


GRANT APPLICATION  
PROJECT PLAN

WORLD CONNECT  
JUST IMAGINE

**Instructions:** A strong plan for monitoring and evaluating your project is critical to its success. We cannot emphasize enough how important this step is in developing your project. Complete the template below with as much detail as possible about your goals, all relevant activities, time frame, expected beneficiaries and indicators of success. This is your opportunity to illustrate that your project is well designed and has a strong plan for implementation and measuring success. Add additional rows and merge cells as needed.

Goals	Activities	Time Frame (Month / Year)	Expected Beneficiaries	Indicators	Data Collection Method & Person Responsible
Improve new members skills by teaching them the basics of citizen journalism so that they can be the voice of their community.	The new members will receive hands-on experience in 4 workshops that deal with interviewing, reporting, and editing. They will write sample leads based on their interviews.	January 2014	The project hopes to target 20 youth between the ages of 18 and 28.	20 new members will: learn the process of interviewing by participating in mock interviews; understand how to report news stories with sample leads; and know how to edit their stories with the help of facilitators.	Facilitators will write summary reports on new members' performance in each exercise.
Teach new members basic fundamentals of photography to report stories in their community.	The new members will learn how to shoot and edit photographs by a PCV-led workshop.	January 2014	The project hopes to target youth between the ages of 18 and 28.	20 new members will compose, shoot, and edit photographs for a corresponding sample story.	Peace Corps Volunteer David McDonald will evaluate the new members' photographs.
New members will learn the basics of videography to report stories in their community.	The new members will learn how to use video equipment by participating in a series of video reporting exercises, as well as editing their clips.	January 2014	The project hopes to target youth between the ages of 18 and 28.	20 new members will produce several video stories to correspond with their sample lead stories.	Peace Corps Volunteer David McDonald will evaluate the new members' video stories.
Train four senior Ouarzazate eNews members to become English and Arabic video, photography, and print editors.	The four senior members will observe and critique the work of the new members.	January 2014	4 senior eNews members.	4 youth members will edit 20+ news articles, video stories, and photographs of their peers.	Peace Corps Volunteer David McDonald will evaluate the edited videos and photographs of the senior members. Additional facilitators will evaluate senior members' edited print stories.
Four senior Ouarzazate eNews members will learn basic principles of marketing, public relations writing practices, and receive additional training on creative thinking.	The four senior members will have 2 workshops on how to market an organization and 1 workshop on basic artistic expression.	January 2014	4 senior eNews members.	4 youth members will individually create their own mock advertisement, write mock PR releases, and critique print stories, videos, and photographs for their artistic value.	Peace Corps Volunteers David McDonald and Mimi Duong will evaluate the work of the senior members.
Ouarzazate eNews staff will learn how to work as a team to report live events.	eNews staff will learn how to apply their newly learned skills by covering the 5-day local Anmoun Music & Culture Festival in Ouarzazate.	March 2014	36 members of the Ouarzazate eNews work team.	20 new members will produce at least 5 print articles with corresponding photographs and video stories that cover all aspects of the Anmoun Music & Culture Festival. 4 senior members will write at least 3 PR releases and play an integral leadership role in developing	Facilitators will evaluate the work of the senior members.
Ouarzazate eNews staff will periodically have additional trainings to follow-up on newly learned skills and additional workshops as needed.	Ouarzazate eNews members will receive evaluation workshops on learned skills and receive new training on English and Arabic grammar, research skills, copywriting skills; etc. as the need becomes evident. Additionally, experienced members will receive intermediate	Feb 1, 2014	36 members of the Ouarzazate eNews work team.	Indicators will be updated as trainings emerge.	Facilitators will evaluate the work of the eNews members.

# PROJECT BUDGET

Include a budget summary for the proposed project using templates below. 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 World Connect funds or from community contributions. All projects must demonstrate local ownership with a minimum 25% community contribution of the total project budget (may be monetary or in-kind). Add additional rows as necessary.

World Connect Contribution: USD:	2,993.26	Local Currency:	24425.00
Community Contribution: USD:	1,053.92	Local Currency:	8600.00
Total Project Cost: USD:	4,047.18	Local Currency:	33,025.00
Community Contribution %	26%		
World Connect Contribution			

Material	Unit	Unit Cost (Dhs)	Total Cost (Dhs)	Total Cost (USD)
Materials for training workshop (pens, paper, etc.)	35	45	1,575.00	193.01
Certificates and Badges	35	30	1,050.00	128.68
Transportation for workshop, Anmoun, and practice	35	150	5,250.00	643.38
Hotel for organizers (100 dh per night for 4 nights	3	400	1,200.00	147.06
Lunch and tea break for 35 people for 4 day workshop	140	50	7,000.00	857.84
Phone cards for reporting training assignments	35	50	1,750.00	214.46
Camera (Nikon D3100, Accessories)	1	6600	6,600.00	808.82
Total World Connect Contribution			24,425.00	2,993.26

## Community Contribution

Material	Unit/Quantity	Unit Cost (Dhs)	Total Cost (Dhs)	Total Cost (USD)
Site for hosting January Training Workshop	4	500	2,000.00	245.10
Community Organizers	8	250	2,000.00	245.10
Use of technical facilities for training	50	50	2,500.00	306.37
Food discount	140	15	2,100.00	257.35
Total Community Contribution			8,600.00	\$1,053.92

## Total Project Costs

	% Contribution	Total Cost (Local)	Total Cost (USD)
World Connect Contribution	74.00%	24,425.00	\$2,993.26
Community Contribution	26.00%	8,600.00	\$1,053.92
Total Project Cost	100.00%	33,025.00	\$4,047.18