  *Bill and Melinda Gates Institute for*

*Population and Reproductive Health*

Opportunity Fund   
APPLICATION

The Opportunity Fund supports emerging and fast-moving strategic advocacy opportunities for family planning in the Global South. An advocacy opportunity is defined as a clear, immediate opening to enable a policy or budget decision by a government official, a parliamentarian or other decision maker that will result in a tangible outcome toward realizing FP2020 and Ouagadougou Partnership commitments. Please visit [Advance Family Planning](http://www.advancefamilyplanning.org) (AFP) for more information about the Fund and the AFP approach to family planning advocacy.

# ELIGIBILITY & FUNDING **CRITERIA**

* Registered as a non-governmental or non-profit organization in the country where proposed advocacy will take place
* Demonstrated success with family planning advocacy in the past
* Active membership in local, national and regional networks working in family planning, reproductive and maternal health
* Audited by an accredited external entity for last two consecutive years
* Dedicated bank account in organization’s name to receive funds

# GUIDELINES

* The advocacy opportunity must be specific, timely, and demonstrate collaborative effort
* The expected outcome should be clearly defined and measurable
* The advocacy effort should occur over a few or several months, not to exceed one year
* Maximum award to an NGO is USD $50,000
* Funds may support direct costs of advocacy: staff time, meetings and briefings with policymakers, materials development, communications expenses, site visits and local travel

# EXPECTATIONS OF FUND RECIPIENTS

* Document advocacy process and progress—achievements, setbacks, key messages, shifts in strategy, unexpected outcomes, and new allies
* Disseminate good practices and lessons learnt towards enriching advocacy approaches
* Contribute to mapping of family planning champions at national and sub-national levels
* Utilize AFP advocacy tools—the Smart Chart™[[1]](#footnote-1) and the Results Cascade
* Maintain regular email and Skype communications with Fund managers based at Population Action International (PAI)

Have a question about the Fund or the application process?

Email [OpportunityFund@popact.org](mailto:OpportunityFund@popact.org)

Section 1: Organizational Background (maximum 2 pages)

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| --- | --- |
| Organization name and address |  |
| Primary contact  Identify the staff person with whom the Opportunity Fund managers will communicate  (Individual’s CV *may* be requested). | Name:  Position:  Email:  Mobile:  Office telephone:  Skype (if available): |
| Organization’s legal status (Certificate of Registration) |  |
| Organization’s annual budget, in US$(Applicant *may* be requested to provide most recent audited financial statements) | 2011:  Top three funders:  2012:  Top three funders: |
| Mission statement |  |
| Coalitions and networks in which your organization participates (specify leadership position, if any) |  |
| Key family planning advocacy achievements (list up to three) and current advocacy priorities of your organization |  |

Section 2: Advocacy Opportunity (maximum 2 pages)

|  |  |
| --- | --- |
| Defined advocacy objective  The objective should be specific, measurable, attainable, realistic and time-bound. It should be achievable in a short time frame, ideally within a few months. |  |
| Expected outcome  What change will occur as a result of proposed advocacy? How does it advance FP2020 and/or Ouagadougou commitments? |  |
| Describe the local context  Why is this advocacy important now and how does it fit into broader family planning advocacy strategy? (Provide evidence, rationale and assumptions for your advocacy objective.)[[2]](#footnote-2) |  |
| Identify the decision maker(s)  Who are you seeking to influence and why. (The decision maker is someone who has the authority to make the objective a reality.) |  |
| List key advocacy activities |  |
| Timeline  Number of months and a brief calendar of activities. |  |
| Identify advocacy partners  With whom will you collaborate to achieve the objective? |  |
| Total amount requested (US$)  (Please complete the budget template.) |  |

Submit completed application to OpportunityFund@popact.org

1. *Adapted for advocacy from the Spitfire Strategies Smart Chart.* [↑](#footnote-ref-1)
2. Forms of evidence include specific analyses, recent survey data, expert opinion, etc. The more data-driven your evidence, the more likely your advocacy will succeed. [↑](#footnote-ref-2)