### Annex 1

**CONCEPT NOTE**

**Project summary**

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| **Project title:** |  |
| **Project Partner:** | Name of organization – |
| Other implementing partner organizations –  |
| Contact person– ***(****Name, position, phone number and email for main contact who manages the project implementation and budget****)*** |
| **Project duration:** | DD/MM//YYYY – DD/MM/YYYY |
| **Project focus:**  | *(Can include more than one focus.* *For example, may include but not be limited to - mental health awareness and acceptance, children’s emotional resilience, peer support, digital well-being, mental health service capacity-building, etc.)* |
| **Specific objectives:** |  |
| **Beneficiaries / Target Group:** | Target groups *(i.e. children - specify what age, parents and caregivers, teachers, etc.)*:Estimated numbers:* Direct reach:
* Indirect reach:
 |
| **Budget:** | Total cost of project (in HKD):  |
| **Summary of proposal:** | *Guide length – one paragraph only. This should be a concise description of what the project intends to do. (Make sure you reference any key partners and their names that you are working with.)* |

1. **Context Analysis (max. 1 page)**
* *Please describe the situation, with reference to data. Which problems/challenges for children are directly linked to this situational analysis?*
* *Is the project based on an existing participatory situational assessment?*
* *Based on that analysis, please identify the specific problems your project will address.*
* *What needs of children are being addressed by the proposed project?*
1. **Target group (max. ½ page)**
* *Who is most affected by the problems identified?*
* *Who are the direct beneficiaries of the project and how are they identified and selected? Please provide information on their number as well as information on their distinction of age and gender, social background, etc.*
* *Please name the project location(s) or implementing partner(s) and explain why they were chosen.*
1. **Strategy of intervention / Project rationale (max. ½ page)**
* *In this section you should focus on explaining the rationale of your project design: why do you think the interventions that you want to implement will work? It needs to relate directly to the context analysis above.*
* *Show how the intervention aligns with the scope of funding, and demonstrate your organization’s expertise.*
* *You may want to include how the project will coordinate with other actors in the sector.*
1. **Project design: Objectives, expected results and activities (max. 1 page)**

4.1 Impact Level: Overall objective

* *What is the overall broader objective of the project (the long-term effect to which the program interventions contribute)?*
	1. Outcome Level: Specific objective (we recommend no more than 5 outcomes)
* *The likely or achieved short-term to medium-term effects of one or more of the interventions. This should be a specific statement detailing the desired accomplishments of the project.*
* *What improvements and changes will be produced by the project for the target group/beneficiaries?*
* *What are the direct outcomes envisaged, resulting from the activities you will implement, which will lead you to achieve the specific objective?*
* *What are the envisaged effects and benefits of the project? Each Result should be listed separately.*
	1. Outputs and description of key activities
* *Please describe the outputs: the products, goods and services that result from the program activities.*
* *Please list the respective key activities (main activities or inputs needed to achieve the outputs above)*
1. **Project management and implementation (max. ½ page)**
* *Please describe the management structure of the project, with staffing roles and responsibilities where relevant – including partners.*
* *If the project has key stakeholders mention them here (e.g. ministries, communities, other NGO) and how the project will coordinate them/with them*
1. **Sustainability and connectedness / synergies with other activities (max. ½ page)**
* *How do you ensure sustainability of project results?*
* *How and at what level is the project connected/interlinked with other project/activities of Save the Children or other NGOs? Is the project part of a bigger programme?*
1. **Top-line Budget**
* *Please insert a budget for the planned project including staff and office running costs and indicate the percentage for each top line*
* *The personnel cost should not exceed 50% of the total budget*

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| --- | --- | --- | --- |
| Categories | Amount | % of overall budget | Narrative |
| 1. Program Implementation Costs
 |  |  |  |
| 1. Staff Costs
 |  |  |  |
| 1. Equipment and Assets Costs
 |  |  |  |
| 1. Monitoring and Evaluation Costs
 |  |  |  |
| 1. Audit Cost
 |  |  |  |
| 1. Administrative Costs
 |  |  |  |
| 1. Other Costs(please specify)
 |  |  |  |
| 1. Total
 |  |  |  |

1. **Brief description of the organisation and relevant experience to the proposed interventions (max. 1 page)**
* *Please provide information on why your organization is well placed to deliver this program and what experience you have in successfully implementing similar interventions with impact for children.*
* *Please submit supporting materials as Annexes to the application (Optional)*