



# PROJECT SUPPORT FUND ON-SITE PROJECT APPLICATION FORM

## Thematic Focus

In light of the global rise in policies and rhetoric stoking fear of “the other,” this Project Support Fund cycle, the Coalition is accepting only project proposals that foster dialogue across difference, explicitly bringing together diverse audiences with divergent viewpoints. The Coalition is especially interested in proposals that seek to create opportunities for Sites of Conscience and their audiences to hone effective and original approaches to global human rights issues.

## Guidelines

The Project Support Fund aims to advance the Coalition member sites’ ability to serve as Sites of Conscience. It seeks to create a space for innovation and experimentation on how sites can engage diverse audiences and how places of memory can inspire dialogue and action on contemporary issues. The grant supports initiatives that meet the core goals of Sites of Conscience, which are to:

- Interpret history through site;
- Engage the public in programs that stimulate dialogue on pressing social issues;
- Share opportunities for public involvement and positive action on the issues raised at the site; and
- Promote justice and universal cultures of human rights

The Project Support Fund sponsors exploratory, first-time pilot or small scale initiatives such as: human rights education programs, public dialogues, projects that use innovative methods to stimulate dialogue and action on contemporary issues, programs that create tools to evaluate the impact of Sites of Conscience programming in building cultures of human rights and democracy, and 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 advance the applicant 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. Applications should clearly demonstrate:

- How the project uses history to help participants understand or connect with contemporary issues in ways they could not do otherwise;
- How the project uses the physical experience of its site to help participants understand and connect with contemporary issues in ways they could not do otherwise;
- How the project offers a mode of active engagement among new and a diverse range of participants to discuss or engage with 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.

Applicants are strongly encouraged to contact the Coalition’s Secretariat prior to submitting an application well in advance of the submission deadline. Application drafts reviewed prior to submission by the Secretariat are much more likely to receive funding. As part of this support during the proposal development process, Coalition staff will discuss your overall vision for the project, its planning, and execution, and may connect you with other sites and experts who could provide resources. After this preliminary conversation, Coalition members may submit a final application by email to [psf@sitesofconscience.org](mailto:psf@sitesofconscience.org) on or before the submission deadline.



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## Application Form

Applications must include all of the following information:

### 1. Project Summary

- Please use the enclosed Project Summary template to describe briefly the major elements and significance of your project.

### 2. Description of the applicant site (1 page maximum):

- Mission and vision
- Contemporary issues the site seeks to address
- Number of staff
- Type of organization (NGO, government, etc.)
- Site’s history with the Coalition:
  - Date the site joined the Coalition
  - Why the site joined the Coalition

### 3. Statement of Need (please explain why this project is necessary) (2 pages maximum):

- Overall project goals
- 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 were they not sufficient?
- What challenges do you anticipate in developing or implementing the project and how do you propose to overcome these challenges?

### 4. Description of the project (please explain exactly how the project will be implemented) (2 pages maximum):

- Name of the project
- 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.

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- 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 does the project promote public involvement in the issue(s) raised at the site?
- Qualifications of key staff that will be working on the project; and
- Timeline for implementation.

**5. 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 thorough project documentation and evaluation. Outcomes will be shared with all Coalition members through evaluation reports.

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

- Please use the enclosed Communications Plan template to explain clearly how the project will be shared and promoted among new and diverse audiences.

**7. Description of the Project's Future Potential:**

- Please note that the Sites of Conscience Project Support Fund places great emphasis on projects in which:
  - Outcomes reinforce the sustainability of the member site
  - Benefits can be shared widely (offers methodological tools)
  - Results have multiple effects

Please explain the project's potential to contribute to the above.

**8. Budget**

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

Note: If this project is part of a larger project budget, please clearly indicate which aspects of the project the Coalition is supporting. Please note that the Coalition's support should be at least 60% of the total budget.

**9. Support from the Coalition**

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

**10. Submission**

- Please send a complete project application to: [psf@sitesofconscience.org](mailto:psf@sitesofconscience.org).







# PROJECT SUPPORT FUND COMMUNICATIONS PLAN TEMPLATE

As part of the application process, applicant sites will be required to submit a communications plan that lays out the ways in which the project will be shared/promoted among new and diverging external audiences. Please use the Communications Plan template below.

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## Communications Activities

Please note that communication activities include all written, spoken and electronic ways of interacting with external audiences.

	<b>Objectives</b> Define the communication results that you want to achieve (e.g. visibility on government, media, community)	<b>Audiences</b> List all the audiences that you aim to influence or serve (e.g. community, schools, government depts., etc.)	<b>Tools</b> List the tools that will be used to accomplish the stated objectives (e.g. flyers, press release, etc.)
Project Planning/Design			
Project Implementation			
Project Follow Up			

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# PROJECT SUPPORT FUND BUDGET TEMPLATE

	Applicant Site Contribution	Coalition Contribution	Additional Contribution*	TOTAL	Explanation/Notes
	In-kind/ financial				
<b>1) Personnel (titles and responsibilities of staff involved in the project, x hours/days/weeks worked @ \$x)</b>					
a.					
b.					
c.					
d.					
Benefits					
<b>2) Honoraria for Consultants (include names)</b>					
a.					
b.					
c.					
d.					
<b>3) Travel and Lodging</b>					
a.					
b.					
c.					
d.					
<b>4) Materials and Supplies</b>					
a.					
b.					
c.					
d.					
<b>5) Promotion/Communications</b>					
a.					
b.					
c.					
d.					
<b>6) Evaluation</b>					
a.					
b.					



c.					
d.					
7) Other (Administration expenses, printing, telephone, etc.)					
a.					
b.					
c.					
d.					
TOTAL Budget					

Please include any other contributions from third party sources.

\*Please identify here additional contribution sources as well as amounts, and note whether they are pending or received in the explanation/notes section.