



Requirements for Submitting Expressions of Interest

The function of Expressions of Interest (EOIs) are for applicants to gauge interest from funders before spending time crafting a full proposal. The requirements listed below are significantly less intensive than those required for a full proposal. If applicants have uncertainty about the viability of a proposal idea, they should consider submitting EOIs to save the time and money that might otherwise have gone into crafting a full proposal that is not of interest to funders.

Your complete application package will consist of the following components submitted via the granting platform:

- (1) Two-page proposal – uploaded as an Adobe PDF file
- (2) Budget estimate – uploaded as Microsoft Excel file

Please note that there is no guarantee of funding if you upload a proposal. Funding comes from individual donors of 50by40 Partners and Initiatives, and not from the 50by40 Secretariat itself.

Component 1: Two-page proposal

This component provides requirements for submitting EOIs. It includes some key considerations as well as a breakdown of a suggested structure for each section.

Topic

You may request funding for any initiatives related to the reduction of global animal agriculture. This can include general operating support, scoping studies and project support.

Amount of request

Grants may be awarded in the range of \$1,000–\$100,000 for first-time recipients.

Key considerations

When submitting your proposal, you will be asked to specify the Sustainable Development Goals targeted by your work. Review this list of [SDGs](#). You will also be asked to specify SMART goals and KPIs. Compose your proposals with these requirements in mind.

Formatting

Your proposal must be formatting according to the following requirements:

- No longer than two (2) pages
- 11 point font
- At least 0.5" margins all around
- Single line spacing
- Arial or Times New Roman font
- Adobe PDF filetype

Sections of Proposal

Use the following sections to format your proposal. Keep your responses clear and concise to ensure that you do not exceed the maximum length.

Section I: Who are you, and what is your idea?

Use this section to briefly describe your idea by providing us with the Challenge and the Opportunity you propose. All proposals should advance our mutual goals towards the reduction of global animal agriculture, but a multitude of approaches is desired. As such, highlight your comparative advantage. Include the following:

- Describe the Opportunity for your proposal. Explain the essence of your idea in one or two **bolded** sentences.
- Describe the Challenge you are addressing. Why is your organization uniquely positioned to succeed in this area?
- How is your idea an unconventional or creative approach to the problem that will create meaningful change?

Section II: What is the proposed solution and its potential for impact?

Use this section to briefly describe the project design and implementation plan.

- Describe your project plan, including methods and expected outcomes.
- What essential data will you generate? How will you measure success? Are you using SMART goals, and if so, what will some of them look like?
- If you achieve your desired outcomes, what are the next steps?

Component 2: Budget and Budget Narrative

Submit a table detailing the high-level needs of your proposal. Provide explanation when appropriate—try to anticipate questions that might be asked by someone viewing your budget for the first time.