**CONCEPT NOTE TO THE KESWICK FOUNDATION**

1. **A brief introduction of your organisation and target group(s):**
2. **Service gap(s):**
3. **Proposed project name:**
4. **Objective(s):**
5. **Number of beneficiaries and primary target group**:
6. **Project duration:**
7. **Project framework and major service components/activities:**
8. **Expected outputs:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Item** | **Unit** | **Year 1** | **Year 2** | **Year 3** | **Total** |
| e.g. Workshops | No. of attendants | 100 | 100 | 100 | 300 |
| No. of sessions | 10 | 10 | 10 | 30 |
| 1. |  |  |  |  |  |
| 2. |  |  |  |  |  |

1. **Expected outcomes / indicators of success**

Please provide 3-5 specific, measurable outcomes that will indicate your project's success. Include both quantitative metrics (e.g., percentage improvements, score changes) and / or qualitative indicators (e.g., observed behavioural changes, participant feedback) where applicable.

1. **Sustainability Plan**

Outline your strategy for maintaining the project's impact beyond the funding period. Include potential funding sources, community partnerships, and plans for capacity building or integration into existing systems.

1. **Contact**

|  |  |
| --- | --- |
| * 1. Contact Person and Position: |  |
| * 1. Name of Organisation: |  |
| * 1. Date: |  |

Please email this concept note and the proposed budget plan to **gen@keswickfoundation.org.hk** titled **Concept Note – Agency Name**.