1. **What** is the applicant organization proposing to do?
   a. What are its goals?
   b. Are its proposed activities likely to achieve these goals?
   c. Beyond the stated goals, what other changes are likely to occur by the project's end?
   d. Does the proposal clearly describe and justify the project's ongoing activities?
   e. Does it offer insights into how the project will be structured, staffed and managed?

2. **Why** is this project being proposed?
   a. What needs does it address?
   b. What evidence establishes the existence of these needs?
   c. Are these needs important?
   d. What kinds of benefits will be derived from the project's implementation?
   e. Are any unintended positive (or negative) effects likely?

3. **Where** will the project take place?
   a. Why was this area selected?
   b. Will the project have influence or repercussions elsewhere?

4. **When** will the project take place?
   a. What is the timeline for accomplishing the work?
   b. Is the timeline realistic?
   c. Are there any crucial deadlines that must be met?
   d. Is the organization capable of keeping to the timeline and meeting its deadlines?
5. **Who** will participate in the project?

   a. Who will the program serve?
   
   b. Are they the right target group given the project's goals?
   
   c. Who will provide the services?
   
   d. What are their capabilities?
   
   e. Who will oversee the project?
   
   f. What are their qualifications?
   
   g. Is anybody else attempting similar projects?
   
   h. Is a consultation, collaboration or alliance with other organizations being considered? If not, why?

6. **How** are the chances of success being maximized?

   a. Is the project's approach practical?
   
   b. Does it demonstrate an understanding of best practices in the field?
   
   c. Have other organizations gotten results by using equivalent means?
   
   d. Are you aware of similar programs that have run into serious problems in the past?
   
   e. Are there any crucial difficulties the proposal has not anticipated?
   
   f. How will success be measured?
7. **How much** will the project cost?

   a. Is the budget adequate to carry out the program?

   b. Has the budget been padded to absorb unrelated expenses?

   c. Is the organization using any of its unrestricted resources to support the project?

   d. Have other funders committed their support?

   e. How will the project continue after your funding is over?