



**USAID**  
FROM THE AMERICAN PEOPLE

**U.S. Agency for International Development  
Bureau of Democracy, Conflict and Humanitarian Assistance  
Office of Food for Peace**

**DRAFT QUARTERLY PERFORMANCE REPORT GUIDANCE**

**Awardee Name:** \_\_\_\_\_ **Country:** \_\_\_\_\_

**Award Name:** \_\_\_\_\_ **Award Number:** \_\_\_\_\_

**Start Date:** \_\_\_\_\_ **End Date:** \_\_\_\_\_

**Reporting Period – Fiscal Year/Quarter/Dates** (e.g., FY13/Q2/January-March 2013):  
\_\_\_\_\_

**Submission Date** (i.e., date sent to AOR): \_\_\_\_\_ (dd/mm/yy)

*(Enter the following information)*

Awardee HQ Contact Name and Title	
Awardee HQ Contact Address	
Awardee HQ Contact Telephone Number	
Awardee HQ Contact Email Address	

*(Enter the following information)*

Host Country Office Contact Name and Title	
Host Country Office Contact Address	
Host Country Office Contact Telephone	
Host Country Office Contact Email Address	

Contents of Quarterly Reports (QR) (Up to 10 pages in length)

**Cover Page**

Use the Cover Page template provided on page 1; it does not count toward overall page length.

Note: PVOs may use their logos as well as those of their sub-recipients/consortium members on the cover.

**I. Program Overview Table**

Complete the table using approved Strategic Objective (SO) language; please do not include activities with the Intermediate Results (IRs).

<b>Geographic Focus:</b> List the first- and second-level administrative divisions in the country where activities take place.
<b>Program Goal:</b> Insert approved program goal here (e.g., To reduce food insecurity and increase resiliency among vulnerable rural populations in XXXX.)
<b>Strategic Objective (SO) X:</b> Insert all SOs for program; (only two are shown below as an example) <b>Intermediate Result X:</b> Insert all IRs under each SO
<b>Strategic Objective (SO) X:</b> <b>Intermediate Result X:</b> <b>Intermediate Result X:</b>
<b>Cross Cutting Themes:</b>
<b>Target Beneficiaries (Disaggregated by Program Element<sup>1</sup> and by Fiscal Year (FY)):</b> Program Element 1: XXXX beneficiaries Program Element 2: XXXX beneficiaries Etc.  Please use data from the last approved PREP submission Beneficiary Tracking Table or award if Year 1 of the program.
<b>Roles and Responsibilities:</b> Identify roles and responsibilities of awardee(s)/consortium partner(s) as applicable. This may be technical responsibility, geographic location, or some other such designation.

<sup>1</sup> For more information about program elements, see Department of State’s Foreign Assistance Standardized Program Structure and Definitions at <http://www.state.gov/documents/organization/141836.pdf>

## II. Overview & Context

Text in the Overview should answer the question: “At this time, is the overall program on track?” The Overview should cover information solely from the reporting period.

Information should include any significant policy and operational issues. It should also include any major issues related to the country context or program. Consider internal and external factors (e.g., vulnerability, instability, and policy changes) and the operating environment, which may have significant direct or indirect implications for the program implementation.

## III. Performance updates from the Quarter

- a. Current activities by strategic objective and cross cutting theme. There is no need to organize by each IR.
  - i. In brief, summarize and focus on progress and setbacks.
  - ii. Inform the reader about implementation, monitoring activities, IEE concerns, staffing, training, lessons learned, etc.
  - iii. NOTE: output and outcome indicator information is not required unless there is an unusual finding or result.
- b. Any activity or event which does not fall within a specific SO. This could include visits from the host government, USAID, or other key stakeholder.

## IV. Challenges during the Quarter

In brief, discuss challenges faced by the program and the response. Challenges are to be tied specifically to the quarter in which they were either discovered and/or resolved. There may be multiple challenges and responses under each SO. Challenges should carry over into subsequent QRs, if they are still being addressed, until they are resolved.

Please use the chart below. If a challenge does not fit specifically within the chart, please describe in narrative format.

<b>Commodity Management:</b> (e.g., losses/theft/mismanagement, damage, distribution, transportation, warehousing, staffing, monetization)		
Challenge	Response	Status (pending, resolved)
<b>Administrative:</b>		
Challenge	Response	Status (pending, resolved)
<b>Programmatic:</b>		
Challenge	Response	Status (pending, resolved)
<b>Other:</b>		
Challenge	Response	Status (pending, resolved)

## V. Plans for Next Quarter

- a. Keep as succinct as possible; consider using as a bulleted list.
- b. Briefly describe key plans for the near future (next quarter or slightly beyond). This should not be a reiteration or update of the full detailed implementation plan, though the plan may be used as a guide for this section.
  - i. Consider building upon items mentioned in section III and IV; however, do not repeat information.
  - ii. Explain envisioned/planned ways forward to address issues or stay on track.
- c. Please note any anticipated visitors to program areas (e.g., Ministry representatives, FFP staff, etc.), upcoming studies, evaluations, media worthy events, etc.

## VI. Annexes (as applicable)

1. **List of Acronyms** – please limit use of acronyms

## 2. **Success Stories**

- i. As per USG guidance, success stories are optional; however, they are very valuable in telling FFP's story. If a program has a success, even if small in scale, please consider submitting it.
- ii. Success stories follow a standard format (refer to FFP guidance in **Annex A** on **page 6**). In addition to a simple, jargon-free headline that brings the story to life are: 1) a narrative that showcases the challenge encountered, the context of the program, actions taken, the results, changes for the person or community and how the program made a difference in the community or the country overall; 2) pullout quote that represent or summarize the story; 3) photographs (*NOTE* that photographs are optional but they require documented INFORMED CONSENT) that bring the story to life and feature a main character prominently.

## 3. **News stories and/or Press Releases** – please share copies

## 4. **Photographs** – If including a picture, use .jpg or .tiff format and a file that is at least 300 dots per inch (dpi). The photo caption should include the photographer's name and organization as well as a caption of 25 words or less summarizing what is occurring in the photo, including date, location, and names of person(s) in the photo.

### **Quarterly Report Formatting and Other Guidelines:**

- The QR should be no more than 10 pages in length, excluding cover page, list of acronyms, annexes, and photos;
- Additional annexes should be limited to final studies completed during the quarter, or descriptions of significant event during the quarter that did not fit within the main narrative. They should not include updated detailed implementation plans, or summary tables of outputs/outcomes, for example;
- The QR should be written in English and in 12-point, "Times New Roman" font;
- The QR should be prepared in Microsoft Word with one-inch margins, left justification and a footer on each page including page number, date of submission and food assistance program award number;
- The QR should have a header on each page including Awardee Name, Country, and Award Name;
- The QR should be submitted in a printer-friendly, pre-formatted form for 8.5" x 11" paper without shading;
- All currency values should be expressed in US Dollars (add local currency as necessary); and;
- Limit the use of acronyms throughout the document; if the acronym is used more than twice, use it and include it in the list. Otherwise, do not use/create the acronym.

## ANNEX A – SUCCESS STORY WRITING 101

### *Why are success stories necessary?*

Success stories are helpful to further educate the public about food assistance programs, particularly to demonstrate the impact that food assistance programs have on peoples' lives around the world. The stories should describe the food assistance program in non-technical language and explain the results or benefit (where feasible).

### *What type of stories is Food for Peace (FFP) expecting?*

FFP seeks descriptions of successes that go beyond the specifics of how much food was delivered and focus on progress made in reducing food insecurity in the populations receiving food assistance. In other words, they should showcase broad-scale sustainable development projects and/or highlight new, cutting edge innovations. FFP would like success stories from all regions. We welcome stories that focus on transformational impacts of our development programs – for example:

- Reducing stunting
- Raising household incomes
- Increased agricultural productivity
- Regenerating watersheds or other natural resources
- Improving and maintaining community infrastructure
- Empowering women
- Mitigating future disasters or existing threats through disaster risk reduction activities

We also welcome studies of our Title II and EFSP emergency programs and seek compelling stories of:

- Early response that clearly prevents loss of life or mitigates impacts of disasters
- Why flexibility to use cash-based resources was critical to an emergency response.
- Lives saved and suffering alleviated
- Documented reductions in malnutrition or other key indicators
- Food for asset and other activities that protect and/or advance livelihoods while saving lives
- Creative approaches applying technology or other tools that clearly improve response
- Strategic application of multiple resources to improve overall impact (e.g., sequencing EFSP and Title II programs that demonstrate the benefits of both resources and the improved response that results because both are available)
- Resilience building as part of an emergency response
- New opportunities and impacts for beneficiaries as a result of FFP and Feed the

Future- funded projects (or other USAID projects including OFDA projects) running together or in close proximity to each other.

- Program outcomes and results. We know this is a much more difficult ask than simple output information (e.g. number of people trained vs. how did that training change a person’s behavior), but to the extent possible, USAID encourages partners to submit stories with this information.

The most effective success stories focus on the following:

- **Individuals empowered** to help themselves
- **Sustainable change** rather than one-off successes
- Permanent “**leave behinds**” created, such as new infrastructure, skills that have a lasting impact, or reduced need for outside help in the future due to program results
- A “**new**” **approach to aid**, one that empowers targeted groups and works to avoid dependency

Also keep in mind that moral and ethical imperatives are a central part of the motivation for supporting assistance. Americans believe that the U.S. must act as a world leader to live up to its founding ideals. Try to factor this motivation into your story.

Just remember, all success stories should point to results!

*How will my success story be used?*

Selected stories may be included on the FFP website, in the annual U.S. International Food Assistance Report and in other communications products that highlight the work of FFP and its awardees.

*What does a great success story look like?*

The formula is simple: **use powerful statistics**; communicate **progress**; frame your story around **USAID’s larger Mission**, not a specific program; and bring it to life with a **personal narrative**. Success stories should use the following format:

1. Title or Heading (approximately 5-10 words including country and/or region of project)
2. 1-2 sentences (approximately 50 words) briefly describing the situation in the country that required FFP assistance.
  - Example: In December 2010, violence surrounding the contested Presidential election forced many Ivoirians to flee from their homes. There are currently 15,725 internally displaced persons within Côte d’Ivoire and 69,561 refugees in Liberia, where UNHCR reported 160,000 refugees at the height of the displacement in 2011.
3. 3-4 sentences (approximately 100-150 words) describing the program being implemented in country.

- Example: FFP is currently supporting an innovative World Food Program pilot program that uses cell phones to facilitate cash transfers to 54,000 people living in impoverished districts of Abidjan. These districts were badly affected in the post-election crisis and the lowest income families struggle to put food on the table. Through this program, more than 10,000 vulnerable households receive text messages on their cell phones alerting them to withdraw money from local cash points. This unconditional cash transfer is being implemented as a pilot program over a two month period, with each household receiving a total of \$75 per month, equivalent to the food basket of an average family of five.
4. 1-2 sentences (approximately 25-50 words) describing why that program was the most appropriate response to the situation described.
    - Example: Beneficiaries describe how the cash transfer has allowed them to improve the quality of their family's meals, by purchasing meat and fish to add protein to their diet.
  5. 1-2 sentences (approximately 25-50 words) describing the results and success of the implemented program.
    - Example: This innovative program pioneers new methods of fighting hunger in the technology age and shows how these tools can provide new solutions for providing food assistance in a challenging urban post-crisis setting.

If including a picture, use .jpg or .tiff format and a file that is at least 300 dots per inch (dpi). The photo caption should include the photographer's name and organization as well as a caption of 25 words or less summarizing what is occurring in the photo, including date, location, and names of person(s) in the photo.

For all beneficiaries named or photographed, verbal consent must be obtained prior to being featured within the story. USAID understands that beneficiaries may ask to use a different name to remain anonymous. This is especially true in situations where naming or photographing individuals accepting U.S. Government assistance poses a potential threat to their life. If this is the case, please note this within the submission.



*What are some DOs and DON'Ts of writing Success Stories?*

DO...

- DO try to use quotes when possible
- DO use powerful statistics
- DO lead with results
- DO tell stories that demonstrate sustainable change
- DO create emotional/personal connections that bring viewers into the scene
- DO think big picture

DON'T...

- DON'T use acronyms
- DON'T use technical speak
- DON'T use statistics that present numbers or percentages with no sense of context or scale
- DON'T lead with \$\$ amounts

*Last but not least, remember that success stories are a way to tell the world about the great work that USAID and our partners accomplish every day!*