

Project-Framing Questions

Illustrative Kenya Community WASH and Livelihoods Project

This is an illustrative PHC Port project for exploring how PHC Service could support a community-owned WASH and livelihoods intervention in Kenya. The proposed delivery model combines physical WASH outputs with the governance and behaviour-change work required to sustain them. PHC would provide a shared structure for recording the project's intentions, concerns, actions, locations, people, events and deliverables, while its comment mechanism would enable community members, committee representatives, implementers, local administrators and funders to contribute observations and respond to emerging issues. Particular attention would be given to committee legitimacy, community understanding, participation, incentives, inclusion, fee collection, financial transparency, maintenance responsibilities, safeguarding, grievance handling and the relationship between customary practices and formal local administration. The project would begin as a neutral demonstration and 7-Day Review candidate. Its scope, location, beneficiaries, implementing organisation, funding arrangements and delivery claims would remain provisional until authorised stakeholders provide or approve suitable source materials.

BUSINESS INFORMATION

BIQ01 - What is the official name of your organisation/project (and any registration number if you have one, plus main contact, email address and phone number)?

Working title: Illustrative Kenya Community WASH and Livelihoods Project. The implementing organisation, registration details and authorised contacts are to be established following internal approval.

BIQ02 - Are you registered (NGO / CBO / company / informal group)? If not, do you want to register?

To be established. No legal status should be inferred from the present high-level discussion; the prospective implementing organisation would need to confirm its registration and authority.

BIQ03 - What location(s) do you operate in (town/county/region)? Any plans to expand?

Kenya is the only confirmed geographic context. The participating communities, county or counties, water-system locations and any expansion plans are to be established.

BIQ04 - What problem are you solving in one sentence?

The project addresses the failure of WASH benefits to endure when communities lack reliable services and do not sufficiently understand, trust or own the arrangements governing them.

BIQ05 - What does "success" look like for you in 6 months and 12 months?

At six months, success would mean agreed baselines, legitimate and inclusive committees, understood responsibilities, functioning feedback and maintenance arrangements, and visible progress in service reliability and hygiene practice. At twelve months, it would mean sustained system functionality, transparent local governance, demonstrable behaviour change and emerging livelihood benefits.

BIQ06 - What is your biggest constraint right now (money / people / equipment / skills / trust / transport / time / other)?

The central provisional constraint is community trust and ownership of governance structures, interacting with finance, maintenance capability, inclusion, behaviour change and coordination with local administration. Stakeholders must test this diagnosis.

BIQ07 - What are the top 3 priorities you want help with immediately?

First, establish the actual project scope and baseline; second, assess community understanding and legitimacy of the committees; third, create transparent feedback, decision, finance and maintenance records linked to responsible people and locations.

BIQ08 - What partners do you already work with (government, clinics, schools, NGOs, churches, local leaders)?

Potential partners include community leaders, county and local administrators, public-health and water officers, schools, health facilities, NGOs, suppliers and livelihood actors. Actual partners and their authorised roles are to be confirmed.

BIQ09 - What systems do you currently use (paper notebook, WhatsApp, Excel, Google Drive, website, none)?

To be established. The Review should map current paper, telephone, WhatsApp, spreadsheet, monitoring and reporting practices before proposing integration with PHC Port.

BIQ10 - Do you have permission/consent from people on your register to store/use their data for support services?

To be established before personal or sensitive information is entered. Consent, lawful purpose, access control, safeguarding and retention arrangements must be documented, with anonymous or aggregated reporting used where appropriate.

PRODUCTS AND SERVICES

PSQ01 - What service can you name, with brief description of each that will help the beneficiaries of your project?

Proposed services include safe-water access and system operation; sanitation improvement; hygiene and behaviour-change activity; committee governance support; maintenance and repair coordination; community feedback and grievance handling; and locally appropriate livelihood support.

PSQ02 - List your current services (what you do today), and for each: how often and for how many people per month?

Current services, frequency, coverage and beneficiary numbers are not yet authorised or documented. These must be supplied or validated by the implementing organisation and communities.

PSQ03 - Which services are most needed but you cannot currently deliver?

To be established through baseline evidence. Possible gaps include reliable maintenance, water-quality monitoring, inclusive feedback, transparent financial administration, sanitation uptake and livelihood support, but none should yet be treated as confirmed.

PSQ04 - What are the top 5 needs reported by beneficiaries of your project (health, safety, work, school, counselling, etc.)?

Provisional needs are safe and dependable water, dignified sanitation, practical hygiene knowledge, affordable and timely repairs, trustworthy local decision-making and resilient household livelihoods. Communities must rank and correct these needs themselves.

PSQ05 - What is the service pathway right now? (How does a person join → receive help → follow-up?)

The proposed pathway is community engagement and baseline assessment, inclusive decision-making, access to WASH services and behaviour-change support, ongoing committee oversight, feedback or grievance intake, corrective action, maintenance and outcome follow-up. The actual pathway remains to be mapped.

PSQ06 - What makes your approach different from other organisations (if any)?

The proposed distinction is to treat community governance, feedback and sustained ownership as core deliverables alongside infrastructure, with decisions, concerns, actions and evidence maintained continuously rather than reconstructed for periodic reports.

PSQ07 - What "minimum service package" could you reliably deliver every month if basic funding existed?

A candidate minimum package would include routine functionality checks, committee meetings with recorded decisions, transparent income and expenditure records, hygiene engagement, accessible feedback, maintenance follow-up and a short evidence-based monthly status. Feasibility and cost require validation.

PSQ08 - What does a typical case look like from first contact to resolution?

A typical case might begin with a household or community member reporting an access, quality, sanitation, hygiene, payment or governance issue; the responsible committee records and assesses it, assigns action, communicates progress and verifies resolution with the affected person. Actual processes are to be observed.

PSQ09 - What are the risks/harm points in service delivery (stigma, security threats, exploitation, misinformation)?

Potential harms include unsafe water, exclusion, unaffordable charges, elite capture, gender or disability barriers, safeguarding failures, retaliation for criticism, financial misuse, misinformation, neglected repairs, unsafe sanitation work and livelihood benefits captured by a few people.

PSQ10 - How do you measure whether a service worked? (simple indicators)

Suggested indicators include service functionality and downtime, water quality, access and waiting time, sanitation use, observed hygiene practice, participation and representation, response and repair times, financial transparency, complaint closure, user trust and livelihood outcomes. Baselines and definitions must precede targets.

PSQ11 - What services could be delivered remotely (WhatsApp/phone) vs require physical presence?

Feedback, reminders, meeting coordination, selected training and status reporting may be supported by phone or WhatsApp. Water testing, infrastructure inspection, repairs, community meetings, accessibility checks and observation of practices require physical presence.

PREMISES AND EQUIPMENT

PEQ01 - What equipment do you have? mobile phone? pc? printer? monitor? - list all you have.

To be established for the implementing team, committee members and participating locations. The inventory should include phones, computers, power sources, printers, testing equipment, tools and connectivity.

PEQ02 - How do we contact you? Telephone number? Office Address? Main Contact? Number of people in the management team? Number of people that the project will address?

No authorised contact details, office address, team size or beneficiary population are yet available. These should be provided only with organisational approval.

PEQ03 - Where are you working from? Would the office address be your home? a community centre? an internet cafe?

To be established. Operating points may include an organisation office, community meeting place, water-system site or local administrative facility, subject to accessibility, privacy and security.

PEQ04 - What equipment is working reliably, and what is broken / missing / shared / borrowed?

To be established through a location-based asset register showing ownership, custodian, condition, availability, maintenance needs and whether each item is owned, shared or borrowed.

PEQ05 - How stable is your electricity and internet (daily / weekly outages)?

To be established by location. Any digital governance arrangement must tolerate intermittent electricity, mobile coverage and data access and retain a workable offline route.

PEQ06 - Where is your data stored (paper files, phone, laptop)? Is there a backup?

To be established. The Review should map paper and digital records, responsible custodians, access rights, backups and the risk of data being lost on individual telephones.

PEQ07 - Do you have a safe place to store sensitive records?

To be established before identifiable beneficiary, complaint, safeguarding or financial records are collected. Sensitive material requires restricted access and safe physical or digital storage.

PEQ08 - Do you have transport (walking, bicycle, motorbike, car, public)? Biggest travel barrier?

To be established for each community and service area, including seasonal access, distance, cost, safety and transport for water testing, repairs, outreach and committee participation.

PEQ09 - What are your printing/scanning options (none / pay-per-use shop / own printer)?

To be established. The project should avoid making printing a condition of participation where mobile, verbal, visual or facilitated alternatives are more accessible.

PEQ10 - If you had a small "starter kit" (phone + laptop + printer), who would be responsible for it?

Any starter kit should be assigned to a named role under an asset register, usage agreement, handover process and periodic check, rather than treated as the personal property of an individual.

PEQ11 - What does your workspace need to become functional (desk, chair, lockable cabinet, internet router, etc.)?

Provisional needs include secure record storage, a suitable meeting and administration point, charging and connectivity, basic furniture and accessible ways for community members to submit feedback. Site-specific needs require assessment.

PEQ12 - What would be the ideal operating base in 6 months (home office / shared centre / rented office)?

The preferred six-month base should be locally accessible, trusted, secure and affordable, using an existing community or partner facility where practical rather than creating unnecessary overhead.

PEQ13 - What security risks exist at your premises (theft, harassment, privacy exposure)?

Potential risks include theft, equipment damage, unauthorised record access, exposure of complainants, intimidation and unsafe travel. Actual risks and controls must be assessed locally with affected groups.

PEOPLE

PQ01 - Who are the key roles today (leader, admin, outreach, finance, volunteer coordinator)? Names + roles.

Expected roles include authorised project lead, community committee members, WASH technical lead, hygiene or behaviour-change lead, livelihoods lead, finance or administration role, safeguarding or complaints focal point and monitoring support. Names and actual authority are to be confirmed.

PQ02 - How many are active weekly (not just "on the list")?

To be established from evidenced participation rather than nominal membership, distinguishing active weekly contributors, occasional specialists and inactive listed members.

PQ03 - What skills do you have in the team (counselling, healthcare links, social work, advocacy, fundraising, admin, IT)?

Likely required skills include community facilitation, water-system operation, public health, sanitation and hygiene promotion, local administration, inclusive governance, finance, safeguarding, monitoring, data handling and livelihoods development. Current capability is unknown.

PQ04 - What skills are missing that you need most urgently?

To be identified through a skills and responsibility assessment. Likely pressure points include technical maintenance, inclusive facilitation, transparent finance, safeguarding, evidence management and conflict resolution.

PQ05 - What training would help most (basic safeguarding, data handling, case management, fundraising, reporting)?

Candidate training includes committee roles and ethics, inclusive participation, financial records, maintenance planning, water safety, behaviour-change practice, safeguarding, complaints handling, data protection and PHC commenting and evidence records.

PQ06 - How do you recruit and manage volunteers (screening, agreements, supervision)?

To be established. Volunteers should have defined roles, proportionate screening, conduct and confidentiality expectations, supervision, safeguarding routes, expense arrangements and a clear boundary between voluntary and paid work.

PQ07 - Do you have a safeguarding lead / safeguarding rules? If not, who could be assigned?

To be established. A named safeguarding focal point, escalation route and accessible reporting process should be confirmed before work involving children, vulnerable adults or sensitive complaints.

PQ08 - What is your communication rhythm (weekly meeting, WhatsApp group, ad-hoc)?

A candidate rhythm is regular local committee meetings, brief operational communication as needed and a visible PHC record of significant comments, decisions and actions. It must not exclude people without smartphones or literacy confidence.

PQ09 - What conflicts or workload risks exist (burnout, role confusion, disagreements)?

Risks include unclear authority, committee capture, unpaid workload, burnout, gendered burdens, conflict over fees or benefits, tension with local administration, retaliation against critics and dependence on a few technically capable people.

PQ10 - If funding arrived, which 3 positions would you pay first (and why)?

Subject to assessment, early paid capacity may prioritise local coordination and facilitation, technical operation and maintenance, and finance or evidence administration. Paying positions before understanding existing duties could distort community ownership.

FINANCE

FQ01 - Do you have any current income (donations, grants, sales, membership, events)? Rough monthly average.

To be established from authorised records, distinguishing grants, donor funds, community contributions, tariffs, in-kind support and livelihood income, together with restrictions on each source.

FQ02 - What are your fixed monthly costs (rent, airtime, transport, printing, internet)?

To be established. Likely categories include staff or facilitation, communications, travel, meetings, consumables, testing, routine maintenance, administration and data access, but no figures should be assumed.

FQ03 - What costs are unpredictable emergencies (medical cases, relocation, safety incidents)?

Possible variable costs include breakdowns, replacement parts, contamination response, drought or flood effects, safeguarding incidents, accessibility needs and emergency water provision. Actual exposure requires local evidence.

FQ04 - What are the top 10 things you spend money on when you have it?

The spending profile is not yet known. A coded expenditure review should distinguish infrastructure, repairs, testing, sanitation, hygiene activity, committee operation, staff, travel, communications, safeguarding, monitoring and livelihoods support.

FQ05 - Do you keep records (cashbook, receipts, mobile money statements)? Who holds them?

To be established. The project should identify who receives, approves, holds and reconciles funds and retain receipts, mobile-money or bank evidence and explanations for exceptions.

FQ06 - Do you have, or intend to open, a bank/mobile money account in the organisation name? If not, what do you use?

To be established. Organisational and community funds should use authorised, auditable arrangements with separation of duties; personal accounts should not silently substitute for governance.

FQ07 - What is the smallest funding amount that would make a real difference this month?

Unknown until the priority constraint, unit costs and existing resources are validated. A small funding proposition should name the specific result, responsible party, timescale and evidence expected rather than present an unsupported round figure.

FQ08 - What is your 12-month "ideal budget" (even if rough)?

To be developed from scope, locations, population, infrastructure condition, staffing, maintenance and livelihood design. The budget should distinguish capital cost, continuing service cost, contingency and community affordability.

FQ09 - What funding have you tried before (who, when, result)?

To be established from the implementing organisation. Previous applications, funder feedback, restrictions, delivery evidence and reporting performance may reveal more than a simple list of successes or rejections.

FQ10 - What would you consider "good governance proof" to show donors money is safe (reports, receipts, photos, beneficiary confirmations)?

Good governance proof would combine approved budgets, bank or mobile-money records, receipts, procurement decisions, asset and maintenance records, community confirmations, issue resolution, photographs where consent permits, and independent checks linked to dates, people and locations.

MARKETING

MQ01 - Who is your audience: donors, local community, government, clinics, schools, families, beneficiaries?

Audiences include participating households, community committees, women and marginalised groups, local leaders and administrators, technical and public-health actors, implementing partners, prospective funders and independent reviewers. Each needs different access and language.

MQ02 - What channels do you currently use (WhatsApp, Facebook, TikTok, radio, church announcements, community meetings)?

To be established locally. Likely channels include community meetings, household visits, noticeboards, schools or health facilities, local leaders, telephone, SMS, WhatsApp and radio, with non-digital routes retained.

MQ03 - Do you have any assets: logo, photos, short video, testimonials, case stories?

No authorised communications assets are available for this illustrative project. Any future photographs, video, testimony, maps or stories require provenance, permission and protection against exposing vulnerable people.

MQ04 - What is your "one sentence" message to donors?

Support a WASH project that demonstrates not only what was installed, but whether communities can trust, govern and sustain the services and livelihoods created.

MQ05 - What is your "one sentence" message to beneficiaries?

Your experience and decisions should help shape how the water, sanitation and hygiene services are governed, maintained and improved.

MQ06 - What questions do people ask most often about your project (and what answers do you give)?

Likely questions concern who controls the system, who may use it, charges and exemptions, water safety, breakdown reporting, repair responsibility, committee selection, complaints, use of funds and who benefits from livelihoods activity. Actual questions must be gathered directly.

MQ07 - Do you have a list of contacts (supporters / organisations)? How many?

To be established with consent and a defined purpose. Contact lists should not be imported into PHC or used for promotion merely because they exist.

MQ08 - What partnerships would unlock growth fastest (hospital, police, school, local government, NGO)?

The most valuable partnerships are likely to be those that close evidenced gaps: county water and public-health authorities, trusted community structures, maintenance suppliers, schools or health facilities, inclusive local organisations and an accountable funder. Priority depends on the baseline.

MQ09 - What events could you run quarterly (awareness day, clinic day, school session, community meeting)?

Possible quarterly events include an open community governance review, water-safety and maintenance day, sanitation and hygiene learning activity, inclusive feedback forum and livelihoods demonstration. Events should respond to project evidence rather than become publicity outputs alone.

MQ10 - What proof would be easiest for you to publish monthly (numbers helped, photos of deliveries, short story, receipts summary)?

The easiest responsible monthly proof may be a compact status showing system functionality, service interruptions, tests completed, issues raised and resolved, committee decisions, income and expenditure summary, participation and a consented community account. Easy evidence must not be mistaken for sufficient evidence.