



## **Guidance for would-be applicants for funding**

### **General introduction**

#### **What is the EAZA Madagascar Campaign?**

EAZA, the European Association of Zoos and Aquaria ([www.eaza.net](http://www.eaza.net)), has 297 members in Europe. Each year EAZA coordinates a year-long fundraising and awareness campaign focusing on a particular taxa or conservation issue. Past campaigns have focused on the bushmeat trade, the South American Atlantic Rainforest, tigers, turtles and tortoises. The current one focuses on the five species of rhino.

Madagascar, the fourth largest island in the world and biodiversity 'hotspot' has been chosen as the subject of the next campaign, which begins in October 2006 and runs until September 2007.

A Planning Group has been formed. The Group has set a target of 500,000 euros for the EAZA Madagascar Campaign; 100% of the funds raised will be donated to selected *in situ* conservation on the island

You are now invited to apply to become one of these beneficiary projects.

#### **What sort of projects will the EAZA Madagascar Campaign fund?**

The EAZA Madagascar Campaign hopes to support a wide range of *in situ* conservation projects, focusing on different species, locations, issues and approaches. We hope that we will identify projects dealing with many different conservation challenges. Projects must be expected to result in a tangible contribution to *in situ* conservation on Madagascar and promote cooperation. Examples might include (and in no order of importance):

- Research into the threats to the survival of critically threatened species endemic to Madagascar, with clear application to conservation action;
- Community conservation programmes in key areas that develop sustainable methods by which local communities can creatively manage natural resources;
- Environmental education/awareness programmes that teach children and adults in key areas about the importance of biodiversity and conservation;
- In general terms, projects that are anticipated to have a direct contribution to *in situ* conservation on Madagascar.

Projects are likely to include requests for support for capital purchases, or for ongoing revenue costs.

The EAZA Madagascar Campaign will not fund:

- Any individual's MSc or PhD research projects;
- In general completely new projects will not be funded. Expansion of the activities of existing projects (sub-projects) will be considered. To qualify for the funding available projects must have a clear track record of measurable conservation activities and good community relationships.

### **How much can I apply for?**

The amount you request should be dependent upon the project's aims and objectives and the actual costs of achieving those. In general we will limit grants to €20,000 as a maximum, however for exceptional projects we may consider granting a greater amount. Grants will only be awarded up to 50% of the total project costs. An indication of where the remainder of project costs will be sourced is required. This can be in-kind or direct funding. Applicants can make up to three applications.

Please bear in mind that the projects will be selected and notified prior to the launch of the Campaign in October 2006 at EAZA Annual meeting in Madrid, but we do not expect the majority of the funding to come in much before summer 2007. As an existing project, you will need to have other funding sources that can support the project until the EAZA Madagascar Campaign funds become available, and demonstrable funding plans to continue the projects if applicable after the completion of the Campaign funding programme.

### **How do I apply?**

Please see the application form at the end of this document. It is vital that you answer all questions as best you can. Please use the same headings and order.

When your application is ready please email it to:

EAZA Madagascar Campaign  
Dr Lesley Dickie  
Co-chair of Campaign Planning group  
lesley.dickie@zsl.org

The closing deadline for all applications is 10:00 GMT on Monday 15 May 2006

### **Who will judge my application?**

The EAZA Madagascar Campaign's Planning Group will judge the applications. They will draw upon the advice of a number of experts on conservation issues in Madagascar. Interested parties on the Planning Group will not judge institutional applications. A scoring system will form part of the judging process.

### **When will I hear whether I have been successful?**

We will contact all projects by Monday 3 July 2006, to let them know whether or not they have been successful.

Please note that confirmation of support by the EAZA Madagascar Campaign Planning Group and inclusion of the project in the EAZA Madagascar Campaign does not guarantee any funding; only an assurance that the project will be included in the list of projects for which the Madagascar Campaign will be raising funds.

We also expect to develop a “waiting list” of further projects so that, if we exceed the fundraising target, we can begin to support a further range of *in situ* Madagascar conservation projects.

### **What will I have to do if my project has been selected?**

Those projects selected will be asked to provide additional information and images by Friday 28 July 2006, which will be incorporated into the EAZA Madagascar Campaign’s Information Pack and CD-rom. The Pack and CD-rom will be distributed at EAZA’s annual conference in early October in Madrid, when the Campaign will be launched and when EAZA members will be asked to sign up to support the Campaign.

We will then require formal updates every six months on the progress of the project. In between these, we will occasionally ask for informal updates and pictures, so that we can provide feed back from the field to participating EAZA members, via the EAZA website, and seek press coverage of the Campaign.

We will also require field projects to credit the EAZA Madagascar Campaign appropriately as a donor.

---

## **Application form: EAZA Madagascar Campaign**

- Please submit your application as a word document (maximum 10 sides of A4), with a supporting excel spreadsheet if appropriate
- Please set out your application in the following order and with the following headings

### **1. Applicant information**

Applicant organisation, project contact name, project co-ordinator with resume detailing their qualifications and experience for running the project, address, telephone, fax, email.

### **2. Project information**

Project name, project location, sub-project start and end dates / duration if known

### **3. Project abstract**

A summary of the project proposal (maximum 1 page A4)

### **4. Proposal**

- Project need: Describe the specific Madagascar conservation need the project will address
- Project aims and objectives: Describe the project’s aims, and measurable and obtainable objectives (be specific)

- **Methodology:** Describe the project's tasks and timetable for implementation of the project's objectives, i.e. how the project will achieve success
- **Evaluation:** Describe the strategy for monitoring and evaluating the programme results in both the short and long term, including how success will be defined and measured
- **Partners:** Describe whether local communities will be involved in or benefit from the project. Describe any involvement by government agencies, other NGOs, academic institutions etc
- **Output:** Describe any output resulting from the project, including material for publication, and its contribution to conservation on Madagascar, as well as material for the ongoing EAZA Madagascar Campaign
- A reference in support of the proposal from a suitably qualified individual or organisation. Please also indicate whether you already have links with any European conservation organisations

### **5. Budget**

State clearly how much funding you are requesting and demonstrate, in budget format, how that money will be spent. Be as complete as possible when designing your budget, and use line expense categories, such as salaries, equipment and travel, instead of activities such as education classes and habitat protection. Please state who else you have approached for funding, how much is already secured, whether this in in-kind or direct funding and what percentage you require from us (not more than 50%). We will require receipts for major purchases, and request that you keep all receipts for a minimum of three years.

### **6. Banking details**

In the event that your application is successful, please give details of your bank account so that we can arrange transfers (bank name, address, sort code, Swift code, account name, account number etc)

<p>Please ensure that we receive your application by 10:00 GMT on Monday 15 May 2006</p>
--