



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

Webinar 6: Budgets: Costing your project





Fundraising for Road Safety NGOs

Welcome to
ALLIANCE
EMPOWERMENT
PROGRAM

Webinar 5: Logframes: What, How, and Why





Evaluation and questions

go to

http://roadsafetyngos.org/sh_webinars/webinars/

Log Frames



Patrick Kinyanjui Global Alliance of NGOs for Road Safety

Simon Kalolo Amend Tanzania





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:

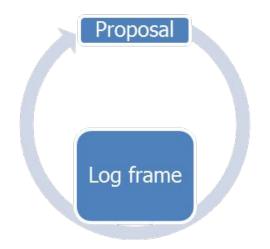
- The log frame = project proposal in one table
- Different terms are applied by for various parts of the log frame by different funders but all mean the same

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.

Log frame/project proposal relationship



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

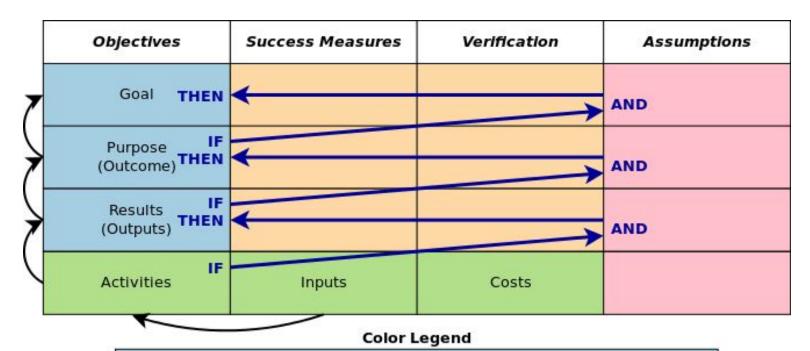
External factors affecting the progress of the project

Costs

How much different elements of the project cost

Writing the log frame matrix





- 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

Inputs

Funding

- Amend staff time
- Staff time from partners at FIA Foundation, Johns Hopkins, CDC, iRAP
- Materials for infrastructure improvements: signs, paint, asphalt, safety vests

Activities

- Identify appropriate schools
- Visit target schools
- Obtain school support
- Seek government approval
- Host focus group discussions with teachers
- ·Survey primary schools in area
- Initial road safety assessments
- Implement infrastructural improvements
- Road safety education
- Advocate for safer road infrastructure
- Conduct follow-up assessments
- Disseminate results and best practices

Outputs

- ·List of schools on tarmac municipal roads
- ·List of schools showing interest in road safety Commitment letters from intervention schools
- •Letter of support from Prime Minister's office
- Letters of support from local governments
 - Focus group discussion guide
 - List of recommended improvements from teachers
- ·List of schools with high anecdotal rates of RTI Map of potential intervention schools
- ·List of improvements needed at each site Action plan for implementing improvements
- •Map of schools with improvements to be implemented
- Work plan for infrastructural improvements
- Road signs
- Bollards
- Speed bumps
- Zebra crossings
- Gated school entrances
- •โก๊อคโอฮโาซ์ children educated
- •Muras on school walls
- Press releases Fact sheets
- Stakeholder meetings
- Eistoriais llow-up improvements Infrastructure reports produced
- ·Local meetings and conferences
- Fact sheets
- Academic articles
- White papers

Short Term Outcomes

- (<1 year)

 Safer road infrastructure around
- target schools

 Improved road safety knowledge of targeted students
- Decreased pedestrian crashes and injuries around schools
- Media reports about program and road safety
- Community and school engagement in road safety

Intermediate Outcomes (1-2 years) • Coalition of in-country

- stakeholders
- Road infrastructure around schools is maintained and improved
- Plans developed to build safe. sustainable road infrastructure
- Local government support for road safety

Long Term Outcomes (3+ years) Safe roads become a priority in

- Tanzania
- Government invests in infrastructure at target sites
- Create infrastructure that meets best practice and protects all road users
- SARSAI model replicated and implemented in other cities and countries

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





Evaluation and questions

go to

http://roadsafetyngos.org/sh_webinars/webinars/







Thank you

For more information visit www. roadsafetyngos.org/empowerment-program