



Welcome to

ALLIANCE EMPOWERMENT PROGRAM

Fundraising for Road Safety NGOs

- Webinar 1: Building a fundraising strategy**
- Webinar 2: Networking and power mapping**
- Webinar 3: Corporate/NGO collaboration criteria**
- Webinar 4: Attracting corporate sponsors**
- Webinar 5: Logframes: what, who, and why**
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2018



Fundraising for Road Safety NGOs

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**ALLIANCE
EMPOWERMENT
PROGRAM**

Webinar 5: Logframes: What, How, and Why

2018



Evaluation and questions

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2018

Log Frames

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Agenda

In this session we will:

- Define a log frame
- Explain why it is an important tool
- Show the link between a log frame and project proposal
- Discuss the various components of a log frame
- Format a simple log frame matrix
- Share a case study from Alliance member AMEND

What is a log frame?

A tool for:

- Analyzing
- Presenting
- Managing projects



Why do we use a log frame?

- Planning tool
- Funders require NGOs to use it
- Handy summary of the project
- Project follow up
- Contractual commitments



Log frame/project proposal relationship

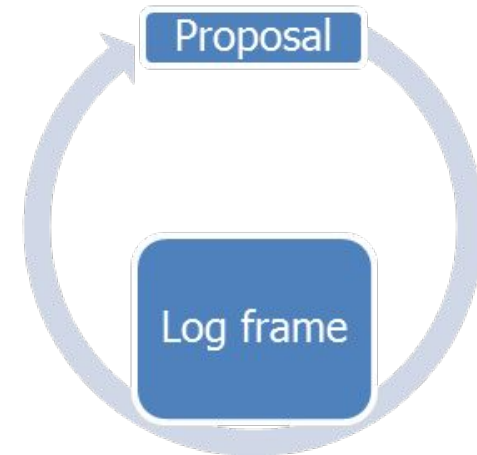


Not as complicated as it sounds:

- The log frame = project proposal in one table
- Different terms are applied by for various parts of the log frame by different funders but all mean the same

If we understand the general principles of developing the log frame, it is easier for us to complete log frames of many different funding organizations.

Which came first?



We can always go back and forth from log frame to the proposal to make any changes

Good practice:

- Begin with a rough draft of the proposal
- Then feed the information into the log frame

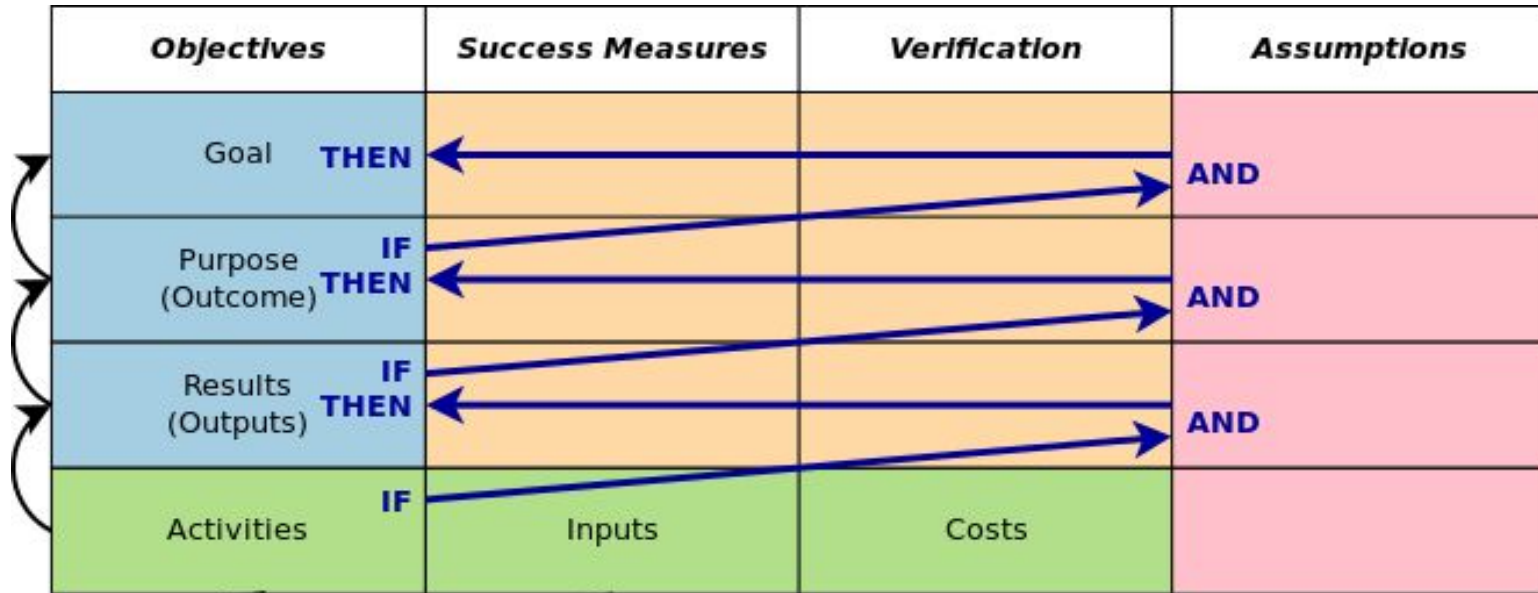
Components of the log frame (part 1)

Goal	A general, high-level, and long-term objective of the project
Objectives	The specific objectives the project works to achieve within the timeframe
Activities or Inputs	Actions undertaken by the project or the organization to achieve the set objectives
Outputs	Immediate results from the completion the project or any specific project activity
Outcomes	Goal results achieved after a period of time but not immediate.

Components of the log frame (part 2)

Impact	Longer-term result that has happened because of the activities undertaken in the project
Indicators	A measure of the result giving sense of what has been/will be achieved
Sources of Verification	Data or information on which the indicators will be measured or monitored
Risks and Assumptions	External factors affecting the progress of the project
Costs	How much different elements of the project cost

Writing the log frame matrix



Color Legend

1. What are we trying to accomplish and why? (Strategic Intent & Alignment)

2. How will we measure success? (Performance & Improvement)

3. What other conditions must exist? (Assumptions & Risk)

4. How will we get there? (Project Management)



Amend's Log Frame on School Area Road Safety Assessments and Improvements (SARSAI) Programme

By Simon Kalolo
11th September 2018



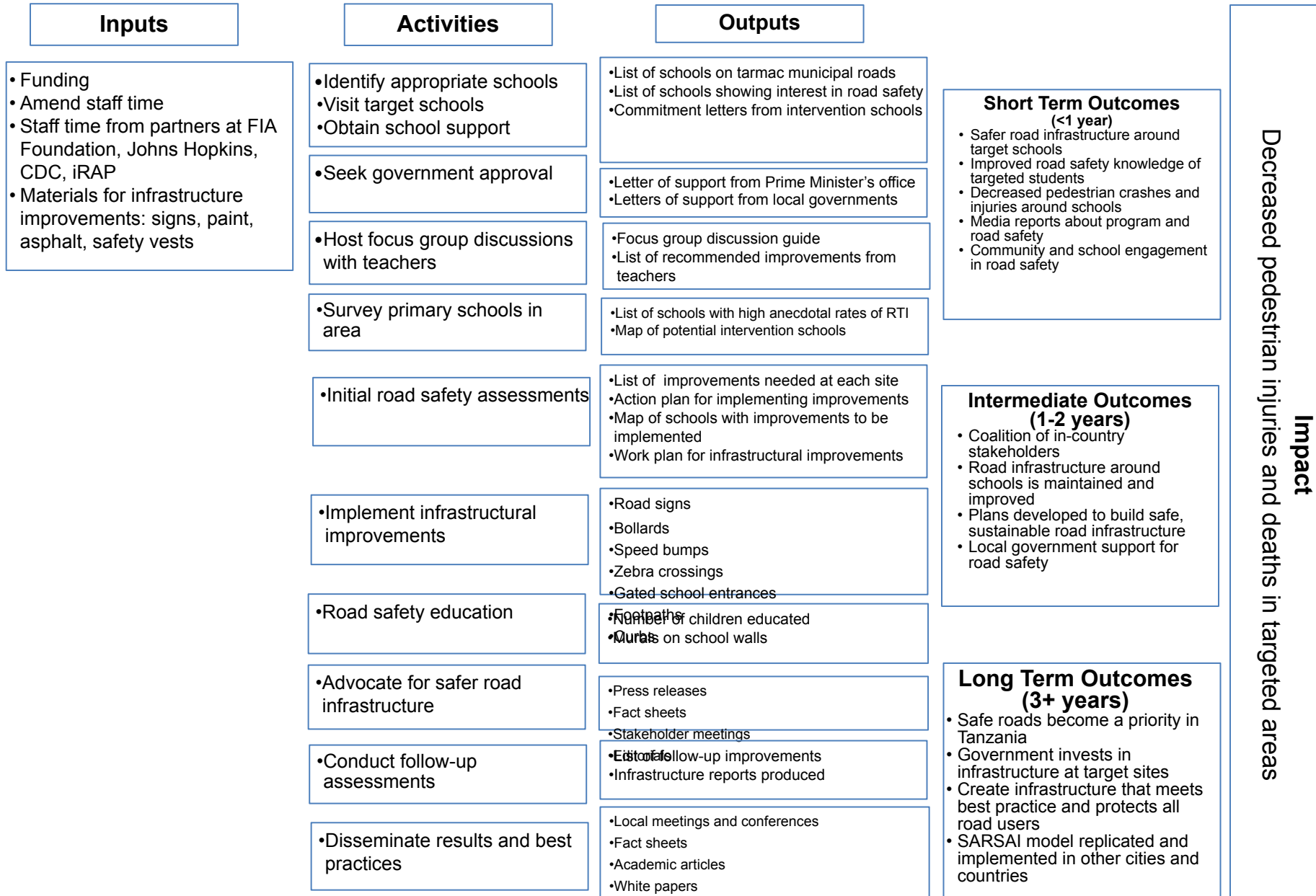
Project overview



School Area Road Safety Assessments and Improvement

Goal: Demonstrate the feasibility of scaling intervention, and potential safety value

Outcome: Reduced injuries for school children in Dar es Salaam



Impact
Decreased pedestrian injuries and deaths in targeted areas

Benefits of the log frame



- **To assist the preparation of detailed operation plan**
- **To keep the implementation team on track**
- **To summarize the project proposal**
- **To keep funder informed**
- **To assist project team in monitoring and evaluation**



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