activities fall under which sector, please go to the following website:

<https://www.humanitarianresponse.info/en/coordination/clusters/inter-cluster-coordination>

At the bottom right hand of the webpage you will find links to all the different clusters (such as the Global Shelter Cluster), which will provide you with tones of information regarding each sector.

* Unconditional cash refers to cash transfer programming where the beneficiaries are provided with cash and have the choice to do whatever they please with that money; this way it can’t be assigned to a specific sector. For example, an organization provides each household with 500 US$ and that household can choose, if they want to buy food, buy medicines, pay for education, etc. with the funds they’ve received, as opposed to a conditioned cash grant where you would give a household a voucher that can only be used to buy food (this would thus go under food security sector).

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| Thematic Area(s) | |  |  |  |  | | --- | --- | --- | --- | | ☐ | Shelter / NFIs |  | Protection / Psychosocial | | ☐ | Food Security |  | Early recovery / livelihoods | | ☐ | WASH |  | Education | | ☐ | Health / Nutrition |  | Unconditional cash | |

1. **BACKGROUND**

This may very well be the most important section of the Appeal as it puts into perspective the credibility of the proposed response. More specifically, the context will not only provide a detailed description of the humanitarian crisis and the nature of the disaster, it will shed light on what is the added value of ACT responding in this context. The needs (gaps in assistance) need to be accurate and credible; they are determined by participating in different coordination meetings with various stakeholders and assessments. Capacity to respond is not the willingness to respond but rather the Forum’s operational capacity to provide high quality assistance based on agreed sectoral standards to the affected communities. Several factors, such as: specific expertise, geographical location, community acceptance and ties, surge, etc. come into play when analyzing an organization’s capacity to respond.

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| ***Example***  Scenario 1 – bad practice:  500,000 people are affected by an earthquake. There is lots of infrastructure damage and there are needs in all sectors. The Forum proposes a multi-sectoral response targeting a total of 150,000 affected people and is requesting 4 million US$. (*low likelihood of getting funding*)  Scenario 2 – good practice:  500,000 people are affected by an earthquake. The Government, UN agencies, Red Cross Movement and other INGOs/NGOs are responding; of the 500,000 affected persons, there remains a gap of 75,000 people. The needs are multi-sectoral as there is lots of infrastructure damage. The Forum determines it has expertise in WASH and psychosocial activities, and works in a geographical location affected by the earthquake. Based on coordination meetings, the Forum decides to target 20,000 affected people in communities where they are present and provide them with WASH, psychosocial activies and emergency food/NFI distributions; it is agreed that the other sectors will be covered by other humanitarian actors. The forum is requesting 600,000 US$. (*higher likelihood of getting funding*) |

1. **PROJECT RATIONALE**

There are two subsections to highlight in the Project Rationale section:

* *Risk Analysis*

This is an exercise of identifying the potential risks that may impact the ideal implementation of your project. They are basically the derived from what is listed in the previous sub-section “assumption/pre-conditions”. For example, if you state that a pre-condition is that the price of a relief item doesn’t fluctuate, then the risk might be that it does; or that the local authorities are granting you permission to implement activities in a specific community, then the risk might be that the local authorities no longer permit you to do so. Once the risks are identified and the table for annex 4 (Risk Analysis Matrix) is complete, then you provide a narrative description of how you are planning to mitigate the identified risks.

* *Building Capacity of National Members (+/-)*

This section is optional and allows the Forum to show how the response has taken into consideration the longer term impact in that it has developed a strategy to build the capacity of the national members so that they are empowered and in a better place to respond in the future. For example: a training on conducting needs assessments methods (and using innovative technology) will be provided to the national members and they will conduct the assessments in tandem with an international member. This way if a crisis were to reoccur in the future, the national members have the capacity to carry out a very accurate, credible and timely assessment.

1. **PROJECT IMPLEMENTATION**

There are two subsections in project implementation section which are designed to put forward innovation and to show donors that ACT has a value added with respect to other humanitarian actors responding to the same crisis. They are both optional:

* *Private/Public sector co-operation (+/-)*

Example for cooperation would be: with banks to set up VSLA and micro-credits; with universities for research on specific issues; with graphic designers for IEC materials; with programming companies to develop useful Apps for beneficiaries, with law firms to develop standard contracts, etc.

* *Engaging Faith Leaders (+/-)*

Being a faith-based Alliance, ACT is in a particular position to collaborate with faith leaders to carry out some of the activities when deemed relevant. For example, faith leaders can play an important role in extinguishing stigma when there is an outbreak (cholera/Ebola); or can play an important role in providing the right environment to carry out psychosocial support activities.

1. **PROJECT MONITORING**

The Project Monitoring subsection (4.1) goes hand in hand with Annex 6 (Performance Measurement Framework). The performance measurement framework is a simple tool used for the M&E component of project management. The Project Monitoring subsection (4.1) is the narrative articulation of the Annex 6. The Performance Measurement Framework is basically a LogFrame with additional information as to where, how and when the information is collected and checked; you should start by copying and pasting the relevant information from the logframe then expanding on the details.

1. **PROJECT ACCOUNTABILITY**

In this section, please note that some donors will require information on specific cross-cutting issues (for example: gender, resilience, environment, participation, social inclusion, anti-terrorism, corruption, etc.). There are specific optional subsections that are to be filled if applicable, please find out what the donor requirements are prior to writing the Appeal, that way you can ensure to collect all the necessary information right from the start.

1. **PROJECT FINANCE**

Please see the specific Appeal budget guidance note for more details.

1. **MANDATORY ANNEXES**

With regards to the mandatory annexes, the following should be highlighted:

* *ANNEX 4 – Risk Analysis Matrix (compulsory template)*

See section 2, subsection 2.6 Risk Analysis for additional details.

* *ANNEX 6 – Performance Measurement Framework (compulsory template)*

See section 4, subsection 4.1 Project Monitoring for additional details.

* *ANNEX 7 – Summary table (compulsory template)*

This table provides an overview of each Requesting Member’s individual activities and budget, it is useful for donor members, looking to find out what component of the overall response a specific Requesting Member is carrying out.

* *ANNEX 10 – Humanitarian Advocacy Tool (compulsory template)*

Please see the specific guidance note on the Humanitarian Advocacy Tool for more details.