



## GUIDANCE FOR APPLICANTS – WHITLEY AWARDS 2010

### **Before you apply, please note the following points:**

- Your application must be word processed
- Please be as **clear** and **concise** as you can be.
- Answer all the questions, in the given order, in English. Please avoid repetition of information. You need to adhere to the required length limits, or you will be penalised.
- This application is for The Whitley Awards 2010. You will be automatically considered for all Whitley Awards, including the Whitley Gold Award.
- Your application is **not complete** without the submission of three references by the deadline. Guidance for your referees is at the end of this document. Please see Guidance on Question 23 for more information.
- For more information about eligibility, please visit [www.whitleyaward.org](http://www.whitleyaward.org) You can read more about what the Judging Panel looks for in the FAQ section.
- If you have already been unsuccessful in your application twice, the Judging Panel will not consider a third-time application. PhD projects, MSc dissertations, expeditions and undergraduate projects are not eligible for a Whitley Award.
- Successful projects are able to evidence value for money.
- Whitley Awards are £30,000 GBP and need to be utilised within 12 months. Applications must be for one year of work, at the end of which the winner reports.
- We understand that good conservation is the result of teamwork, but the Whitley Award is specifically to recognise the work of conservation leaders, that is individuals. The applicant must be the leader of the project for which he or she is applying. Joint applications are not accepted. Whilst 100% fluency in English is not a requirement, the applicant must be able to communicate to a reasonable level in English. This is so he or she, if invited for interview in the U.K., can get the most out of the week, which involves networking events.
- There is great conservation work being completed all over the world by a wide range of people from many different backgrounds. However, the strategic focus of the Whitley Awards is national leaders of developing countries. We look for highly effective people who are nationals of the countries where their conservation activities are focused (i.e. they were born there or have lived there a long time and have achieved national status). This is because we have found these people often have the understanding necessary to bring about long-term change and build capacity locally, and often do not have the same access to the resources and contacts ex-patriots may have.
- Please note: should your application be successful we will request **film footage** of your work to help publicise your project. This can be amateur and can be filmed by yourself. We would like you to be aware of and prepared for this requirement should your application succeed. If you are shortlisted, we will need this footage quickly.

### **Guidance on Submission**

- **Email submission** - Please note that email submission is a requirement. All applications need to be received electronically (not via post) and addressed to the Applications Manager at [info@whitleyaward.org](mailto:info@whitleyaward.org)
- **Format** - The application form should be attached as a Microsoft Word (.doc) document and not a PDF. Please put 'WA 2010' in the subject heading and your full name.
- **Deadline** - Your application will only be assessed if your application form **and** all three supporting referee statements are submitted before the deadline, which is **Saturday 31<sup>st</sup> October 2009**.
- **Problems?** - If email submission is not possible, please contact the WFN office.

**Below is guidance intended to help you complete the application form to the best of your ability.**

#### Question 1 - Title

Word limit is 15 words only

**Example:** 'Vostochny wild salmon refuge: conservation of biodiversity, Sakhalin Island, Russia'.

### Question 2 – Name of Applicant

The applicant should be the Project Leader

### Question 3 – Information on organisation

If you are not working with an NGO, please explain the context for project delivery (for example, University department, Institute, Museum etc). If applying as an independent team, it will be particularly important to explain context for delivery and also project/ team origin. The Whitley Award is not designed for start-up initiatives that cannot evidence previous success and experience managing funds, however, projects may be new projects (or indeed new NGOs) that build on earlier work or experience. This question is also relevant to Question 21, about fund delivery, so please refer to its Guidance Notes.

### Question 4 – Contact details

The email address is particularly important and should belong to the project leader. Provide several if communication links locally are poor. Please refer to any long periods when the project leader will not be available, bearing in mind that if successful we will need to be in close contact from March-May 2010. Email will be the main way in which we communicate with you on your grant application.

### Question 5 - Map

Please insert a small map (preferably depicting national, regional and local location) to illustrate your project area/s.

### Question 6 – How you heard of WFN

Please be concise but more specific than 'via the website'. This helps us learn how people hear of WFN.

### Question 7 – Previous related grants

WFN and the Rufford Maurice Laing Foundation/ Rufford Small Grants Foundation are entirely separate organisations. However, we do maintain close links and are therefore interested to know if you have been funded before by Rufford.

### Question 8 – Executive Summary

Please summarise in **no more than 100 words** the overall aim of the work you are applying for. Concisely mention the issue you are addressing, scale of project and whom it affects.

### Question 9 – Personal Summary

Provide the information requested using **no more than 500 words in total**. Use **bullet points** if required. Do not attach a CV, this will not be considered. Please include a description of your ability to communicate in English. For '**Education**', please summarise. For '**Previous work and past achievements**', include relevant awards, employment and experience, and if relevant your most recent publications. For '**Experience as a team leader**', give examples that show you are a suitable leader for your proposed project work.

### Question 10 – Your work's objectives

Explain the origin of your work, your project's achievements to date and future goals (**in no more than 500 words**). Describe how you and your project will make a pragmatic and lasting contribution to nature conservation. Clearly differentiate between your past achievements and future objectives.

### Question 11 - Methodology

Explain (**in no more than 1,000 words**) exactly how you will achieve your proposed objectives as outlined in Question 10. Include details of your methodology, both scientific and practical. For example, if you are undertaking biological monitoring what methods will be used? Be specific and give examples of initiatives you will implement as part of the project. Reference your assumptions if appropriate. What problems are you likely to face and how will you overcome these? Explain how this will help the conservation issue in question. Give evidence of team work, proven skills, how you will work with and involve the local community, educational elements of the project etc.

### Question 12 – Outputs



	Document compiling findings and meetings conclusions														
Outreach	Workshops with communities and local authorities														
	Scientific Publications														
Evaluation	Meeting to assess changes in attitude														
	Writing of final report														

**Questions 14 – Evaluation and Project Sustainability**

In a **maximum of 500 words**, state how you will evaluate the project’s overall success at the end of the proposed work, referring back to the outputs you have mentioned in Question 12. What has been done to integrate a long-term plan into project design? How will you ensure future project finance and how will you diversify leadership so that the project does not depend on one person? Where do you see the project in 5 years and what will your involvement be? What will be the legacy for the local communities you are working with – for example, will leadership be passed to local people? How are you ensuring local people perceive ownership of the project?

**Questions 15 – Project need and urgency**

Describe (**in less than 250 words**) the ways in which a Whitley Award would help you in completing your planned work/ project – both in terms of financial assistance and associated publicity? Why do you believe your work should be given priority for funding?

**Questions 16 – Your Team**

Describe who will be working with you (include details such as age, name, nationality, gender) and explain what experience they bring (qualifications, knowledge, skills). Make it clear who will be part-time and who will be full-time, who will be assisting in a consultative capacity only, and who will be salaried. Give details of where each team member will be based, and why.

**Questions 17 - Links**

Please describe (**in no more than 250 words**) your links with other parties who contribute to or have an impact on your work, such as government authorities, NGOs, community groups, institutions and the media. Explain how you are working with these groups, or how you intend to work with them soon.

**Question 18 - Photographs**

This section is very important as it helps us visualise your work. Please email us 10 photographs in support of your application. We can only accept **jpgs**. One of these should be a head and shoulders photograph of yourself (ideally in a natural setting, smiling!), and the others should depict your work, project area/ habitat and if relevant, the species/s your work affects. Ideally one (though not all) of these photographs will show you and your team active in your natural working environment. If your work focuses on a flagship species, provide us with some photos of that species, if it affects an indigenous population of people, provide some photos of the community etc. These photographs need to be emailed electronically to [info@whitleyaward.org](mailto:info@whitleyaward.org) along with your completed application form. Make your full name clear in the subject heading of each email. Please include a short caption for each photo in the chart provided on the form. It is intended these images be used to promote the work of the applicant.

**Question 19 – Financial Information**

This is one of the most vital parts of your application. Please ensure you:

- provide enough information that we can fully understand your application whilst keeping it simple.
- All figures need to be in **£ GBP Sterling**
- state the assumed rate of exchange from the project’s local currency.
- We are no longer accepting separate Excel Spreadsheets. It is encouraged for you to copy and paste the financial information from excel into the MS Word application form. Ensure it is easy to understand to which part of this question each chart/ excel sheet refers.

You need to provide **three** things:

**1) NGO/ ORGANISATION - Financial Statement for the last financial year.**

The Panel needs to understand the scope of the project for which you seek funding **in the context of other work you and your organisation may be involved**. Please create a brief summary financial statement for your organisation as a whole (if you have formal bank statements or NGO

statements, please provide these, though we appreciate your NGO/ Organisation may be young and not be subject to audits – please make this clear). This will be read and assessed in conjunction with your budgets for the specific work for which you are seeking funding.

## 2) PROJECT - Historical Financial Information for the last 2 years

The Panel wants to be able to see how your **project** has developed over the last few years in order to assess your need for funds and to be able to predict how you would cope with increased funds. The two year Project budget should show financial information for the last two financial years for the project (for example, this year and last year). If your project is new and this is not possible (there is less than 2 years history) please explain this. The statements should identify:

- your total project income, showing all sources
- your expenditure (with appropriate level of detail, e.g. make it clear how much funding was spent on equipment and supplies, on salaries, on research).

## 3) PROJECT - Financial Forecast for next year – How you will use the Whitley Award

Provide a forecast for next year. Show how the Whitley Award of £30,000 would be used in the context of other funding income for the project. The statement should identify:

- your total expected project income for next year, showing all sources
- your planned expenditure (with appropriate level of detail, e.g. make it clear how much funding is budgeted to be spent on equipment and supplies, on salaries, on research etc).
- Indicate where funds are confirmed and where they are expected/hoped for.
- Show what % of the overall project budget Whitley funding would be.

## Question 20 – Explanation of Financial Information

For question 19., section 3, give a written explanation of the figures. Demonstrate how your project is cost-effective and how you will efficiently use any funds awarded. Explain why the items you have referred to in the budget are necessary to succeed. Provide evidence of value for money. You should note that as a grass-roots charity, WFN funds practical conservation work, and if a high percentage of the Whitley Award funds would be spent on salaries and international travel, your application is unlikely to be successful.

Please note that WFN's funding schemes are not designed to make minor contributions to very large projects better served by other funding agencies (we look for project for which winning an award would make a substantial difference). Applications which give evidence that the project can become self-supporting or sustainable over time will be given priority over others likely to fail once immediate funds have expired.

## Question 21 – Delivery of funds

Please provide details of where funds will be delivered to if your application is successful. Briefly describe how funds will be managed. For example, will it be an NGO account? Any costs that will be incurred in fund delivery needs to be included in your project budget (including overheads, tax, bank charges). We need to understand the context for how funds would be managed with accountability.

**Please note that if successful in applying for funding, we cannot make payments to personal bank accounts. We can only make payments to bank accounts in the name of an organisation or project.**

## Question 22 – Other funding applications

Please set out briefly other applications for funding you have made recently (date of application, amount applied for, when you will hear outcome) for this project. Include failed, successful and those pending, and any you intend to make soon (your chance to show us you are being proactive!). Please also list your current major donors, funding amount and until when funds are committed.

## Question 23 – Referee Statements

- Three referee statements are required for each application.
- The deadline for the receipt of references is **Friday 30<sup>th</sup> October 2009**.
- References must be wholly objective and cannot be team members, members of your NGO or institution, or be in a position to benefit in any way from your application being successful.

References that are not objective will be rejected and may result in your application not being considered.

- Two of the references must be from within the country where you are working (one local, one national). One should be from an international referee who can provide context as to why your project work is important at a wider level.
- No two referees should be based at the same institution.
- Please send each of your three referees a copy of the **Request for Referee Statement** below (completing the top two lines yourself), together with a full copy of your application form, and ask them to respond directly to the WFN office at [info@whitleyaward.org](mailto:info@whitleyaward.org) by the deadline.
- We regret that we cannot chase your referees. Responsibility for chasing your referees lies entirely with you. We therefore recommend that you give referees plenty of time, and ask them to let you know when they have completed and sent the reference.

### Question 24 – Declaration

All applicants should sign the declaration to complete their application.

-- end --



**IN CONFIDENCE**

## **GUIDANCE FOR REFEREES - WHITLEY AWARDS 2010**

**Applicant Name**.....

**Application Title** .....

**Referee Name**.....

**Referee Position**.....

The applicant named above has applied to The Whitley Fund for Nature (WFN) for a Whitley Award, a major international nature conservation award. We would be grateful if you could give the Judging Panel your candid opinion about the applicant and work indicated above. The applicant must provide you with a full copy of the completed application form to assist you in your reference. Your reference will be one of the key factors the Judging Panel takes into account in their assessment.

**Background to WFN** - WFN is a UK registered charity offering a range of awards to outstanding nature conservationists around the world. We locate and recognise dynamic conservation leaders and support projects founded on good science, community involvement and pragmatism. The charity offers funding and immediate recognition to people who bring about change, and champions passionate individuals who are committed to long-lasting conservation benefits on the ground. Such work often includes other elements such as sustainable development, public education and environmental campaigning. Applicants are not restricted to qualified scientists, but must be able to compile a written report to describe and quantify the success of their work with appropriate references. Applicants need to be able to communicate in English. Undergraduate and school level expeditions are not eligible, and nor are projects carried out in support of higher degrees. More information about the WFN and previous award and grant recipients may be found on the charity's website at [www.whitleyaward.org](http://www.whitleyaward.org)

**The reference** - Please write a reference giving your opinion about the pragmatic and long-lasting impact of the work in question; how the applicant is known to you; the applicant's ability to lead a team; the ability of the applicant and team to communicate the solution to the problem they are addressing; how the project will make a difference to nature conservation; and any other information that might help the Panel. The sums of money involved are considerable: the overall Gold Award winner will receive £60,000 GBP and the other Whitley Awards are worth up to £30,000. We would therefore value your candid opinion about the applicant's ability to absorb and spend the level of funding they are seeking, with due responsibility.

**Submission of reference** - We would prefer to receive the reference as a PDF or attached Microsoft Word (.doc) document. The subject line of the email should include 'Ref Whitley', the applicant's full name and your surname. All references must contain a scanned referee signature and headed paper.

**Deadline** - Please submit your reference by email to [info@whitleyaward.org](mailto:info@whitleyaward.org) **BEFORE THE DEADLINE OF SAT 31<sup>st</sup> OCTOBER 2009**. This is very important, as the applicant's application will not be considered without the receipt of all three references before the deadline.