



# PROJECT SUPPORT FUND

## APPLICATION GUIDELINES

### What is the mission of the Project Support Fund?

The Project Support Fund (PSF) aims to advance the Coalition members' ability to serve as Sites of Conscience. It seeks to create a space for innovation and experimentation on how places of memory and memory initiatives can inspire dialogue and action on contemporary issues. PSF 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.

In particular, PSF provides capacity-building grants of up to \$10,000 combined with promotion and one-on-one guidance to support the design and implementation of new Sites of Conscience programs and initiatives that move beyond providing a passive learning experience and use the lessons of the past to spark action on contemporary issues.

The scope of PSF's financial support is small as it 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.

### What types of initiatives does PSF support?

Applicants may apply for one of the following categories:

- **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, innovative exhibitions or site tours and 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 and promote exchange, collaboration and support between Coalition's members, staff and Trustees. For example:
  - **Staff Exchanges:** a representative from one Coalition's site might visit another to learn how it implements a specific project;
  - **Consultancies:** a Coalition's site representative, Coalition's Trustee, or Coalition's staff member might provide expert support on a specific project;
  - **Mentoring:** one Coalition's site might seek mentoring from another Coalition's site around a specific issue or need. The mentoring site may support the applicant site's management/administration — its



fundraising, marketing, financial management – communication and programmatic development as well as other types of strategic guidance.

- **Advocacy Projects or Missions:** a Coalition's site Director, Coalition's Trustee, and/or Coalition's staff member might travel to a Coalition's 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.

The above exchanges will result in either (1) the design of 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.

Peer-Exchange applications should:

- Demonstrate that the project could not be carried out without the exchange/consultancy/advocacy mission;
- Explain why the exchange partner/mentor site/Coalition's staff or Trustee was chosen—what specific experience the exchange partner/mentor site/ Coalition's staff or Trustee can offer to the applicant; and
- Include a specific plan for implementing the program after the exchange, submit a clear work plan of activities, responsibilities and timeframe in case of mentor exchanges and include a specific plan including public events, meetings, media outreach, and online mobilization possibilities in case of advocacy mission projects.

### Who can apply?

All Coalition members in good standing (dues fully paid and membership information up to date) may apply. **Please note that applicants must submit final narrative and financial reports from previous projects or exchanges before applying for new grants.**

Previous PSF 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:

A maximum of \$10,000 per project is available for On-Site Project and/or Peer-Exchange proposals in this round.

#### Programmatic Support:

The Global Networks team works closely with applicants to identify needs, develop project ideas, and connect applicants with other Coalition member sites, Trustees, or staff who can address methodological or technical needs.

#### Promotional Support:

Projects will also be publicized through the Coalition's newsletter and on its web site.

Support could include:

- Providing written models of program designs and evaluation tools.
- One-on-one consultations by phone or email on developing the project design.
- Strategic advice on communications and advocacy.

### Who reviews project applications?



Members submit final PSF applications to the Coalition's Global Networks team at [psf@sitesofconscience.org](mailto:psf@sitesofconscience.org). The Coalition's Global Networks team 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 Sites of Conscience representatives 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 preference to projects that are collaborative with other Sites of Conscience (if you are seeking a partner, please check with us—we're happy to help you connect with one).
- 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 applicants that are developing Sites of Conscience programs for the first time.
- 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, PSF will also support the fees and costs related to the design and implementation of the mentorship, including staffing. For advocacy projects/missions, PSF will also support fees and costs related to the implementation of 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/Peer-Exchange/Advocacy Mission Final Report (please see below).

### What are the reporting requirements?

- A **quarterly update** on the activities related to the project (including quotes, interviews or descriptions, as relevant to the program) has to be submitted to the Coalition's Global Networks team at



psf@sitesofconscience.org.

- Within **30 days of the conclusion** of the project or exchange, a **final narrative report and a detailed financial report** have to be submitted to the Coalition's Global Networks team at psf@sitesofconscience.org.
- **Sites that do not submit complete reports will not receive the final payment and are ineligible for future funding.**

### How do I apply?

Applicants are asked to contact the Global Networks team at psf@sitesofconscience.org and schedule a call to discuss project proposals.

As part of the programmatic support offered by the Coalition during the proposal development process, Coalition staff will go over the project's goals and impact, its planning, and execution, and may help connect applicants with other Sites and experts who could provide resources. Application drafts reviewed by the Global Networks team are usually better placed to receive funding than those who apply without prior consultation.

After this preliminary conversation, interested applicants may **submit a final application online through the [web link](#) before the submission deadline**. Applicants may submit the final application in English, Spanish, French or Arabic.

### What makes a good PSF application?

Some characteristics of a good application are:

- The need for the proposed project is clearly established. Support your plans with data or direct quotes.
- The objectives and activities are clearly established and provided in detail. Be descriptive yet concise and focused.
- All the major areas addressed in the guidelines are clearly addressed in the proposal.
- The length is consistent with the application guidelines. Only use the space (**number of characters**) provided.
- Detail is provided for all sections where necessary. Remember, those reviewing your application may not know your organization or its work.
- The desired impact and outcome is clearly stated.
- The budget and proposed narrative are consistent. Check your math in the budget.