

happy new year



INTERNATIONAL
CITIES OF PEACE

YOU'VE GOT TOOLS!



The ICP Business Partnership Program

The ICP Marketplace of Safety, Prosperity, and Quality of Life

Multiple Standards, One Program

Corporate Social Responsibility (CSR)
Environment, Social, Governance (ESG)

How To Prepare Executive Summary for your Community Action Plan

The Executive Summary is a short (one or two page) introduction to your larger Community Action Plan. Working through a concise, compelling Program/Project summary will help donors understand the following:

- **What does your Team intend to do?**
 - **Why is it important?**
- **How can donors measure success?**



How To Prepare an Executive Summary for your Action Plan

An ICP Training Document: 010323

The following considerations will help donors understand what you intend to do, why it is important and how they can measure the outcomes. Once the Executive Summary is written, donors will know who you are, what your plan is, who it will affect, and how to measure the outcomes of their contribution. In effect, who, where, what, when, why, and how.

1. Who is asking for the funds?
2. What is the title and a compelling vision of the long-range program?
3. What community challenge(s) are address by the program?
4. Who will directly benefit from the program?
5. What is the first project that will contribute to the long-term program?
6. What are the most important steps to complete the first project?
7. Are there partners, either funding, in-kind or volunteer, in this effort?
8. How will project success be measured?
9. What is the budget for both short-term project and long-term program?
10. What supporting materials will be available upon request by a donor?

The next pages of this training package will define the sections in more detail. You can use the headers and replace the instructions shown in brackets []. The final pages in this document are an example of a two-page Executive Summary. Your larger Action Plan will include much more information but you and potential donors will benefit from a concise introduction that includes:

- **Contact Information**
- **Title and vision of the overall program**
- **Importance of the challenge(s) addressed**
- **Beneficiaries of the program**
- **Description and timetable of the first project**
- **Potential partners**
- **Measurable outcomes of the project**
- **Short-term project and long-range program estimated budgets**
- **Support materials available upon request**

When fine-tuning an Executive Summary for a particular donor, always include how this program may benefit their mission and stakeholders.

Grant Request for [Community], [State/Province], [Country]

Two-Page Executive Summary

Submitted with respect by: [Given Name] [Middle Name, if needed] [Surname]
Title: (if applicable) **Organization:** [if applicable, or the ICP name of community]
Email: [Submitter's Email] **Phone:** [+ x xxx-xxx-xxx]
Address:

Title of Program:
[A straightforward title of the program in terms of action]

Overall Program Vision:
[A three sentence, compelling description of long term program]

Description of the Challenge(s):
[What is the need; why is there a need; and why the need must be addressed?]

First Project Steps:
[A three sentence description of short term, specific goals in terms of actions]

Who the Program Impacts:
[The demographics of those that will benefit; who, how many, etc.]

Follow-up Steps:
[Longer-term goals in terms of fully addressing the challenges listed above]

Potential Partners:
[What organizations will be involved and how will they be involved?]

Outcomes of the Project:
[List the positive effects on those listed as those the program impacts and detail the reasons]

How We Measure Success:
[What will be the difference between what is now and what will be after the project; use specific numbers and outcomes]

Initial Project Budget:
[Can be expressed in terms of short term goals to enable long term success; use local currency with U.S. dollar or Euro conversion]

Long-Range Program Budget:
[Expressed in phases of the project; budget must be mapped to specific outcomes and goals to make essential progress on the challenge]

10 Steps to a Concise Executive Summary

1. Who is asking for the funds?
2. What is the title and a compelling vision of the long-range program?
3. What community challenge(s) are address by the program?
4. Who will directly benefit from the program?
5. What is the first project that will contribute to the long-term program?

A successful short-term Project can open the door to funding for a larger Program vision.

- 6. What are the most important steps to complete the first project?**
- 7. Are there partners, either funding, in-kind or volunteer, in this effort?**
- 8. How will project success be measured?**
- 9. What is the budget for both short-term project and long-term program?**
- 10. What supporting materials will be available upon request by a donor?**

Examples on our Website under ICP Tool Box

EXAMPLE
Grant Request for Dayton, Ohio community, United States
Executive Summary

Submitted with respect by: J. Frederick Arment
Title: Chair of the Board
Organization: Cities of Peace, Inc.
Email: Phone:
Address:

Title of Program:
Cleaning the Headwaters of the Great Miami River

Overall Program Vision:
To ensure clean water for the Miami Conservancy Regional Groundwater Aquifer

Description of the Challenge:
Currently, there are seven points of pollution at or near the headwaters of the Great Miami River, which potentially cause an increase in negative health concerns for nearly one million downstream residents. According to the Miami Valley Health Cooperative (MVHC), incidence of water borne diseases is 30% higher than other communities in the Ohio Valley, which leads to many serious health issues not only in adults but children, especially in areas where poverty prevents adequate water treatment.

First Project Steps:

- Assess the data provided by the MVHC for accuracy and currency
- Identify the seven tributary streams and take water samples
- Survey the population for higher incidence of health issues
- Document and chart the results
- Convene a committee of partners that commit volunteer activities to assess actions
- Write goals and objectives to serve as a plan for corrective action

Who the Project Impacts:
Demographic data for residents is available in detail from the MVHC. Specifically, three areas where children and young adults reside are included in the first step project, which will include sampling and communications about the hazards.

Follow-up Steps:

- Write grants for additional funding for long-term remediation
- Put in place a bi-yearly survey of resident input and data
- Contact and provide alternatives to companies that have inadequate water systems
- Collaborate with the Ohio Agricultural Bureau to exchange data

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is nature and scope (as provided by the Miami
ria, outcomes, and reports budget between
n of monitoring. Estimated total \$50,000.

an Plan as well as photos, references and

ecutive Summary are available on our website:
CP Tool Box under Programs.

