

## Opportunity Fund

The Opportunity Fund supports emerging, high-impact family planning advocacy opportunities. It is a flexible source of financial and technical assistance for focused advocacy at national, state and district levels. The Fund is part of the 5-year [Advance Family Planning \(AFP\)](#) project, whose aim is to increase access to family planning through advocacy, working with partners in nine focal countries.<sup>1</sup>

The purpose of the Opportunity Fund is to seize advocacy opportunities aimed at accelerating the policy and funding decisions needed to implement FP2020.

**Applications for support** will be solicited by invitation on a rolling basis over the life of the AFP project (2012-2017). The Fund will not issue calls for proposals. Nevertheless, NGOs—**particularly those in non-AFP focal countries**—are encouraged to contact the Fund at any time about advocacy opportunities that clearly align with FP2020 and Ouagadougou Partnership commitments.

**Award decisions** will be based on the specificity and timeliness of the advocacy objective at hand. Applicants should clearly articulate the advocacy opportunity, timeframe, expected results and their strategy for collaboration with key allies. The Fund will cover the direct costs of advocacy—staff time, meetings, materials development, communications, site visits and local travel. Awards will not exceed USD \$50,000.

**Eligible applicants** must be registered/incorporated as a non-governmental or non-profit organization. Eligible NGOs will demonstrate past family planning advocacy successes and active membership in local, national, and/or regional networks. Other requirements are outlined in the application form checklist (see link below).

**Opportunity Fund recipients** will be supported in the use of AFP advocacy tools—the SMART Chart™<sup>2</sup> and the Results Cascade analysis—to develop their advocacy strategies and monitor results. Fund recipients will be expected to participate in regular, informal check-in calls, document their advocacy progress, and assist in mapping family planning champions and allies at country level.

### [Opportunity Fund application](#)

**Have a question about the Fund or the application process?**

**Email us at: [OpportunityFund@popact.org](mailto:OpportunityFund@popact.org)**

<sup>1</sup> AFP focus countries: Burkina Faso, DRC, India, Indonesia, Kenya, Nigeria, Senegal, Tanzania and Uganda.

<sup>2</sup> Adapted for advocacy from the *Sniffire Strategies Smart Chart*.