



Requirements for Submitting Full Proposals

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

- (1) Full Proposal – uploaded as an Adobe PDF file
- (2) Budget – uploaded as Microsoft Excel file
- (3) Additional materials – wide range of file types accepted

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: Full Proposal

This component features the requirements for submitting Full Proposals. 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 formatted according to the following requirements:

- No longer than 10 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. For more detailed explanations of each section, see the accompanying [“Tips for Writing Successful Grant Proposals” article](#).

Section 1: Executive Summary

This section will include brief explanations of your request, including your methods, your outcomes, your assessment, and your comparative advantage as an organization. Keep this to about a page. Funders should be able to understand the basics of your proposal by the end of this section, and be eager to read the rest.

Section 2: Your Organization

Use this section to introduce your organization and explain why you are uniquely suited to address the problem. Include information that you think will be useful to funders considering your proposal, such as your founding date, your geographic spread, the size of your team, and relevant examples of your work.

Section 3: Needs Statement

Address the following questions: What is the problem? Who are the stakeholders, and how are they affected? Why does this problem exist—what caused it, and how? What solutions have been proposed in the past, and why have they failed? What should be done instead? Why do you need funding for this proposal?

Section 4: The Narrative

Craft a narrative about how your work, and your proposal specifically, will enable you to make meaningful progress on your goals—and 50by40 goals—to address the problem. Include methodology and outcomes, along with plans for assessment. List SMART goals and KPIs where appropriate.

Section 5: Evaluation

Explain how you will measure success, both along the way and at the end. Be specific. Detail your methods of data collection, how often you'll assess your progress, and organizational accountability.

Section 6: Budget Narrative

Describe the expenses tied to your proposal. Explain how you will pay for this work post-grant. You will be attaching a separate spreadsheet with all of the relevant numbers, so do not include too many details here. If relevant, consider including some information about your organization's overall expenses.

Component 2: Budget

Submit a Microsoft Excel file detailing your needs for your proposal. This should feature all costs, including but not limited to staff time, materials, travel, equipment, and relevant fees. Provide explanation when appropriate—try to anticipate questions that might be asked by someone viewing your budget for the first time.

Component 3: Additional materials (optional)

Submit any other additional materials that you wish to be considered alongside your proposal. This can include a breakdown of your annual budget, relevant examples of past work, capabilities/CVs of your staffers, or images or graphs explaining key concepts.