

Subject: Request for funding support - Illustrative Kenya Community WASH and Livelihoods Project

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Gentlemen, just a preview of how the Project could be presented to prospective funders.

For information, and further discussion.

David

PHC SERVICE PROPOSAL

Project: Illustrative Kenya Community WASH and Livelihoods Project

Starter Pack (6 months) for Humanitarian Project

Dear Sir or Madam,

Many early-stage Humanitarian projects don't fail because the cause is weak — they fail because governance is weak. The result is predictable: avoidable admin overload, unclear priorities, weak documentation, and reporting that becomes painfully retroactive. That uncertainty increases sponsor risk and slows good projects down.

We are therefore seeking a time-bound, staged Governance & Transparency Starter Pack for Illustrative Kenya Community WASH and Livelihoods Project. This is best understood as a de-risking instrument: it gives sponsors visibility, evidence-backed reporting, and clear stop/continue decision points, while enabling the delivery team to stay focused on outcomes.

Project focus (the local delivery need)

The project focuses on urgent, practical needs that protect health and dignity, including:

- **Community ownership and legitimacy of local WASH governance committees**
- **Reliable operation, maintenance and safety of community water systems**

- **Sustained sanitation and hygiene behaviour change**
- **Inclusive participation, feedback and grievance resolution**
- **Transparent decision-making, contributions and expenditure**
- **Livelihood resilience linked fairly and sustainably to WASH outcomes**

What we are asking you to sponsor (the governance-first solution)

We are seeking sponsorship for a 6-month PHC Starter Pack, delivered by Order Efficiency Ltd at a humanitarian rate (PHC consultancy delivered at 10% of standard commercial cost). Total required funding is approximately **£10,000**. This includes PHC Consultant delivery for the 6-month term, plus any agreed allowances (e.g. tools, training, limited founder support).

The Starter Pack prevents the project being forced into slow, phone-based administrative burden and retroactive reporting. It provides reliable remote structure and support from an office-based delivery team.

In short: delivery stays the focus, while governance, tracking, reporting and stakeholder confidence are built in from day one.

What the sponsor receives

By sponsoring this Starter Pack, you receive:

- **Monthly donor-ready reporting**
- **Clear visibility of costs, activities and outputs**
- **Evidence capture as a natural by-product of delivery**
- **A clear stop/continue decision point each month**
- **A practical foundation for scale-up funding**

How the 6 months is structured (stage-gated on purpose)

Stage 1 — 7-Day Review (Go / No-Go): rapid viability + governance check producing an evidence-led snapshot (critical concerns, immediate actions, baseline plan, reporting format).

Stage 2 — Setup Phase (first ~2 months): implement PHC data structures and operating rhythm.

Stage 3 — Continuation Phase (renewable 3-month periods): day-to-day PHC Service work keeping SCALPED lists current, linking evidence, and providing reporting.

Why the Review exists (two reasons): (1) to enable **fail-fast** — if the project is going to fail, it should fail early, visibly and cheaply, preventing wasted funding; and (2) to provide stakeholders practical **by-example assurance** that PHC will be beneficial in ways that are often new to teams.

Sponsorship Options (staged risk, fund in slices)

Support can be provided as monthly tranches or stage funding aligned to outputs and reporting (whichever you prefer).

Option A — Fund the 7-Day Go/No-Go Review (Stage 1)

Purpose: confirm readiness and create an evidence-led start plan

You receive: a “Go / No-Go” report, baseline concerns/risk register, simple plan and budget structure

Option B — Fund the first 2 months (Setup Phase)

Purpose: establish operating rhythm, tracking, reporting, and early delivery proof

You receive: month 1–2 reports showing activity, spend evidence, and beneficiaries reached

Option C — Fund the full 6-month Starter Pack (Setup & Continuation)

Purpose: complete the pilot and produce a funder-grade evidence pack for scale

You receive: monthly reporting + a final evidence/learning pack + scale recommendations

(Any of these options can be funded as a standalone decision, or combined as a phased pathway.)

What the Starter Pack includes

- Governance setup and onboarding
- Time-recording + narrative (minimum viable)
- Monthly monitoring & decision prompts
- Local leadership/trainee roles
- SCALPED register implementation
- Evidence linking + basic validation
- Reporting (donor/client/assurance ready as applicable)
- Capability transfer (avoid dependency)

Likely questions (answered upfront)

“Why fund governance/admin instead of direct services?”

Because governance prevents beneficiary funding being eaten later by unmanaged admin and retroactive reporting — and it makes delivery fundable earlier.

“£10k feels high for a small project.”

It is delivered at 10% of commercial cost, and replaces fragmented consultancy/tools with a single accountable framework and repeatable outputs.

“What if it fails?”

That is exactly the point: it fails early, visibly and cheaply, with full records, lessons captured, and controlled spend.

“Why external governance?”

Because independence increases sponsor confidence. Local leadership and trainee roles are built in so capability transfers to the team and dependency is avoided.

Next step

If you are open to a short call, we would welcome 15–20 minutes to confirm:

1. stage-gated vs full starter pack preference
2. reporting cadence/format you prefer
3. any restrictions you'd like applied (ring-fencing, branding, geography, safeguarding, governance interfaces, etc.)

Thank you for considering an approach that makes delivery credible, accountable, and reviewable — while keeping the delivery team focused on outcomes.

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On behalf of Illustrative Kenya
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