



PROJECT SUPPORT FUND PEER-EXCHANGE APPLICATION FORM

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 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:

- 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.
- Promote justice and universal cultures of human rights.

The Fund supports the following types of peer-exchanges:

- Staff exchanges: A representative from one site visits another site to learn about a specific project or program.
- Consultancies: A site representative, Trustee, or Secretariat staff member provides on-site guidance on a specific project.
- Advocacy missions: A site Director, Trustee, and/or Secretariat staff member travels to the site to advocate for the site, sharing their international experience with local communities, authorities, or media to help legitimize and build public support for a site or a project.
- Peer-to-peer Mentoring: A site serves as a "mentor" to a newer site, offering strategic guidance, management support, and technical assistance for the duration of the exchange.

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;
- 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.



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.



Application Form

Applications must answer all of the following:

1. **Project Summary** (please briefly describe your project)

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

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

- Mission and Vision
- Contemporary local 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 exchange or mission is necessary) (2 pages maximum):

- Overall project goals
- Exchange partner(s) (please explain **why** you chose that specific partner and **what experience** they will bring that your organization stands to gain)
- Contemporary issue(s) the project you intend to design through the exchange seeks to address
 - What is the issue you are addressing?
 - Why does this issue matter?
 - Is the issue timely? Has this issue been addressed in the past? If not, why?
 - Is there evidence that decision-makers are already concerned about the issue(s)? Who else is working on this issue, what have they done, and why wasn't that enough?
- Current challenges you face in developing or implementing the project and how the exchange will help address those challenges
- The urgency, including any special timing considerations that the Committee should consider, such as impending changes in laws, governance, political parties, economic sanctions, etc.

4. **Description of the Exchange** (please explain how the exchange will be implemented) (2 pages maximum):

- Type of exchange (staff exchange, consultancy, peer-to-peer mentoring, advocacy mission)
- Specific Objectives
- Stakeholders to involve:
 - Identify who from **your site or community** will be involved in the exchange/advocacy mission (e.g. staff and trustees, local teachers and school administrators, human rights groups, civil society groups, funders, visitors). Explain:
 - **why** each person or group is important
 - **what perspective** they could bring
 - **what role** they could play in the development or implementation of the project.
- Schedule of activities involved:
 - Dates for the exchange/advocacy mission
 - Detailed plans for each meeting or event that describe:
 - Who will be participating
 - What questions will be addressed
 - How the meeting/event will help to meet your needs
 - How the meeting/event will be recorded
- For Advocacy Missions- details of the advocacy campaign / effort, such as plans for:
 - public events,
 - private meetings with key stakeholders,
 - media outreach, online and on-site mobilization of local stakeholders and/or general public
 - possibilities to bring international awareness / support for the advocacy issue.

5. **Description of the project/strategy/activity** to emerge as a result of the exchange (1 page maximum):

We strongly urge applicant sites to contact the Coalition's Secretariat for guidance prior to submitting an application.



- Goals and preliminary vision for how the project will use your site to engage the public in contemporary issues
- Questions about how to design the project to be addressed through the exchange
- Explain **how**, **when**, and **by whom** the project plan, developed during the exchange, will be implemented.
 - For participants who are traveling to another site: How do you intend to share your exchange experience with your staff or stakeholders when you return to your site?
 - Describe how the final report of the exchange will be disseminated locally.

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

- Please use the enclosed Evaluation and Monitoring Template to assess the impact of the exchange in participants' knowledge, skills, behaviors, attitudes and values.

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 in evaluation reports.

7. **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 exchange will be shared and promoted among an external audience.
- For advocacy missions, please include a detailed plan for the type of promotional and public engagement activities that the mission will include.

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

- Please note that the Sites of Conscience Project Support Fund places great emphasis on exchanges that result in building sustainability opportunities for the site or project. Please explain how the exchange will activate sustainability for the site or project.

9. **Budget**

- Please submit a project budget using the enclosed Budget template noting:
 - Site's financial or in-kind contribution (e.g. 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 exchange 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.

10. **Support from the Coalition**

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

11. **Submission**

- Please send complete project application to: psf@sitesofconscience.org by April 30, 2018.



PROJECT SUPPORT FUND PROJECT SUMMARY TEMPLATE

Please fill in the following information:

(Sites of Conscience name and country)

(Primary contact for application)

(Previous PSF grants received, if any. Please include year.)

(Name of the project)

Briefly describe the major elements and significance of the project using the following questions as guides.

1. What is the need for this project?
2. What methodology (i.e. oral history, body mapping, facilitated dialogue) is employed during the project?
3. What is the potential impact of the project?



PROJECT SUPPORT FUND MONITORING & EVALUATION TEMPLATE

Please answer the following questions:

1. What change do you hope to see through the implementation of this project?
2. What social actors (individual, group, community, organization or institution) do you expect to influence through the implementation of the project. Over what period of time?
3. How will you measure this change?



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 an external audience. Please use the communications template below.

Communications Activities

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

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



PROJECT SUPPORT FUND BUDGET TEMPLATE

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