Project Development Training

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Central America & Mexico
YOUTH FUND

Agenda

❑ CAMY Fund

❑ The Basics: What is a Project?

❑ Components of All Projects and Particularities of the CAMY Fund

❑ Monitoring and Evaluation Plan

❑ Annual Budget

❑ Project Budget

❑ Tips

❑ Funds in the Region

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CAMY Fund

Initiative of the Seattle International Foundation in partnership with The Summit Foundation

Supports projects led by young people (under 35) in Belize, Guatemala, Honduras and Quintana Roo, Mexico.

Funding up to USD $35,000 for one-year projects. Offers technical assistance in addition to financial support.

Currently focused on issues related to girls equality and adolescent sexual and reproductive health and rights.

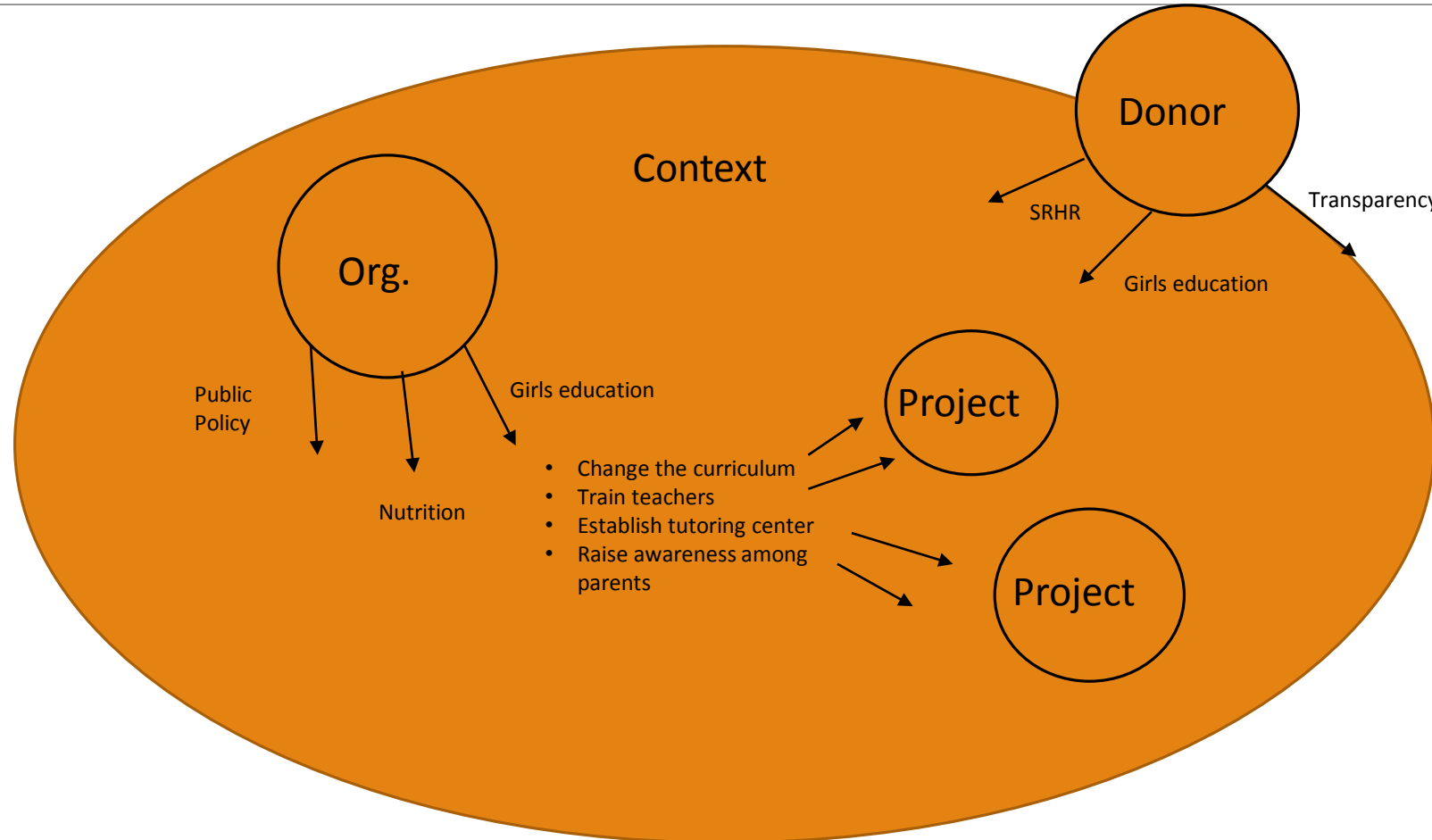We have 8 grantee partners in the región.

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www.camyfund.org

The Basics

A project presents activities and objectives that your organization wants to carry out in order to fulfill your mission.

- Forms part of what your organization has already identified that it wants to work on.

- Can be new activities or a continuation of ones that you are already carrying out.

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Overview of a Project

Context

Donor

SRHR

Transparency

Girls education

Org.

Public Policy

Girls education

Project

- Change the curriculum
- Train teachers
- Establish tutoring center
- Raise awareness among parents

Nutrition

Project

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Logical Framework

Project Description		Objectively verifiable indicators of achievement	Sources and means of verification	Assumptions
Goal	What is the overall broader impact to which the action will contribute?	What are the key indicators related to the overall goal?	What are the sources of information for these indicators?	What are the external factors necessary to sustain objectives in the long term?
Purpose	What is the immediate development outcome at the end of the project?	Which indicators clearly show that the objective of the action has been achieved?	What are the sources of information that exist or can be collected? What are the methods required to get this information?	Which factors and conditions are necessary to achieve that objective? (external conditions)
Outputs	What are the specifically deliverable results envisaged to achieve the specific objectives?	What are the indicators to measure whether and to what extent the action achieves the expected results?	What are the sources of information for these indicators?	What external conditions must be met to obtain the expected results on schedule?
Activities	What are the key activities to be carried out and in what sequence in order to produce the expected results?	**Means:** What are the means required to implement these activities, e. g. personnel, equipment, supplies, etc.	What are the sources of information about action progress? **Costs** What are the action costs?	What pre-conditions are required before the action starts?

Components of All Projects

Justification/context

Medium- to Long-Term Outcome Objectives ——————→ Outcome Indicators

Short-Term Outcome Objectives ——————→ Outcome Indicators

Process Objectives (Outputs) ——————→ Process Indicators

Strategies/Activities

Target Population or Beneficiaries

Justification/Context

❑ Inform and convince of the need

❑ Include specific information/assessments, whenever possible

❑ Make it relevant to your proposal

Example: According to the United Nations Children's Fund (UNICEF), X% of Belizean girls do not finish secondary school. In municipality X the data is even more concerning. According to statistics provided by the Ministry of Education, only X% of girls finish school. Girls secondary school drop-out rates in municipality X are due to various factors including the following: 1) little value placed on girls education; 2) the need for girls to contribute to the family economy; 3) marriage or union and/or pregnancy. According to a qualitative study carried out by X, parents of school-age girls percieved that they weren't going to use their education since they "would become housewives anyway." This perception is reinforced in the municipality where approximately X% of adolescent girls are married or in a civil union before they are 18 years old (data source). In the last several years, more attention has been paid to the problem of girls schooling by governmental institutions and other civil society organizations, however, none of these efforts include the role of parents or have tried to change their perceptions on the importance of girls education. With this project, we are trying to meet this need since we consider that the evidence indicates that parents are an important factor in the retention of girls in secondary school and any strategy that does not include them is therefore limited in its reach.

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Strategies/Activities

❑ The actions that you will carry out as part of the project

❑ Interrelationship and logic between them

Examples:

Strategy: Awareness raising

Activity: Carry out awareness raising workshops for parents on the importance of girls secondary school education.

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Process Objectives

❑ The units of service or activity to be implemented, the products to be developed and/or disseminated, and/or the number/type of people to be reached during the project year.

❑ SMART Formulation (**S**pecific, **M**easurable, **A**ttainable, **R**elevant, and **T**ime-bound)

Example: Implement 10, two-hour workshops on the importance of girls secondary school education to a total of 200 parents.

Short-Term Outcome Objectives

❑ The desired changes or effects in the target population's knowledge, attitudes, skills, intentions, behaviors, or status, or the changes in policies to be achieved as a <u>direct result of the project activities.</u>

❑ SMART Formulation (**S**pecific, **M**easurable, **A**ttainable, **R**elevant, and **T**ime-bound)

Example: By the end of the awareness raising workshop, parents from municipality X show higher commitment to their daughters secondary school education and greater intention of keeping them in school.

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Medium-/Long-Term Outcome Objectives

❑ The desired changes or effects in the target population's knowledge, attitudes, skills, intentions, behaviors, or status, or the changes in policies to be achieved by the <u>end of the project</u> (medium-term) or that you anticipate will be achieved <u>beyond the project</u> period (long-term).

❑ SMART Formulation (**S**pecific, **M**easurable, **A**ttainable, **R**elevant, and **T**ime-bound)

Examples:

(Medium-term) Increase the % of girls, 12-14 years of age, in municipality X that are enrolled for the next school year.

(Long-term) Increase the number of girls in municipality X that finish secondary school.

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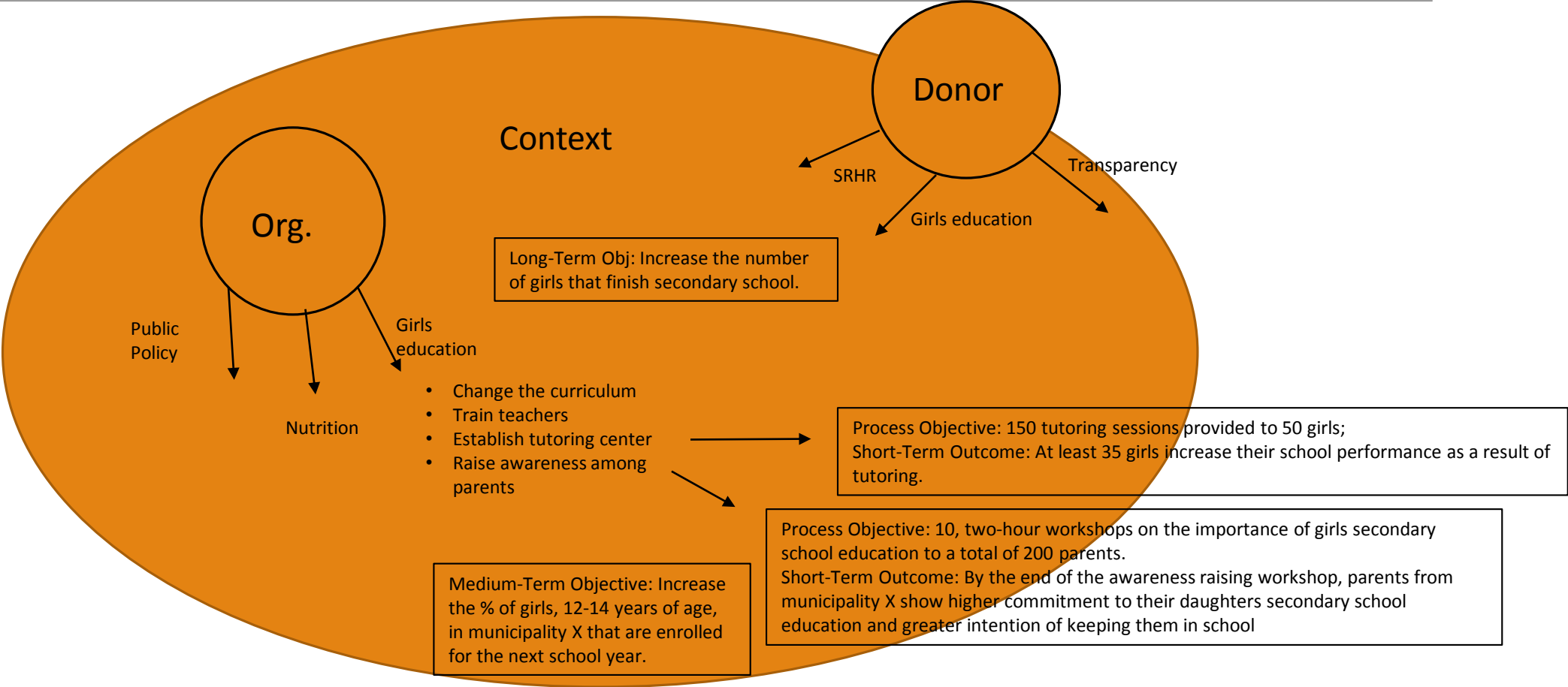YOUTHFUND

Target Population or Beneficiaries

❑ **Direct Beneficiary(ies)** is the population, groups or organizations to which the activity is directed and which will be benefited at the output and outcome levels.

Example: Parents of girls that attend 3 secondary schools in municipality X.

❑ **Indirect Beneficiary(ies)** is the population, groups or organizations which the activity is <u>not</u> directed towards but which will benefit at the impact level.

Example: 1) Younger sisters of girls that attend the three secondary schools in municipality X. 2) Parents of girls that attend other secondary schools in the municipality that are not included in the project.

Putting it all together

Donor

Context

Org.

SRHR

Transparency

Girls education

Public Policy

Girls education

Nutrition

Long-Term Obj: Increase the number of girls that finish secondary school.

- Change the curriculum
- Train teachers
- Establish tutoring center
- Raise awareness among parents

Process Objective: 150 tutoring sessions provided to 50 girls;
Short-Term Outcome: At least 35 girls increase their school performance as a result of tutoring.

Process Objective: 10, two-hour workshops on the importance of girls secondary school education to a total of 200 parents.
Short-Term Outcome: By the end of the awareness raising workshop, parents from municipality X show higher commitment to their daughters secondary school education and greater intention of keeping them in school

Medium-Term Objective: Increase the % of girls, 12-14 years of age, in municipality X that are enrolled for the next school year.

Monitoring and Evaluation Plan

Process Evaluation			
Process Objectives (Outputs)	**Process Indicators**	**Evaluation Methods/Instruments**	**Frequency/Timing of Data Collection**
Implement 10, two-hour workshops on the importance of girls secondary school education	• Number of workshops implemented • Duration of each workshop • Topics addressed in each workshop	• Workshop program and registry	• During each workshop
200 parents participate in each workshop	• Number of parents that participate	• Attendance list	• During each workshop
Outcome Evaluation			
Short-Term Outcome Objectives	**Short-Term Outcome Indicators**	**Evaluation Methods/Instruments**	**Frequency/Timing of Data Collection**
Parents from municipality X show higher commitment to their daughters secondary school education and greater intention of keeping them in school.	• Level of parents' commitment and intention with their daughters secondary school	• Pre- and post-survey for each workshop. Data will be analyzed in Excel	• Pre-survey: At beginning of each workshop • Post-survey: At end of each workshop
Medium-Term Outcome Objectives	**Medium-Term Outcome Indicators**	**Evaluation Methods/Instruments**	**Frequency/Timing of Data Collection**
Increase the % of girls, 12-14 years of age, in municipality X that are enrolled for the next school year.	• % of girls in municipality X that enroll in the next school year	• Secondary school enrollment roster for municipality X	• Baseline + Endline

Annual Organizational Budget

❑ Have your annual expenses clear and approve an organizational budget

❑ Fill in the budget with the guaranteed funding sources. Spaces in the budget can be filled with general support, savings or new funding sources.

Annual Organizational Budget

Line item	Annual Budget (USD)	Funding Source X	Funding Source Y	Remaining amount
Salaries	$25,000	$9,000	$8,000	$8,000
Travel (transportation and per diem)	$7,000	$4,000	$3,000	-
Meetings/workshops	$8,000	-	$7,000	$1,000
Communications/ Campaigns	$5,000	$5,000	-	-
Administration	$5,000	$2,000	$2,000	$1,000
Total	**$50,000**	**$20,000**	**$20,000**	**$10,000**

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Project Budget

❑ Put line items, not activities

❑ Put positions, not names

❑ Salaries: include taxes/benefits/bonuses, in accordance with the project needs

❑ Use conservative exchange rate

Developing a Budget (internal use)

Line item	Present the project to authorities	Convene parents	Develop program for workshop	Implement 10 workshops in 3 communities for 200 parents	Total
Salaries	Project leader x 3 hours	Project leader x 6 hours	Consultant x 10 hours	Project leader + consultant x 20 hours	
Travel (transportation and per diem)	3 communities x $20 round trip	3 communities x $20 round trip		3 communities x $20 round trip x 2 people	
Meetings/workshops	Snack for 5 people x community (15 total)			Coffee break for 200 + rent for training space	
Communications/ Campaigns		300 flyers x $.25		300 materials x $.05 + stickers x $.15	

Project Budget (external use)

Line item	Amount requested from CAMY Fund	Other sources of funding	Total in local currency (BZD) Exchange rate: $2 BZD x $1 USD	Total in USD	Narrative Description
Salaries	$6,000	$2,500	$16,976	$8,500	Will cover 20% of salary for Program Coordinator and 100% of salary for Project Leader
Travel	$1,500	-	$2,996	$1,500	Round trip for 2 facilitators for 3 communities 2x for workshops in parents (12 trips x 2)
Meetings/workshops	$3,000	-	$5,991	$3,000	Rent for training space, snack, coffee break for workshops
Communications/ Campaigns	$3,000	-	$5,991	$3,000	Design and printing of 300 flyers, 300 materials + 200 stickers
Administration	$1,500	$3,000	$8,987	$4,500	Rent, light, water, office supplies
Total	$15,000	$5,500	$40,942	$20,500	

Tips

❑ Size of funding request relative to organizational budget

❑ Measure ambition

❑ Presentation, presentation, presentation (grammar, spelling)

❑ Follow the instructions

❑ Don't force

❑ Research the donor

❑ Public relations with donors

❑ Constant fundraising

Funds in the Region

Central America and Mexico Youth Fund (CAMY Fund): www.camyfund.org

FRIDA | The Young Feminist Fund: http://youngfeministfund.org

Fondo Centroamericano de Mujeres (FCAM): https://fcmujeres.org/

Sociedad Mexicana Pro Derechos de la Mujer (Semillas - México): www.semillas.org.mx

Calala: Fondo de Mujeres: http://www.calala.org

Mama Cash: http://www.mamacash.org/es/

Global Fund for Women: https://www.globalfundforwomen.org/

Global Fund for Children: http://www.globalfundforchildren.org/

Global Fund for Human Rights: http://globalhumanrights.org/es/