**Partnership Program**

**Application Form**

**Cover Sheet**

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| --- |
| Please complete the following sections of the Peace Corps Partnership Program Application Form. When each section has been completed, please mark the appropriate box below.   1. **Volunteer Referrals** 2. **Volunteer and Project Proposal Information** 3. **Monitoring and Evaluation** 4. **Project Timeline** 5. **Project Budget** 6. **Proposal Narratives** |

*By signing below, both the Peace Corps Volunteer and Community Partner verify that the community has been informed and fully understands that Partnership Program funds are to be used only for costs associated with the project; that there will be no additional funding beyond the authorized amount on the proposal as submitted; and that funding through the Partnership Program is not guaranteed.*

*Additionally, both the Peace Corps Volunteer and Community Partner verify that this project is needed by the community of* *, who are the intended beneficiaries, and that we fully understand and will fulfill the requirements of the Peace Corps Partnership Program in implementing this project.*

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*Community Partner’s Signature Date*

*By signing below, you also have granted permission to the Partnership Program to publicize this project and your involvement/participation in the project, and for the Partnership Program to contact the referrals listed on your behalf.*

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_

*Peace Corps Volunteer’s Signature Date*

*I have reviewed this proposal and certify that it is well-planned, accurately budgeted, and the Peace Corps Volunteer has the technical skills to successfully complete the project within the timeframe of his/her service. Furthermore, this proposal meets each Peace Corps Partnership Program criterion set forth in section 4 of MS 720.*

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*Peace Corps Country Director’s Signature Date*

**Paul D. Coverdell Peace Corps Headquarters**

**Office of Private Sector Initiatives**

1111 20th Street, NW ● Washington, DC 20526

Tel 202.692.2170 ● Fax 202.692.2171● Email [pcpp@peacecorps.gov](mailto:pcpp@peacecorps.gov)

**A. Peace Corps Partnership Program Volunteer Referrals**

In an effort to assist the Partnership Program in identifying potential donors that would be interested in supporting the proposed project, please complete this section. The contact’s full name must be included with each entry. Include names and addresses of relatives, friends, schools, community civic groups and other organizations with whom you have a personal relationship. Feel free to use multiple pages and not limit entries to the form below. Your entire Application will be sent to those named below.

***Note: There is no guarantee that a project will be funded. The fundraising time often depends on the project type, amount requested, strength of the Volunteer’s referrals, and clarity of the Executive Summary provided on this form.***

Name:       Relationship to you:

Address:       Phone:

      Email:

Name:       Relationship to you:

Address:       Phone:

      Email:      

Name:       Relationship to you:

Address:       Phone:

      Email:      

Name:       Relationship to you:

Address:       Phone:

      Email:

Name:       Relationship to you:

Address:       Phone:

      Email:

The information requested on this page is collected under the authority of the Peace Corps Act, and will be used to promote and publicize this project and the Peace Corps Partnership Program. Supplying this information is entirely voluntary, and failure to do so will have no effect on the standing of the project.

|  |
| --- |
| To be filled out by OPSI Staff:  **Fiscal Year:** **Project Number:** |

**B. Volunteer and Project Proposal information**

**Country:** Morocco

**PCPP Project Title:** Creation Camp: An Introduction to Traditional Moroccan Artisanal Skills for Girls

**Community Organization:** The Association of Creations of Women Artisans in Tameslouht (“Creation Tameslouht”)

**Project Implementation Period: Start Date:** 08/12/2013 **End Date:** 08/17/2013

**Volunteer Name(s):** Sarah Quinn **COS Date:** November 2013

**Peace Corps Sector Assignment:** Youth Development

*(e.g., TEFL, SBD, Environment, Health)*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Male** | **Female** | **Boys** | **Girls** | **Total** |
| *#* *of Participants*: those persons ***directly*** involved in the design and implementation of the project | 2 | 40 | 0 | 0 | 42 |
| *# of Beneficiaries:* those persons ***directly*** impacted by the project | 0 | 10 | 0 | 30 | 40 |

|  |  |  |
| --- | --- | --- |
| **Project Classification** | | |
| **Peace Corps Project Sector Grouping (Select only one)** | | |
| Agriculture  Business Development  Education | Environment  Health  Municipal Development | Water and Sanitation  **X** Youth Development  Other: |
| **Priority Grouping** | | |
| Infrastructure Development  Instructional Materials | Resources/Equipment and Supplies  **X** Income Generation | **X**  Training  NGO Development |

|  |
| --- |
| **Total PCPP Request: $USD: 2,421.17 Local Currency: 20,580 MAD**  **Exchange Rate Used:** 8.5 MAD to 1 $USD **Date of Exchange Rate:** 04/06/2013 |

**C. Monitoring and evaluation**

**How will you know if your project is reaching its goals and objectives, and producing the desired benefits or change?**

On this page, you will find a menu of indicators that will help you track the progress of your project. These indicators were chosen because they highlight the kinds of changes and outcomes that are most likely to occur in small-scale community development projects.

Please choose the indicators that you and your community will use to track the progress of your project during its implementation. When you complete your project, you will use the same indicators to describe the results that you and your community achieved on the Partnership Program Final Report Form.

**Indicators of Success**

|  |
| --- |
| **Required**  **X Participants acquiring new knowledge or skills**  *(May include literacy, technical, or vocational skills or administrative and/or financial practices, ability to manage production, marketing or income-generating activities, or ability to obtain financial or technical assistance)*   * **Who/how many?** This camp will be targeted towards girls from Tameslouht age 13-20 who have dropped out of school early. We are planning for 40 participants total. * **What skills?** We are focusing on several skillsets. The first and most important will be the technical skills of traditional Moroccan artisanal goods. We will be focusing on three types: Fesi embroidery, basket embellishment, and necklace weaving. All three of these are relatively simple skills that can be taught in the allotted time and expanded upon if there is a sustained interest or talent. In coordination with these technical skills, we will be holding workshops addressing business skills, using the internet, personal accounting, color theory, and composition. Girls will be introduced to basic business concepts, such as business plans, marketing, and accounting. They will be instructed on how to use the internet as a resource for advertising through social media, networking with potential funding sources and clients, and how to learn about current fashion trends. Color theory and composition will be introduced as well to give the girls a deeper understanding of their craft. All of these workshops will be tailored to the language and literacy abilities of the campers. The end goal is to provide the girls with a skillset that can potentially lead to financial independence and business savy. * **How will you know?** At the beginning of the camp, we will ask the girls to discuss why they were interested in attending the camp and what skills they want to work on throughout the week. At the end of each day, we will have the girls reflect on what they have learned that day in a creative way. At the end of the week, we will do a formal assessment of the girls’ opinions on the workshops and in what areas they think they gained an improved understanding. Upon the conclusion of the camp, girls will continue to meet with the artisans on a weekly basis to continue building upon the skills acquired at camp.   **Choose 1- 4 Additional / Optional Indicators of Success**  **X Presence of linkages with similar groups or networks**  *(Number of formal and informal contacts and nature of these contacts)*   * **Who/how many?** The girls will be exposed to several groups that can serve as both formal mentors and contacts as well as informal influences and connections. The primary teachers at this camp will be the women artisans of Creation Tameslouht. If the girls decide to pursue their artisanal potential outside of the camp, these will be the women they will form mentorships with. Additionally, each day, we will arrange workshops with representatives from different associations and with a variety of skillsets and backgrounds to give the girls a glimpse of the modern world of business and women artisans. They will be connecting with business women, non-profits, ministry officials, artists, and IT representatives. * **What skills?** There will be many primary and secondary skills transferred throughout the sessions. We will be focusing most on grooming the artisanal skills: Fesi embroidery, basket embellishment, and jewelry weaving. Apart from these, the girls will learn specifically business and arts related skills, including marketing, developing business plans, how to use the internet as a tool for a business, and developing appealing color schemes and compositions. * **How will you know?** We will be monitoring the girls’ progress with their artisanal skills very closely. Each day, time will be set aside for the girls to work on the skill taught that day. The women artisans will be available for help and suggestions, giving the campers a very supportive environment in which they can learn. This monitoring will continue once a week upon the camp’s completion. The business skills will be monitored differently. The morning following the completion of a workshop will be dedicated to a “synthesis” of what was learned the day before; it will be a chance for the girls to discuss what was taught, how they will apply it to their own practice, why they think it is important, and other opinions about the topics.   **X** **Improved decision making**  *(Relates to change in attitudes and behavior, and may be observed through more participatory practices, gender inclusiveness, access to and willingness to share information, and financial transparency and accountability)*   * **What changes?** The girls who attend the camp will be instructed in specific behavioral changes that can, over time, significantly alter their situations. They will be instructed in decision-making related to business and art: who are they designing products for, what do those people want, how can they reach those people, how can they market to other demographics, and other questions related to effective business practices. These strategies, however, will also be discussed in terms of the girls’ personal lives. Each morning, we will dedicate an hour to reviewing what was learned the day before. This will be a time to make connections between business practices, creative thinking, and life applications for them. Additionally, we will be focusing on these issues specifically in the context of young women. They will be given the chance to discuss their unique perspectives as women within the artistic and business realm. This time for personal reflection will be paramount in sustainable behavior changes. * **How will you know?** This workshop is designed to empower women, so each of the camp sessions are designed with that goal in mind. We will be working closely with the campers each morning to make sure that they are thinking about what they are learning in terms of a bigger picture and making personal connections with the concepts. Therefore, it will be easy to tell how well the girls are accepting the information and applying it to themselves through the daily morning discussions. Over time, the improved decision making will be apparent in the weekly meetings with the women artisans and their campers. It will be a chance to reinforce what was learned in camp and discuss how the concepts are playing out in real life situations and business practices. |

**D. Project Timeline**

**Approximately how long will your proposed project last? Months:-- Weeks: -- Days: 10**

This schedule is designed to show the respective weeks within each month. The first number indicated represents the number of the month, and the second number following the period represents the respective week within that month. For example, “4.1” refers to the first week of April.

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Activity** | **4.1**  **4.2** | **4.3**  **4.4** | **5.1**  **5.2** | **5.3**  **5.4** | **6.1**  **6.2** | **6.3**  **6.4** | **7.1**  **7.2** | **7.3**  **7.4** | **8.1** | **8.2** |
| Initial Meeting | X |  |  |  |  |  |  |  |  |  |
| Materials Ordered |  | X | X |  |  |  |  |  |  |  |
| Speakers Scheduled |  | X | X |  |  |  |  |  |  |  |
| Publicize to Community | X | X | X | X | X | X | X | X | X | X |
| Aquire Materials |  |  |  |  |  |  | X | X | X |  |
| Finalize Attendees |  |  |  |  | X | X |  |  |  |  |
| Finalize Curriculum |  |  |  |  | X | X |  |  |  |  |
| Pre-Camp Meeting |  |  |  |  |  |  | X | X | X |  |
| Camp Set-Up |  |  |  |  |  |  |  |  | X | X |
| Camp |  |  |  |  |  |  |  |  |  | X |
| Camp Assessment |  |  |  |  |  |  |  |  |  | X |

**E. Project Budget**

Include a budget summary for the proposed project as a separate attachment. Indicate the quantity needed and the total cost of each item in both U.S. dollars (USD) and local currency. Also, state whether the item will be paid for with Partnership Program funds or from community contributions. *Note: While there is no guarantee that a project will be funded, it typically takes three to four months for projects requesting under $4,000 from the Partnership Program*.

**Partnership Contribution: USD 2,421.17 Local Currency 20,580 MAD**

**Community Contribution: USD 2,235.29 Local Currency 19,000 MAD**

**Total Project Cost USD 4,656.46 Local Currency 39,580 MAD**

**Currency Exchange Rate: 8.5 MAD = 1 US Dollar**

**Partnership Contribution**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Material** | **Unit** | **Quantity**  **Needed** | **Unit Cost**  **(MAD)** | **Total Cost**  **(MAD)** | **Total Cost**  **(USD)** |
| Netting | meter | 100 | 30 | 3000 | 352.94 |
| Sewing Needles | needle | 60 | 1 | 60 | 7.06 |
| Fabric | meter | 100 | 50 | 5000 | 588.24 |
| Thread (Fesi) | Pack | 60 | 10 | 600 | 70.59 |
| Thread (Machine) | Spool | 60 | 15 | 900 | 105.88 |
| Small Baskets | Basket | 90 | 20 | 1800 | 211.76 |
| Sequins | Kilo | 10 | 150 | 1500 | 176.47 |
| Thread (Baskets) | Spool | 60 | 10 | 600 | 70.59 |
| Thread (Necklaces) | Spool | 60 | 30 | 1800 | 211.76 |
| Beads | Bag | 10 | 80 | 800 | 94.12 |
| Lunch | Day | 10 | 360 | 3600 | 423.53 |
| Certificates | Paper | 60 | 20 | 120 | 14.12 |
| Block Note Pads | Pad | 60 | 5 | 300 | 35.29 |
| Banner | Banner | 1 | 500 | 500 | 58.82 |
|  |  |  |  |  |  |
| **Total Partnership Contribution** |  |  |  | **20,580 MAD** | **2,421.17 USD** |

**Community Contribution**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Material** | **Unit** | **Quantity**  **Needed** | **Unit Cost**  **(MAD)** | **Total Cost**  **(MAD)** | **Total Cost**  **(USD)** |
| Teaching | Hour | 30 | 300 | 9000 | 1058.82 |
| Rent for a Venue (Furnished) | Day | 10 | 1000 | 10000 | 1176.47 |
|  |  |  |  |  |  |
| **Total Community Contribution** |  |  |  | **19,000 MAD** | **2,235.29 USD** |

**Total Project Costs**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **% Contribution** | **Total Cost**  **(MAD)** | **Total Cost**  **(USD)** |
| Partnership Contribution | 51.99% | 20,580 | 2,421.17 |
| Community Contribution | 48% | 19,000 | 2,235.29 |
| **Total Project Cost** | **100%** | **39,580** | **4,656.46** |

**F. Proposal Narratives**

Please do not limit your self to the space provided. Text boxes will expand to meet your space requirement for each narrative. Use the Partnership Program Volunteer Handbook to ensure a complete and well thought out proposal.

|  |  |  |
| --- | --- | --- |
| 1. | **Executive Summary**:  Write a 250 word summary of the proposed project. This allows potential donors to have a better understanding of the project. Describe the project objectives. Explain the community contribution for this project and briefly outline your request from the Partnership Program.  *Note: This summary will be posted directly on the Peace Corps Website and may be the only reference a potential donor has to your project.* | Creation Tameslouht, an association of women artisans from Tameslouht, Morocco, is proposing to host a ten-day camp in August 2013. The camp will be an introduction to traditional Moroccan artisanal crafts and is aimed towards girls from the community who have little or no formal education. Girls who attend the camp will be instructed in three types of artisanal crafts: Fesi embroidery, basket embellishment, and necklace weaving. In addition, campers will attend daily workshops hosted by local and international professionals to give them an overview in basic business skills and fine arts education. The goal is to empower the female youth of Tameslouht by giving them the opportunity for eventual financial independence through the honing of income-generating skills. These skills will be utilized whether the women decide to get married and have families or to remain single; they are culturally-acceptable and feasible for a woman to accel in even if she has domestic responsibilities. At the same time, the women artisans of Creation Tameslouht will be able to begin mentoring relationships with young girls and continue the artistic traditions of Morocco.  Creation Tameslouht will be generously donating their time and combined decades of knowledge to assist the campers in learning artisanal crafts. Additionally, the entire camp will take place in the home of an association member. Creation Tameslouht is humbly asking for assistance with the cost of the materials for the campers and food for the ten days. |
| 2. | **Background Information**:  Provide a 1-2 paragraph description of your community and the community members involved with the proposed project implementation. | Tamslouht is a small city located about twenty kilometers outside of Marrakech. It is a traditionally artisanal town and has a thriving artisan community comprised of numerous associations. Most of the artisans in this town sell to middle-men in Marrakech, thus losing out on a high percentage of their profits. There is high potential for a sustained international market; however, the artisans of Tameslouht are largely uneducated and illiterate. Additionally, most of them grew up without access to computers and the internet and have not been instructed on how to utlize them to benefit their businesses.  Creation Tameslouht is the first artisan association to be woman-led and to have a membership that is completely women. After decades working with various male-run artisan groups, these women decided to move in a different direction. Creation Tameslouht was formed in early January 2013 as a result of this initiative. Comprised of over 40 women, they produce a variety of high-quality traditional handicrafts and contemporary, one-of-a-kind items. These women are highly-motivated to share their knowledge with the younger generation of Tameslouht. At the same time, they are eager themselves to learn more about the ins and outs of effective business practices and how to use the internet for their own benefit. |
| 3. | **Community Need**:  Explain in 1-2 paragraphs the merit of this project, and why it is a priority in the community. What will happen if the project is not implemented? | The purpose of this project is multifaceted. First and foremost, we want to empower the female youth of Tameslouht. In general, the women of this rural community are second-class citizens. Education is not a priority, especially for girls who can be of more worth helping out around the house. This camp will introduce girls to a culturally-accepted skillset that could potentially lead to financial independence. Coupled with workshops on basic business and fine arts concepts, the artisan skillset will be fortified and modernized. Placed in this context, the girls will be receiving valuable skills and empowerment through these abilities. Additionally, this project will be valuable for the women within the artisan association. They will be mentors to the campers, sharing their extensive knowledge of artisanal craft and working within an association. These women will be present during all of the workshops, thus benefitting from learning about smarter business practices, color theory, and the internet as a business tool.  If this project is not implemented, the uneducated girls of Tameslouht will have little opportunity to drastically change their life trajectories. Most of them will get married and remain in the house, completely dependent on their husbands or families for support. There are so few opportunities within Tameslouht and Marrakech that are free, culturally acceptable, and realistic for uneducated women to potentially become financially independent. With this project, we are giving this demographic an opportunity to flourish individually and within their society. |
| 4. | **Community Initiation and Direction**:  Describe, in 2-3 paragraphs, how the community is the driving force behind the project. Please discuss who in the community first proposed the project as well as how the beneficiaries are involved in the project’s planning and implementation. What are the roles and responsibilities of the community members? | Since its formation in January 2013, Creation Tameslouht has been investigating new and innovative ways for their association to flourish. Through many member meetings and informal conversations with other local associations, the idea of a girls camp emerged organically as a way for the artisans to share their knowledge, give the younger generation more opportunities, and to improve the overall future of Tameslouht’s community.  Creation Tameslouht will be planning and implementing the camp curriculum. The women who are interested in teaching will divide into teams to teach the three areas of traditional crafts. They will determine what their teaching methodologies will be and what specific techniques within each tradition they will teach. Additionally, they will decide which subjects will be covered during the workshops to best supplement their lessons.All of the supplies will be ordered and purchased by the women, who will also be recruiting the girls for the camp.  During the camp, the women of Creation Tameslouht will be responsible for the food preparation and the teaching. They will be participating in the workshops alongside the campers, and will assist the campers in straightening up at the end of each day. Upon the completion of the camp, the women will be responsible for creating a calendar with the campers to continue meeting with them every week and working on the development of their skills. |
| 5. | **Community Contribution**:  Describe in 1-2 paragraphs the community contribution to this project. Contributions can include the costs of manual labor and transportation as well as contributions of cash or raw materials. Community contribution must total *a minimum of* 25% of the *total* project cost. | The most important community contribution will be the knowledge of the women artisans. Every day for ten days, they will dedicate three to five hours to personal instruction. They will be teaching from decades of personal experience and providing invaluable insight into the crafts. In addition, the community will be providing the event venue. One of the women will be providing her house for the event, giving the campers an intimate, domestic setting that models the working space of the women in the association. It will be equipped with a kitchen for food preparation, which the women will also donate their time to prepare. |
| 6. | **Project Implementation:**  Present and discuss, in 3-4 paragraphs, the plan for implementing this project. Describe the phases of the project. Define specific tasks involved with the project, the order in which they will occur, and who will accomplish each task. | The planning phases of this camp will include several logistics meetings with Creation Tameslouht. Our first meeting, occurring in April, will map out the initial logistics of the event. These include the roles of the artisans in the camp, what materials will be necessary, which topics we want to cover in workshops, which speakers could potentially cover those topics, and a publicity strategy. In the weeks following, materials will need to be ordered and speakers contacted and confirmed. After two months, there will be another meeting to finalize the teaching curriculum, finalize the attendee list, and see the progress of the material order. We will host a pre-camp meeting the day before the event to organize all the materials and meet with the artisans and workshop speakers. This will be a final organization of logistics for the camp.  The camp itself will be divided into three parts: skill transfer and application, workshops, and assements. Skill transfer will be the portion of the day where the campers will be instructed by the artisans. Skill application will be the time devoted to the girls practicing what they just learned with the guidance of the artisans. Workshops will deal with different topics, all aimed towards capacity building specific to women artisans. The assessment part will happen at the beginning of every day, when we use creative activites to review the lessons learned the previous day and discuss people’s reactions to them. At the end of the 10 day camp, we will display all of the projects the girls worked on and have a small party. Certificates will be handed out at the end, with each workshop leader giving a certificate out to the girl who did the best in their respective workshop.  The conclusion of the camp will include group meetings to determine when the campers will be meeting with their artisan leaders each week to continue building upon the skills they gained at camp. Ideally, each group will be meeting once a week and discussing progress, problems, and affording each other general support and artistic inspiration. These will be organized and carried out by the women artisans. |
| 7. | **Project Sustainability**:  Indicate, in 3-4 paragraphs, the skills and knowledge that will be acquired by the community through the project’s implementation. How will the project increase the capacity of individuals and support the community in meeting its goals? Does the community have the resources to sustain the project in the long term? | Both the women of Creation Tameslouht and the girls who attend the camp will gain skills and knowledge through the execution of this project. The women of Creation Tameslouht will learn how to successfully design and manage a project; these skills will be invaluable for future endeavors and for evevryday business practices. The women will also witness the versatility of their artisanal skills; instead of relying solely on selling crafts for income, they can hone and potentially market their teaching abilities. Lastly, they will be participants in the camp workshops, thus exposing themselves to new, applicable knowledge regarding business practices, fine arts, and technology.  The campers will be benefitting from the knowledge of these women. Within ten days, they will gain an introductory understanding of three traditional Moroccan crafts that can be easily executed in their houses. At the same time, the campers will get an introduction to basic business practices, fine arts, and technology— all of which will be directly relevant to the physical skills they will be learning. In the long run, these could potentially be honed into income-generating skills that will contribute to financial independence. These young women, handicapped by their lack of formal education, will still be given an opportunity to contribute to society and to their families, all the while gaining a sense of empowerment and dignity.  Tameslouht is committed to the development of its artisan community, as they recognize it to be a valuable source of tourism. We will be building upon an already well-understood area of development, but coming from a new perspective. The women have the knowledge and passion to sustain their relationships with the girls. The campers have the incentive, curiosity, and creativity to excel in such a nurturing environment. Additionally, these skills are a culturally-accepted way for women in the home to generate income. Through the camp, these girls will be given the basic skills and opportunity for independence. |