



PROJECT SUPPORT FUND

FORMAT: ON-SITE PROJECT DESCRIPTION

GUIDELINES

The Sites of Conscience Project Support Fund supports initiatives that meet the core goals of Sites of Conscience, which are to:

- interpret history through historic sites;
- stimulate dialogue on pressing social issues and promote humanitarian and democratic values as a primary function; and
- share opportunities for public involvement in issue raised at our site

The Fund supports initiatives that move beyond providing a passive learning experience, by **creating experiences in which visitors engage in dialogue on important contemporary issues** and identify ways they can shape those issues in the future.

The Fund supports exploratory, first-time pilot or small scale experiments such as: Human rights education programs, public dialogues, projects that use innovative ways to stimulate dialogue and action on contemporary issues, programs that aim to create tools that evaluate the impact of Sites of Conscience programming in building cultures of human rights and democracy; projects geared towards the development of the site's institutional and programmatic capacity as a Site of Conscience.

Please note that **on-site projects** must focus on specific projects that advance the site's ability to serve as a Site of Conscience: **projects that use places of memory to engage visitors in dialogue on contemporary issues and identify ways they can shape those issues in the future.**

Descriptions should **clearly** demonstrate:

- How the project uses history to help participants understand or connect with the contemporary issues;
- How the project uses the physical experience of its site to help participants understand or connect with the contemporary issues;
- How the project offers a mode of active engagement among participants to discuss or engage with the contemporary issues;
- How the project raises multiple perspectives on an issue rather than promoting a single solution to a problem;
- How the project provides information to participants for public involvement in the issue(s) raised at the site; and
- How the project assesses its immediate, intermediate and long-term impact.

We strongly urge applicant sites to contact the Coalition's Secretariat prior to submitting a full project description.



FORMAT

Descriptions must include all of the following information:

1. Description of the site (1 page): (institutional/accredited member)

- Mission and Vision
- Contemporary issues the site seeks to address
- Number of staff
- Institutional status (NGO, government, etc.)
- Site's history with the Coalition:
 - Date the site joined the Coalition
 - Why the site joined the Coalition
 - How the site learned about the Coalition (regional sites, Secretariat, etc).

2. Statement of Need for the project (please explain why this project is necessary) (2 pages):

- What analysis has been undertaken to determine the need for this project (formal study, focus groups, surveys, feedback forms?)
- Who has been involved in the needs analysis (community members, staff members, outside consultants?)
- Contemporary issue(s) the project seeks to address
 - What is the issue you are addressing?
 - Why does this issue matter?
 - Has this issue been addressed in the past? If not, why not?
 - Are you aware of other projects that address(ed) this issue? If so, what did those projects accomplish and why wasn't that enough?
- What challenges do you anticipate in developing or implementing the project and how do you propose to overcome these challenges?

3. Description of the project to be undertaken (please explain the nuts and bolts of how the project will be implemented) (2 pages):

- Name of the project
- Overall project goals
- Specific objectives
- Main participants
 - Who are the intended participants in the project (e.g., school children, survivors, local visitors)? Why?
 - Have you worked with these participants before?
 - How are the participants involved in the development of the project?
- Other stakeholders
- Program design used to engage the public in contemporary issues (please describe the activities involved):
 - How does the project use history to help participants understand or connect with contemporary issues?
 - How does the project use the physical experience of its site to help participants understand or connect with contemporary issues?
 - How does the project offer a mode of active engagement among participants to discuss or engage with the contemporary issues? For example, describe:
 - How the project creates a space for sharing ideas, information, experiences, and assumptions about difficult issues.
 - How the project creates a space for interactive dialogue.
 - What questions are raised to allow participants to make their own connections to the site and its contemporary issues.
 - How the project fosters new communication and understanding across difference through the exchange of perspectives and experiences between visitors.
 - How does the project raise multiple perspectives on an issue rather than promoting a single solution to a problem?
 - How the project provides information to participants for public involvement in the issue(s) raised at the site; and
 - Qualifications of key staff that will be working on the project.



- Timeline

4. Impact and Evaluation plan (please explain how the project will be evaluated):

- Please use the enclosed Monitoring & Evaluation template to detail the impact of the project in terms of participants' knowledge, skills, behaviors and attitudes.

Please note that the Sites of Conscience Project Support Fund places great emphasis on careful and honest project documentation and evaluation. Outcomes will be shared with all Coalition members through evaluation reports.

5. Promotion and Communications: (please explain how the project will be disseminated and shared):

- Please use the enclosed Communications Plan template to clearly explain how the project will be shared and promoted among an external audience.

6. Description of the Project's Future Potential:

- Please note that the Sites of Conscience Project Support Fund places great emphasis on projects in which the benefits will be shared widely or that have multiplier effects. Please explain the project's possible multiplier effects.

7. Budget

- Please submit a project budget that includes the following information (please use the enclosed template):
 - Site's financial or in-kind contribution to the project (e.g. staff time, expertise, accommodation, food, etc.)
 - Other additional sources of funding received or anticipated.
 - How the project will be funded in the future.

Note: If this project is part of a larger project budget, please clearly indicate which aspects of the project the Coalition is supporting.

8. Support from the Coalition

- In addition to funding, what other support could the Coalition provide for this project (e.g., promotion, referrals to consultants)?

Please send complete project description to Silvia Fernández, sfernandez@sitesofconscience.org.