**Instructions**: At least two months prior to the donor trip, the WC staff who will lead the programmatic component of the trip (or the program team lead on prep) should review everything on file for the projects and prepare the Site Visit Prep Reports (see below).

The Site Visit Prep Reports can be used for a variety of purposes:

* to notify in-site contacts who specifically we would like to meet during site visits; this is critically important for donor/group travel, and should be communicated at least one month prior to the trip and re-confirmed the week before each site visit.
* to personally prepare staff member for key fact-finding in site visits; this report captures a key moment in time of our organization’s understanding of the results and impact of each project, and can be used as a baseline reference for validating (or not) key data.
* to summarize for others what they can expect to see, particularly for donor/group travel; generally this is done on the ride to the site visit so it’s fresh in everyone’s mind.
* To pre-write key components of the post-trip site visit reports (key individuals, key groups, results to date, etc.), which can be adapted and added to as needed.

*To note, we can’t always expect to get it right on this document and should be prepared to pivot from Key Actors, Groups, and Questions if needed. For example, someone may not be available unexpectedly last minute, or we may learn something that is more interesting to explore than what we expected, or something that invalidates what we previously determined to be a key success or challenge for the project. Particularly on donor/group travel, it’s important to not over-state or speak authoritatively about our knowledge of results/impact prior to the site visit to account for this unpredictability.*

**Site Visit Prep Report template**

**Project Summary:**

*[short paragraph summary of what the project intended, major goals and activities, and what the grant funds were to be used for]*

**Key Actors:**

*[briefly summarize each key person or group, their role in the project, and contact information]*

**Results to date:**

*[briefly summarize the key results to date as we know them]*

**Key Questions/Learning:**

*[what do we want to learn qualitatively and quantitatively]*

**Key to highlight for the group:**

*[what do we think are the key messages for the group to take away from this site visit]*

*See example on following pages*

**Project Summary:**

The goal of this project is to empower a group of female artisans to preserve their cultural heritage and connect their products to global markets. It focuses specifically on the Handicraft Association of Talsint, an 14 member women’s cooperative that produces a traditional Moroccan basket known as tbaq, using dried grass and colorful wool. With this project, they would like to expand their production and economic potential by adding an unique type of rug-making to their production line.

In Talsint, one of the predominant tribes in the area, Ait Bou Ichaouen, is known for its colorful rugs with striking designs and intricate patterns, unlike any others found in Morocco. Due to their relative geographic isolation, this type of rug-making, which is a North African tradition, was relatively unknown in the global marketplace until about 1997. Some of the women in the Handicraft Association of Talsint are members of this tribe, and they would like to share their skills with other members. Many of the women are uneducated, so their economic opportunities are relatively limited to skills that are passed down through the generations. In general, the area is still driven by attitudes that men’s work is outside the home and women’s work inside the home. But as Maimouna, the Local Leader of this project says, “It’s not that women don’t want to work it is just that there are no work opportunities for women in Talsint.”

World Connect made a grant of $750 to the Handicraft Association of Talsint in 2018, primarily focused on allowing the group to purchase needed materials for rug-making and equipment (two looms), so that they could teach/share the art of rug-making and grow their cooperative business. Each woman personally invested $10 in the startup, an overall 16% co-investment, which is 1.6x World Connect’s required minimum community cash contribution for projects.

The project will push the women to organize themselves, their cooperative, their production, and their overall business practice; including ordering materials, transportation, setting up their workspace, scheduling and divvying up the work, tracking expenditures and revenues, etc.

**Key Actors:**

Caitlin Stechschulte – PCV in Talsint from 2013-2016, professional social worker. Caitlin currently works in Morocco for an organization called The Anou, which organizes trainings and an online marketplace for women’s artisan cooperatives.

*“I was a member of the Talsint community for over three years during which time the Moroccan women whom I surrounded myself with taught me their language, culture, and how I could contribute to the community… Through the women of Talsint, I discovered my own love of entrepreneurial work, what it means to be female in different contexts and how I want to help evoke change and empower women through my life’s work.”*

The Handicraft Association of Talsint – It took shape during final six months of Caitlin’s Peace Corps service, this group of 14 women committed to starting an artisan enterprise with Caitlin’s continued support. They participate in local, regional, and national arts festivals. Formalized as an Association in Morocco.

Maimouna Boujmmi – President of the Association. Maimouna was employed at the local women’s center (called a nedi neswi) for years, went there as a child with her mother, resident expert in traditional artisan craft-making, sewing, knitting, embroidering, baskets, rugs, etc.; she shares her skills with the other women, a true leader who has grown into the role. She is a member of the Ait Bou Ichaoeun tribe.

**Results to date**:

As the project was getting started, Caitlin took a job with an organization called The Anou, which supports artisan cooperatives in Morocco to develop the quality and consistency of their production and provides an online marketplace for them to sell to global markets. Caitlin was able to integrate the Handicraft Association of Talsint into The Anou, which means the women are now able to source better quality wool and dyes and have received continued support and training as they develop their cooperative business. As of August 2018, they had produced their first two rugs, and had sold a number of their baskets online. Their goal is to eventually get their rugs up online for sale as well.

**Key Questions/Learning:**

* In what way are these women mentors/examples for other women and girls in the area?
* How do the women balance increasing work with family responsibilities?
* What is the average family size per woman?
* In what ways were women earning income prior to this cooperative?
* What is the average income per month per woman (prior and now)?
* How do/will the women share the sales revenue? Group savings?
* How do they balance or divide up the work within the cooperative business?
* What keeps the women motivated to participate in the cooperative business?

**Key to highlight for the group:**

* Maimouna’s personal transformation as leader of the Association
* World Connect’s established field partner and accompaniment model of grassroots grantmaking (i.e. Caitlin’s value-added support)
* Women’s rates of economic participation in MENA lowest in the world, 28% in region
* Social Capital: chance encounter with Talsint Rosemary Cooperative led to their participation in first National artisan festival.
* The impact of buying on credit locally, how this project can alleviate that financial burden.