Be the Change! Awards
Small Scale grants for Youth-led Projects

Guidance Notes

This guide is for young activists that want to apply for a grant from the Be The Change! programme.

It will help you understand the application process and provide key information about the programme. Please **read these guidance notes carefully before completing** the application form.

Note: if you or your main contact have any particular communication needs, please call us on 0044 (0) 1763 274 459.
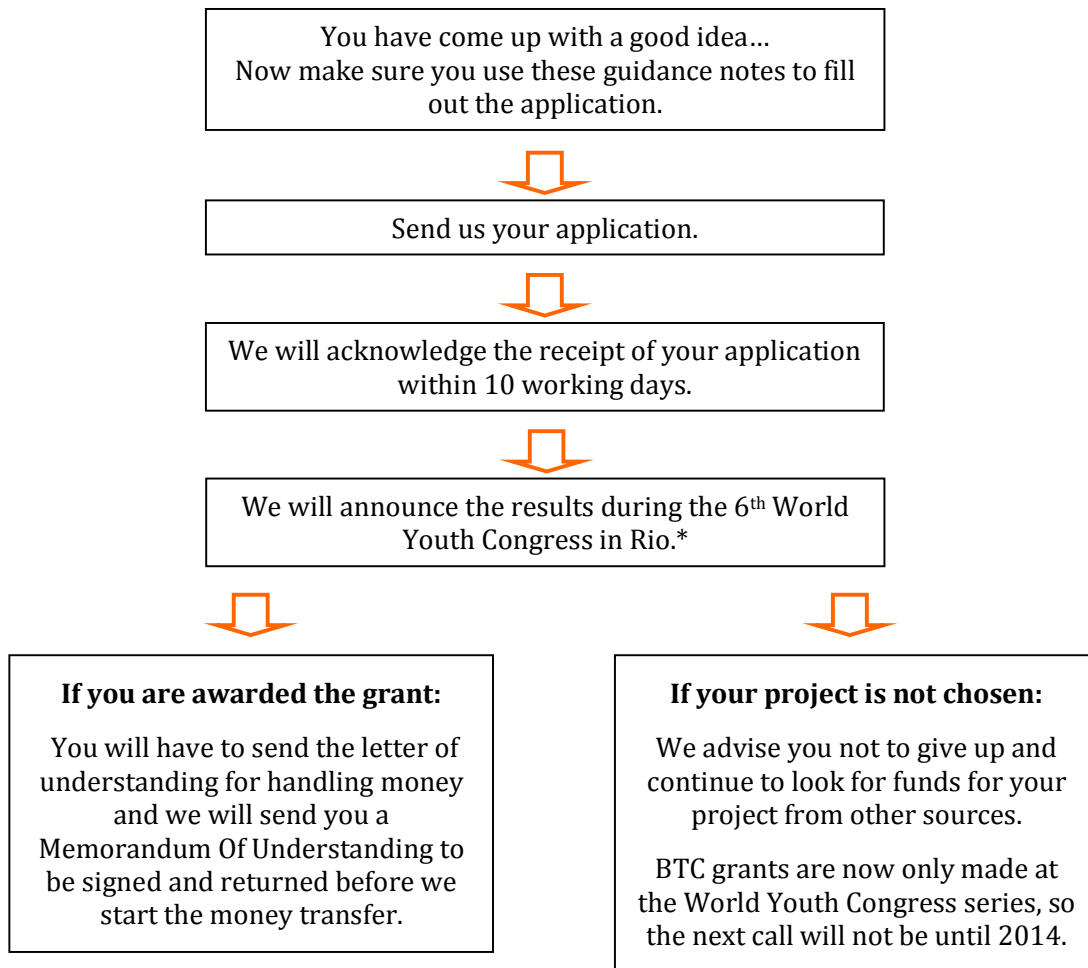
Contents

Be the Change! Awards
Small Scale grants for Youth-led Projects

The application process

```
┌─────────────────────────────────────────────┐
│      You have come up with a good idea…       │
│  Now make sure you use these guidance notes   │
│         to fill out the application.          │
└─────────────────────────────────────────────┘
                      ⇩
┌─────────────────────────────────────────────┐
│            Send us your application.          │
└─────────────────────────────────────────────┘
                      ⇩
┌─────────────────────────────────────────────┐
│  We will acknowledge the receipt of your      │
│   application within 10 working days.         │
└─────────────────────────────────────────────┘
                      ⇩
┌─────────────────────────────────────────────┐
│    We will announce the results during the    │
│       6th World Youth Congress in Rio.*        │
└─────────────────────────────────────────────┘
          ⇩                        ⇩
```

If you are awarded the grant:	**If your project is not chosen:**
You will have to send the letter of understanding for handling money and we will send you a Memorandum Of Understanding to be signed and returned before we start the money transfer.	We advise you not to give up and continue to look for funds for your project from other sources. BTC grants are now only made at the World Youth Congress series, so the next call will not be until 2014.

If you are not attending the 6th World Youth Congress will let you know our decision by the end of June.

Be the Change! Awards
Small Scale grants for Youth-led Projects

About the Be The Change! Programme

What is Be The Change?

Be The Change! is a youth-led sustainable development Action Programme which aims to empower young people around the world to *"be the change they want to see in the world."* (Mahatma Gandhi) Peace Child offers financial support and advice to the young people to create and complete a variety of different projects from:

+ Building a paper-recycling plant in India
+ Helping to renovate a home for the elderly in Zimbabwe
+ Restoring a derelict park in Armenia
+ Building a bio-gas plant in Pakistan
+ Conducting an inoculation campaign in rural Turkey
+ And many, many more.

Where did it come from?

Be the Change! was the major outcome of the Millennium Youth Congress held in Hawaii in 1999.

What is Peace Child International?

Mission: Empowering young people, whatever their background, to take responsibility for peace, human rights and the environment through education, leadership development and direct participation in the events that shape our world community. The three main themes are: Education, Environment and Enterprise

This it does through producing publications, musicals, conferences and encouraging its affiliate youth groups to take real action throughout the world.

How to propose a project?

If you are 30 years old or under and have a project that concentrates on the development of your community at a local level, take a deep look in the requirements for the grant programme and submit your proposal to Peace Child International. If you are older than 30 you can be the mentor or the evaluator of the project.

What kind of projects are we looking for?

+ Projects that are genuinely **youth-led**: it cannot be a bunch of older people getting some young people to front their project so they can get money for it.
+ It must benefit the community rather than an individual need
+ Projects requesting up to £500 from Be The Change grant with a detailed budget.
+ Have 2 experienced and committed persons to mentor the project, following the principles of the co-management.
+ Have measures of achievement (indicators) by which projects may be evaluated.
+ It can be either income-generating (funds to start up a small business and creating jobs) or it can be non-income generating (for health, education, environmental clean-up or community improvement) social programmes which are of genuine and lasting community value.

Be the Change! Awards
Small Scale grants for Youth-led Projects

What we will not fund?

✦ Scholarships.
✦ Travel costs up to 10% of the BTC (Be The Change) fund requested.
✦ Salaries for the team.
✦ Salaries for resources people up to 10% of the BTC fund requested.
✦ Refreshment, food up to 10% of the BTC fund requested.
✦ Administrative cost up to 10% of the BTC fund requested.
✦ Equipment (tools, computers, materials, etc.) up to 50% of the BTC fund requested.

Filling in the application form

1. Project Identification

1.1 Project title:

The words you use in your title should paint a picture in the reader's mind. Be precise, concise and not ambiguous. "Sum up the aim and focus of the proposal." We need a short (no more than 10 words) relevant name for your project. **We will use this title for any correspondence** and if you are awarded a grant, for any press releases that we make about your project.

1.2 Short description of your project

Explain us the purpose of your project and the overall goal that you want to reach.

1.3 Project topics:

The areas covered by your project. Please tick up to two boxes.

2. Project Team

Please provide us with accurate details and make sure to communicate any changes to your project team. Note, that we will not use personal details without your permission.

2.1. Manager details

An **e-mail address** is particularly important for our communication future. If you don't have one, get one!

If you are awarded you must send us a "progress report" every 3 months during the implementation of your project. A final evaluation report will be requested at the end of your project. Your Mentor and Evaluator will also need to provide Peace Child International with their report. Note that if your project is less length than 3 months, you will only need to send the final evaluation report and your mentor's and evaluator's reports.

Each report will include a written update (answering the questions we ask in the reporting form that we will send you), photographs and accounts of how the money has been spent.

The manager should be aged 30 or under

Note: birthday (DD/MM/YYYY): (e.g. day/month/year, example: 01/12/1989)

Be the Change! Awards
Small Scale grants for Youth-led Projects

2.2 Team Details

Please write in the table the details of up to five of the most active people in your team.

Numbers of volunteers: If your team is bigger than 6 people (including you), please give us the total number of people volunteering for the project (including the 6 people already listed in the project team) and the details requested.

2.3. Project Mentor(s) Details

A person with experience on the topic your project addresses can have a very valuable role in supporting and advising your project. Experience proves that youth-led development works better when you have a good mentor(s). Choose your mentor(s) carefully and tell us briefly what experience they have in the field of your project.

If you are awarded the mentor(s) will have the following responsibilities:

- S/he will be responsible for your project, giving advice, guidance, suggestions and support when needed. But s/he will not directly help with the implementation of the project.
- S/he commits to prepare and send the mentor's report at the end of the project.
- S/he will communicate with Peace Child as necessary during the project.

2.4 Project Evaluator(s) Details:

All sponsors require an independent, objective evaluation of your project. Find someone to do this for you (not a family member! Ask a teacher, a community leader, etc.). Again chose your evaluator(s) carefully. Make sure it is someone whom we can contact. It would be useful if they spoke English, French or Spanish so that they can send their report directly to PCI Headquarters.

If you are awarded, the evaluator(s) will have the following responsibilities:

- S/he commits to prepare and send the evaluator's report at the end of the project.
- S/he will communicate with Peace Child as necessary during the project.

3. Your Organisation

If you have one! If not – skip this part, but note in Part 10 you will need one to handle your money for your project.

It can be the organisation of your mentor. But please choose an organisation which has a mission and activities with relevant links to your project.

4. Your involvement with Peace Child International

Please tell us when you were first involved with Peace Child International – tell us which programme you were part of (5th WYC, 6th WYC, affiliate, BTC, etc.)

Be the Change! Awards
Small Scale grants for Youth-led Projects

5. Background & Needs

5.1 Project Context:

Country(s): The country where the project will take place or if it happens in two or more countries, please write first the country where the main part of the project takes place.

Area(s): Please, tick one - If your project will be undertaken in both a rural and an urban area, please explain in the part 4.2 and/or 4.3 why you address these both areas.

5.2 Project Context:

 We need to get a sense of your community - what goes on there, what type of place it is, etc.

5.3 Specific Need

What are the pressing community problems that your project addresses? (When thinking about the needs it is a good idea to conduct a survey/ interview or hold a meeting first, to find out what other people think, get their ideas and prove that these needs are real and are shared by others. You should draw up a *needs summary*.)

6. Project Summary:

Here you are asked to give us a brief description of what you plan to do. Show us how your project and various activities will address each of the needs of your community. Explain to us how you will reach your purpose and goals.

You have to convince us that your project plan is the best way to address the needs you have described and to reach your project goal.

7. Beneficiaries

Explain exactly who this project is aimed at. Please tell us how many people you estimate will benefit directly from your project throughout the life of your grant. Tell us about the people that will mostly benefit from your project.

Show us how and when you have consulted the beneficiaries and if they have been involved in the planning and design of this project. Sometimes proposers dream up ideas without consulting the people they are aiming to help. We need to know that the beneficiaries have been involved and want this project to happen.

8. Project outcomes

Here you are asked to describe the objectives that you want to reach and more details about your project and strategy.

Outcomes: Please list up to 4 outcomes that you want to achieve through the implementation of your project.

Note: Keep in mind that outcomes should describe the medium-term results you expect to see as a result of the work your project has accomplished. They might often describe a change in awareness, behavior or knowledge. As a result, you as the project implementer have control over whether or not these are achieved. While activities are what you will do, outcomes should describe the greater change caused by delivering a certain set of activities.

When writing them, remember that they must be "SMART" and answer to the questions – what do we intend to achieve? For who? By When?

Be the Change! Awards
Small Scale grants for Youth-led Projects

SMART: Specific   → Detailed and well-defined. Objectives should tell you what you are going to do, who is involved, when it will be done, how it will be done and why you want to do it. They describe changes that result in a specific future condition.

         Measurable → Indicators are used to measure and assess the achievement of results. Thus you should be able to measure progress by the achievement of your objectives. "If you can't measure it, you can't manage it."

         Achievable → While the overall goal or aim (impact) may be beyond the reach of the project, the project objectives (outcomes) should be obtainable by the end of the project.

         Realistic → Not only do objectives need to be achievable, but you must also have the capacity and resources in order to make them happen.

         Time-bound → Projects will not carry-on forever you need to have deadlines for when activities will occur and objectives that you can expect to be achieved.

Audience: For each outcome tell us who will be affected by your project.

Target: You have to identify 1 or 2 qualitative or quantitative indicators per outcome, to assess whether or not your project has achieved each outcome. Targets should answer the question: "What is different as a result of your involvement?"

Measurement: Explain to us briefly how you are going to collect and analyze the information to prove that you have met the targets.

9. Project schedule:

List all the activities that will contribute to the achievement of each project outcome that you have listed in the chart 8. Tell us when you will complete it by and the resources you need for each. The activities are the direct actions you will take (thus making them different from the outcomes).

10. Resources:

Please be realistic as you prepare your resources: find lowest cost for materials, see what "in kind" donations you can get (these include donated materials, work space, donated labour, etc.)

10.1 Budget

The budget must not be a general overview you must **include every detail** of everything you might need, with each cost carefully researched and verified. Check all prices at 2-3 locations. Don't just guess!

Exchange rate: 1 (local currency) = £____ What amount of sterling pound(s) is worth 1 unity of your local currency? After please convert the total in £ (British pounds).

Please use this money converter website: www.xe.com

Important note: We will reject every application form requesting more than £500 from the BTC fund.

10.2 Co-funding

Please tell us if you are expecting or have received some money from another(s) source(s) of funding.

Source(s) of funding: for example: the name of the grant programme you have applied to, or the name of the foundation, or the institution, etc.

Be the Change! Awards
Small Scale grants for Youth-led Projects

Amount: Please use this money converter website: www.xe.com

Date: When are you expecting or have received some money from another(s) source(s) of funding?

10.3 In-kind contributions

Many resources can be acquired without spending anything! Make a list of what you actually need for your project and the different ways of getting that at low or no cost. (e.g. donations in kind, recycling, etc.)

10.4 Income generating project

If your project would generate an income please gives details and estimated provisional incomes.

Total (£): Please use this money converter website: www.xe.com

10.5 Handling money

Most funding organisations do not send money to individual people. Therefore, you must find a registered organisation to receive the money. It could be a registered NGO that you have set up yourself, or it could be a friendly neighbourhood NGO, or your school or youth club.

In this box, all you need to demonstrate is that you have thought about this issue, found an organisation that is prepared to receive the money and to give us their name and address. Before we release the money to you, you will have to sign a short Letter of Understanding with the organisation, a copy of which we will forward to you if your project gets awarded.

11. Risks:

Show us that you have thought about potential risks that might stop you from achieving your outcomes. Please list 1 or 2 risks per outcome listed on chart 8. Explain briefly which strategies you can use to prevent the risks from happening. We call these "mitigation strategies".

12. Evaluation:

Explain briefly how you will evaluate the overall goal of your project. Specify the evaluation methods and techniques you will use (e.g. interviews, surveys, case studies, etc.) and how you will analyse and use the information you collect. Your evaluation should investigate the following key points:

✦ **Relevance:** How well do the intended project goals and outcomes relate to the identified problems in the community?

✦ **Effectiveness:** To what extent are changes occurring as a result of activities and strategies in this project?

✦ **Efficiency:** How well are the resources and inputs being used to achieve the planned results?

✦ **Impact:** In addition to the changes that have been planned, what unintentional changes have occurred because of the project's presence?

✦ **Sustainability:** How likely are the changes brought about by the project likely to continue after the project's end?

Be the Change! Awards
Small Scale grants for Youth-led Projects

13. Documents requested:

13.1 Pictures

A picture tells a thousand words! We encourage every project manager to take pictures of the project site, showing why the project is urgently needed, and also your team and the resources you will use (e.g. office, banners, tools, etc.). It is very important to have a visual reference of your project so that you can illustrate your project with it.

Make sure that you give us the title of the pictures.

If you send them by e-mail send as an attached files title: *BTC – title of the project –country – title of the picture*.
If you send them by fax, put on the top of the document: *BTC – title of the project –country – title of the picture*.

You can also send us logos, draws, schemes, web links, etc. but don't forget to give explanations.

If you don't have access to a camera or if is too expansive, you can search pictures on the Internet showing your locality or you can send diagrams, drawings, etc.

13.2 Letter

Minimum one letter of recommendation: From the organisation, mentor, evaluator, sponsors etc.
Whatever the way you send it please put *BTC – title of the project – country – letter of recommendation*.

Sending the application form

Please write your application clearly in black ink or type, and send it
- By email at outreach@peacechild.org
or
-By Fax: *0044 (0)1 763 274 460*

Please write as e-mail subject: *BTC – title of your project – country*.
Please send the application form as an attached file titled: "*BTC – title of your project – country*"

Important note: Please send the application and all the documents at the same time in the same way.

DEADLINE: We will accept project proposals until **May 27th, 2012, midnight (00.00) BST,** and the results will be announced at the 6th World Youth Congress in Rio de Janeiro.
Note: If you are not attending the Congress, we will also announce the results by e-mail before the end of June.

If you have any queries about the application form or process, please contact by e-mail Céline CHAUVE, Outreach Coordinator or by phone 0044 (0) 1763 274 459.

Advice and support

We highly recommend to have a look and to use these websites:

Peace Child International: www.peacechild.org

Road to Rio+20 Educational website: http://rioplus20education.info/