

CAMPAIGN FACTSHEET

NAME OF CAMPAIGN
[10 words]

YOUR STORY & THE IDEA
[150 words]

FUNDING GOAL (USD)		
a	Direct Operating Costs	
b	Project Management Costs (approx. 17% of a+b+c)	
$c = 8\% * (a+b)$	Management Fees (8%)	
$d = 10\% * (a+b+c)$	Error Margin (10%)	
$e = 5\% * (a+b+c+d)$	Transaction Processing Fees (5%)	
f = sum(a:e)	Total	

THE PROBLEM OR PAIN POINTS
[500 words]

THE SOLUTION & STRATEGY
[500 words]

THE THEORY OF CHANGE (Optional)
[500 words]

TRACTION SO FAR (Optional)
[500 words]

THE TEAM
[500 words]

Guidance Note

- 1) **THE STORY AND THE IDEA:** Grab your potential backer's attention with a compassionate story that inspired you to create your campaign. Give a brief, concise and succinct description of the idea and how it will benefit the community.
- 2) **FUNDING GOAL:**
 - a) **Direct operating costs** are expenditures that are to be incurred only for the purposes of the financed operation, and that can be directly attributed to the expected outputs. These costs may include items such as consultants, cost of campaign staff directly and exclusively assigned to the campaign, training, travel, workshops, equipment, materials, research expenditures, publications, etc.
 - b) **Project management costs** Project management costs are the incremental costs expected to be incurred for managing the project and administering the funds. By way of example, these costs may include: incremental cost of staff to coordinate and report on project activities, whether staff or temporary hires from the market under consultancy contracts, incremental operating costs such as fuel and vehicle rental, costs of staff as well as systems (e.g. software) for the monitoring and evaluation of funding grant activities, travel costs and allowances for staff managing the project (e.g. project manager). Project Management costs must not exceed 20% of funds (a+b+c).
 - c) **Management Fees:** This is the creator's management fee, and should not exceed 8% of direct costs. Do not double count management fees within lines a or b.
 - d) **Error Margin:** To be on a safe side, we have factored in 10% of your budget (a+b+c) for unforeseen contingencies. Do not double count the contingency budget within lines a, b or c.
 - e) **Transaction Processing Fees:** Transaction Processing Fees: This varies based on your campaign's location and total number of backers. We have estimated 5% of your budget + error margin (a+b+c+d) to be roughly what Paypal will charge when AMRE Finance transfers the funds raised to a campaign.
- 3) **THE PROBLEM OR PAIN POINTS:** Briefly explain exactly how the problem came about and back it up with some statistics if possible. Elaborate on the different stakeholders or actors who may be contributing to the problem. Where possible touch briefly on research done about the problem
- 4) **THE SOLUTION AND STRATEGY:** Briefly explain how your campaign plans to solve the problem including any special processes, skills, techniques, technology or adaptation to existing technology or framework. Specify the main components of your intervention, the expected output, short and long term outcomes.
- 5) **TRACTION SO FAR:** This is optional for campaigns which are yet to commence operations. Highlight some of the traction you have made so far, showing what has been achieved with the limited resources. Use statistics wherever possible. You can mention how you sourced the resources used to gather the traction so far.
- 6) **THEORY OF CHANGE:** This is optional for campaigns which are yet to commence operations. Showcase how the solution or idea could be scalable and how many people or families it is likely to impact. Where possible, show potential impact on women, children, and youths.
- 7) **THE TEAM:** A great team with experience demonstrates that you are likely to be able to deliver on the strategy and create the impact. Insert the name, role title and description of each team member's qualifications, strengths, and experience.
- 8) **PHOTO AND VIDEO:** Submit this form with 3 to 5 photos (1024x576 pixels) relating to your campaign and a 3-4 minutes campaign pitch video to creator@amrefinance.com. If you cannot access the internet, save the completed form, photos and video in an external hard drive, and our customer services assistant will arrange pick up.
- 9) **WORD COUNT:** Section 1 - The Story and the Idea should contain no more than 150 words. All other sections should contain no more than 500 words.
- 10) **For additional guidance contact us on:** info@amrefinance.com