



PROJECT SUPPORT FUND OVERVIEW

What is the mission of the Project Support Fund?

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 places of memory can inspire dialogue and action on contemporary issues**. The Fund supports initiatives that meet the core goals of Sites of Conscience, which are to:

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

The Project Support Fund is intended to provide **holistic support** for the design and implementation of new programs or initiatives, by combining a grant of up to \$10,000, one-on-one consultations with the Coalition's Secretariat and members, access to methodological resources, and ongoing development of evaluation and marketing plans. The scope of the Fund's financial support is limited, but intends to:

- Enable sites to conduct a first-time pilot or small-scale initiative that can later be revised or expanded into something larger and more permanent
- Demonstrate and legitimize an idea to skeptical stakeholders, authorities, or funders to secure future support
- Promote exchange, collaboration, and support among the Coalition's members

By requiring careful documentation and evaluation, the Fund seeks to help the Coalition as a whole to think critically and creatively about how sites can inspire diverse audiences to engage with pressing human rights and social justice issues.

What types of initiatives does the Fund support?

The Project Support Fund is designed for pilot or incubator projects so that members can experiment and innovate. The type of innovation the Project Support Fund encourages includes:

- new programs on a topic that the site has not previously addressed
- programs that use new methodologies or technologies
- programs that bring new audiences to the site
- programs that use new evaluation methods or that use evaluation for the first time.

The Fund provides direct support for the following initiatives:

- **On-site Projects**: New and innovative public programs that inspire reflection and action on pressing issues, that use new technologies or methods, or that target new populations with which the site has not previously engaged. For example: human rights education programs, public dialogues on new issues, programs that aim to create or use new tools that evaluate the impact of Sites of Conscience programming.
- **Peer-Exchanges**: Projects that focus on members learning from one other. For example, a representative from one site might visit another to learn how it implements a specific project; a site representative, Trustee, or Secretariat staff member might provide advice on a specific project; one site might seek mentoring from another site around a specific issue or need.



- **Advocacy projects or missions:** Projects in which a Coalition site Director, Trustee, and/or Secretariat staff member helps legitimize and build public support for a particular human rights or social justice issue by sharing their international experience with local communities, authorities, and media.

Who can apply?

- All Coalition members in good standing (dues fully paid) may apply.

Please note that applicants must submit final narrative and financial reports from previous projects or exchanges before applying for new grants. Previous Project Support Fund recipients must wait a minimum of twelve months following the close of their most recent project to reapply.

What types and levels of support are available?

- Financial support: Up to \$10,000 per On-Site Project or Peer-Exchange.
- Methodological support: The Secretariat works closely with applicants to identify needs and connect applicants with other member sites, trustees, or staff who can address those needs. Support could include:
 - Providing written models of program designs and evaluation tools
 - Collaboration by phone or email on developing the project design
 - On-site consultation
 - Strategic advice on communications and advocacy.
- Advocacy and Promotion: Applicants may use Peer-Exchange funds to invite Coalition members, Trustees, or staff to share their international experience with local communities, authorities, or media to help legitimize and build public support for a site or a project. Projects can also be publicized through the Coalition's newsletter, web site, and social media platforms. The Coalition has an Advocacy Committee composed of Board Members and site Directors who provide oversight and participate in advocacy efforts, such as providing written statements in support of sites, signing petitions, speaking publicly at events on behalf of sites, and meeting with key influencers (such as government officials, funders, etc.). However, participation in advocacy missions is not restricted to members of the Advocacy Committee, and sites may request or invite Board members or site Directors of their choosing to participate in their proposed Advocacy Mission.

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 on or before the submission deadline.

What is required for on-site project and peer-exchange applications?

Applicants should complete **all** sections of the On-Site Project or Peer-Exchange Application Forms.

On-Site project applications must clearly demonstrate:

- How the project uses history to help participants understand or connect with contemporary issues in ways they couldn't do otherwise;
- How the project uses the physical experience of its site to help participants understand or connect with contemporary issues in ways they couldn't do otherwise;
- How the project offers a mode of active engagement among 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.

Peer-Exchange applications for **staff exchanges** and **consultancies** should:

- demonstrate that the exchange/consultancy will result in either (1) a design for a project that actively engages the public in the contemporary issues raised at the site or in (2) a strategy or practice that undergirds the future implementation of such activities;
- demonstrate that the above could not be carried out without the exchange/consultancy;
- explain why the exchange partner was chosen—what specific experience the exchange partner has that is necessary for the design of the project (Secretariat staff is available to help applicants identify appropriate exchange partners); and
- include a specific plan for implementing the program after the exchange.

Peer-Exchange applications for **peer-to-peer mentoring** should:

- develop and submit a clear work plan of activities, responsibilities and timeframe; and
- explain why the “mentor” site was chosen—what specific experience and characteristics the mentor site can offer to the applicant (Secretariat staff is available to help applicants identify appropriate mentor partners).

Peer-Exchange applications for **advocacy missions** should:

- explain the need for the advocacy effort and describe any urgency such as changes in laws, political parties, economic sanctions, etc;
- include a specific plan including public events, meetings, media outreach, and online mobilization possibilities;
- demonstrate that the exchange will result in legitimizing and building public support for a project;
- explain why the Coalition member, Trustee, or Secretariat staff member was chosen—what specific experience they can share with local communities, authorities, or media to help legitimize and build public support for a project; and
- include a plan for capitalizing on the Advocacy Mission after it ends.

Who reviews project applications?

Sites submit applications to the Secretariat. The Secretariat reviews applications for completeness and, after asking for additional information where necessary, final applications are submitted to the Grant Review Committee for consideration and final funding decisions. The Grant Review Committee is made up of directors of Sites of Conscience who meet strict criteria for their participation, including extensive experience in the development and implementation of exemplary Sites of Conscience programs.

In order to ensure a review and selection process that is effective, fair and equitable and that takes into consideration the varied levels of development (both institutional and programmatic) of applicant sites, the Grant Review Committee will:

- Give special consideration to applicants that are developing Sites of Conscience programs for the first time;
- Give preference to programs that use new methodologies and technologies to engage visitors in dialogue on important contemporary issues and identify ways visitors can shape those issues in the future;
- Give special consideration to sites in regions that do not have established networks of Sites of Conscience;
- Give preference to projects that require urgent/time-sensitive implementation;
- Give preference to projects that result in replicable or scalable tools that can advance the work of Sites of Conscience around the world;
- Give special consideration to sites that are under threat because of economic, political, or social conditions that may negatively impact the site's future.

What expenses do PSF funds support?

- For On-Site projects: Fees and costs related to the design and implementation of the proposed project, including staffing.
- For Peer-Exchanges: Travel and meeting expenses. Please note that for Mentoring exchanges, the Fund will also support the fees and costs related to the design and implementation of the mentorship, including staffing.



Advocacy mission exchanges may also include costs for public events and the production of advocacy materials such as petitions, videos, mailers, etc. used in conjunction with other tools.

Please note that all applicants will be expected to make some financial or in-kind contribution, which must be acknowledged in the budget, such as time and expertise, accommodation and/or food. Please note that the Coalition's support should be at least 60% of the total budget.

What expenses do PSF funds not support?

- Requests for costs incurred prior to the date of the grant award will not be considered.

How will the funds be disbursed for approved projects?

- 80% of Coalition funding for the project will be disbursed upon approval of the project.
- 20% will be disbursed upon receipt of the On-Site Project or Peer-Exchange Final Report (please see below).

What are the reporting requirements?

- Within **1 month of the conclusion** of the project or exchange, sites complete a final report on project activities, outcome, and evaluation and submit it to the Secretariat following the Project or Peer-Exchange Report Format. Select Project Support Fund recipients may be asked to write a project toolkit to assist Coalition members in implementing similar projects at their sites. Both reports and toolkits must include a detailed financial report.
- **One year after the conclusion** of the project grant recipients are asked to submit a twelve-month impact assessment to the Secretariat identifying outcomes one-year post-implementation.

Please note that the Fund places great emphasis on careful and thorough project documentation and evaluation by each participating site. Outcomes of the projects will be shared with all Coalition members to further our collective learning and development. As part of the application process, applicant sites will be required to submit a detailed and specific evaluation and impact plan to assess the impact of the proposed project in their communities.

Sites that do not submit complete reports will not receive the final payment and are ineligible for future funding.

What is the role of the Secretariat?

The Secretariat:

- Provides assistance and advice on potential partners for Peer-Exchanges, referrals to appropriate consultants, and/or provides models of program designs, evaluation tools, advocacy and media campaigns.
- Ensures that applications are complete.
- Receives and circulates all applications to the Grant Review Committee and coordinates conference calls for Grant Review Committee Members to discuss and approve applications.
- Communicates any questions, requests for additional information, and comments from the Grant Review Committee to the applicant.
- Circulates approved applications to all of the Coalition's members.
- Disburses funds.
- Reviews all reports to ensure they fulfill the necessary criteria.
- Posts a public version of the Project/Staff Exchange Report or Impact Report on the Coalition web site after consulting the applicant and any partner sites.

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