

BUSINESS SECTOR ADVOCACY CHALLENGE (BUSAC) FUND**GUIDELINES ON BUSAC FUND APPLICATION FORM****A. Application Data Sheet**

1. **Title of the action:** State the title of the action in not more than 50 words. The choice of words should give the reader a clear indication of what the action is all about.
2. **Applicant:**
 - **State the Grant Identification Number** provided on the approved Prequalification application submitted earlier to the BUSAC Fund.
 - **State the full name of the association:** write the full name of the association and indicate the acronym as well (e.g. Full name is “Business Sector Advocacy Challenge Fund” the acronym is “BUSAC Fund”).
 - **Street address:**
State the name of the street and the location of the office of the association, where there is no street address, state clearly any land mark for the easy location of the association.
 - **Postal address:**
Here indicate the Post Office Box number of the association
 - **City / Town:** State the name of the city/town;
 - **District:** Indicate the name of the District where the city/town is located
 - **Region:** select from the drop-down list the name of the region where the district is located
 - **Representative**
Indicate the name and title of the lead representative of the association. This could be the president/chairman/ or any member of the executive in the case of an association and the head of the organisation in the case of a media house.
 - **Contact person**
The contact person refers to the person who will be the link between the association and the BUSAC Fund with regards to the implementation of the advocacy action.
3. **Service Providers**
Only accredited service Providers will be allowed to help the associations in applying to the BUSAC Fund. You will be required to quote his /her accreditation number here. Using non-accredited Service Providers will disqualify the association from further consideration. The list of Service Providers is found on our website www.busac.org.
4. **Sector:** State the sector under which the advocacy issue to be addressed falls.
5. **Cross Cutting issue / priority theme to be discussed**
What cross-cutting issue could be addressed through the advocacy action
6. **Total cost of the action**

Indicate the estimated total cost of the action.

7. Duration of the action

State the proposed duration of the action in months, taking into consideration the fact that you will have to interact with persons outside the association whose time and availability the association does not control. Therefore estimate the time to accommodate any delays on the part of the target of the action.

B. The Advocacy Action

Problem, Goal and Objectives

1. State problem, barrier, or constraints that you plan to address through your proposed advocacy action

Clearly state what the problem/barrier/constraint is. Succinctly state what the current situation is that the association believes is negatively impacting the businesses of its members. Avoid a long explanation of the problem.

2. State the overall goal of the action

What is the goal of the action? Clearly state this

3. State the objectives of the action

State clearly the objectives of the action

4. Provide a detailed description of your proposed activities

Here, list the major and sub-activities in a logical manner to achieve the objectives stated above. Use the following as a guide if applicable. You are not required to implement all of these, it is only a guide. However, you should be prepared to justify why one of these is not appropriate, if you decide not to request funding for the activity dropped.

- **Activity #1 – (Application Preparation)**

- **Activity #2 – (Capacity Building)**

- **Activity #3 – (Research)**

- **Activity #4 – (Sensitisation)**

- **Activity #5 – (Media)**

- **Activity #6 – (dialogue)**

- **Activity #7 – (Follow-up)**

C. The Methodology of the Proposed Action

1. **State how you plan to implement your activities and related sub-activities listed in the table above.** State the methods which the association will use to implement the activities of the action
2. **List people / institutions you intend to convince to solve the problem**
Here list the institutions and the section/department/unit within the organisation which will be directly targeted by the action.
3. **Who are the beneficiaries of your advocacy action?**
Here specify who will directly benefit from the action, including the members of the association.
4. **In your estimate how many beneficiaries will there be?**
Clearly state the number of envisaged beneficiaries of the action. Remember to disaggregate the information according to gender.

D. Justification of the Action

1. **What are your reasons for deciding to address this problem and not any other?**
Here state clearly why the association selected this particular issue to be addressed through advocacy. In doing this, you will be clarifying why advocacy is the best way to resolve the problem.
2. **What are the reasons for the people/institutions you selected in C3 above?**
Here, clearly state the reason for selecting the institution(s) to do something about the problem/barrier/constraint.

Convince the BUSAC Fund about the following items:

3. **Relevance of your action**
Here state relevance of the action with respect to the in the overall goal of private sector development at both local and national level. How will the action, if successful, promote private sector business activities?
4. **Ability of your association to successfully undertake the described action**
Indicate the ability of the association to implement the advocacy action. Does the association have the people with relevant skills to help in the implementation of the advocacy action?
5. **Convince the BUSAC Fund that the size of the action is consistent with**
 - a) **Your size**
Here indicate why the size of the association is appropriate in relation to the size of the action that it is proposing to implement.
 - b) **Your financial and management capacity**
Here clearly state the financial and management capability of the association in implementing the advocacy action. Has the association managed technical and financial activities of a similar action in the past and of similar size?

c) Your objectives and experience

Are the objectives and experiences of the association in line with the action being implemented? Do you believe that the association is the right entity to tackle the problem(s) identified and why?

E. Results, Impacts and their Indicators**1. What are the expected final results of the action?**

State clearly the expected final result of the entire action.

2. What are the expected impacts of the action?

Here state the expected impact of the action on your members businesses and the environment in which these businesses operate. What will the final result lead to in terms of benefits to the association, its members and the private sector as a whole. Provide quantifiable impacts that can be measured, so take time to think carefully about the definition of your impacts

F. Annex 1: Action Budget

Here state the details of the budget as per the activities and sub-activities using the budget format provided with the application form.

General Tips

- Each budget line estimate is a product of the unit cost and the number of units. Where budget line items involves capturing a third factor such as 25 participants over a 4-day training program, this should be factored into the number of units (in this example the Number of Units become 100) and not the unit costs which should remain a per unit daily rate. You may also attach explanatory notes where additional information is required to provide better understanding on how budget figures have been arrived at.
- It is advisable to obtain invoices and/or cross check rates where third party expenditures are involved to enable you provide accurate or near accurate budget estimates.
- It is in your best interest to be modest and yet accurate in your budget estimates as highly inflated budgetary provisions will make your entire advocacy proposal unattractive.
- Where in doubt, consult other more experienced consultants or contact the Fund Management Unit for advice.

Training Activity

Budgeting for Trainers;

- AT11 (Fees for Consultants/Trainers) - Unit Cost is GHC 190 per day and Number of Units is 14 days (for a pair of trainers)
- AT81 (Lodging for Trainers) - Lodging cost is GHC 60 per night and Number of Units is 10 (for a pair of trainers)
- AT61 (Per diem for trainers) – Per diem rate is GHC 25 per night per trainer and Number of Units is 10 (for a pair of trainers)
- AT 53 (Local travel allowance) - Unit cost is GHC 0.30/km and Number of Units should be based on the applicable regional capital as reference point to determine distance.
- Others
 - AT22 (Venue for training) - See call # 1 figures below as guide

Region	GHC		
	Min	Max	Average
Upper East Region	160	240	195
Brong Ahafo Region	320	400	256
Eastern Region	120	561	352
Northern Region	400	400	400
Volta Region	200	800	600
Ashanti Region	400	1400	700
Central Region	600	920	732
Western Region	800	1000	829
Greater Accra Region	400	1400	850

- At45 (Training Materials/Stationery) - See call # 1 figures below as guide

Region	GHC		
	Min	Max	Average
Eastern Region	498	730	547
Northern Region	600	600	600
Central Region	800	1,470	1,015
Volta Region	900	1,200	1,020
Greater Accra Region	300	1,472	1,075
Ashanti Region	700	1,488	1,122
Brong Ahafo Region	400	200	1,133
Upper East Region	878	1,577	1,368
Western Region	1,013	1,500	1,275

Annex 2a: Budget Summary

This is where the totals of the various activities are summarized. The summaries are automatically picked from the details provided. You are not required to type in anything.

Annex 2b: Expected Sources of Funding for your Action

State your own financial contribution to the action and what it will fund

State clearly the financial contribution of the association towards the implementation of the action. Note that the minimum contribution is 10% of the total cost of the action. You will be required to deposit your financial contribution with the BUSAC Fund prior to receiving any grant funds.

G. Conflict of Interest Statement

If you have a your relationship with any member of the Fund Management Unit or the Steering Committee that you believe may constitute a conflict of interest, kindly tick the appropriate box. Then provide the name(s) and state the reason for the possible conflict of interest.

H. Endorsement by the Applicant Executive Committee

Five (5) executives of the association including the president/chairman of the association or three (3) management staff including the Managing Director in the case of media organisation should append their signatures to the application form.

Annex 2 Checklist

This is a checklist that you should use to ensure that the association has met all the conditions and provided all the necessary documents required to be attached to the application form before submission to the FMU.