



GUIDANCE FOR APPLICANTS – WHITLEY AWARDS 2011

Before you apply, please note the following points:

- Please be as **clear** and **concise** as you can be. Answer all the questions, in the given order, in English. Avoid repetition of information.
- This application is for The Whitley Awards 2011. You will automatically be considered for 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.
- For more information about eligibility, please visit www.whitleyaward.org and the Frequently Asked Questions section.
- If you have already been unsuccessful in your application twice, the Judging Panel will not consider a third-time application in a consecutive year. PhD projects, MSc dissertations, expeditions and undergraduate projects are not eligible for a Whitley Award.
- 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.
- Whitley Award winners are effective communicators dedicated to spreading positive conservation learning and understanding globally. Whilst total fluency in English is not a requirement, the applicant must be able to communicate his or her ideas in English. This is so he or she, if invited for interview in the U.K., can benefit fully from the Whitley Awards week, which involves intensive networking events.
- There is effective conservation work being completed all over the world by people from many different backgrounds. However, the strategic focus of the Whitley Awards is national conservation leadership in countries that are **not defined as a High Income Economy by the World Bank** (see <http://data.worldbank.org/about/country-classifications/country-and-lending-groups>). Exceptions to this criterion include island nations in the Pacific and Caribbean and some countries in the Middle East. If you have any questions about eligible countries, please contact WFN. We recognise highly effective people who are nationals of the countries (or regions) 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 your self. 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 (in March 2011).

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 Awards Coordinator at info@whitleyaward.org
- **Format** - The application form should be attached as a Microsoft Word document and not a PDF. Please put 'WA 2011' 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 **Sunday 31st October 2010**.
- **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 – Name of Applicant

The applicant is the person applying for the Whitley Award and must be the Project Leader

Question 2 – Date of submission

Date that completed application form is emailed to WFN.

Question 3 – Title of this application

Word limit is 15 words only

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

Question 4 – Information on organisation/ initiative

If you are not working with an NGO, please explain the context for project delivery (for example, University department, Institute, etc). If applying as part of an independent team, it will be particularly important to explain the context for delivery and also the project origin. We do not fund start-up projects 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, if this can clearly be shown. This question is also relevant to the later question on Fund Delivery.

Question 5 – Contact details

The email address is very important and should belong to the project leader. Provide several if communication links locally are poor. State 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 2011. Email will be the primary means by which we communicate with you on your grant application.

Question 6 – Location of project site/s

In addition to log/ lat coordinates (which should refer to a central focus point for your project for illustration purposes), please insert a small map/s (preferably depicting national, regional and local location) to illustrate your project area/s. Help us understand where you are located, and scale. Is the office located at the project site?

Question 7 – How did you hear of the Whitley Awards / Whitley Fund for Nature?

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

Question 8 – Previous related grants

WFN and the Rufford 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/ RSGs.

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. Briefly summarise your experience as a team leader. Give examples that show you are a suitable leader for your proposed project work using bullet points. For previous related work and past achievements, summarise, using bullet points, previous work carried out related to the work described in this application. Where have you gained skills and experience that will help you in carrying out the work detailed here? What have been your most significant achievements to date? Include relevant awards, employment and experience, and if relevant your most recent publications.

Question 10 – Executive Summary

Please summarise in no more than 100 words the overall aim of the work you are applying for. How will you use Whitley Award funding? Concisely mention the issue you are addressing, scale of project and whom it affects.

Question 11 – 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 12 – Methodology

Describe your methodology and the proposed approach in relation to your objectives. Describe the challenges you may face and how you will overcome these. Describe the project beneficiaries (e.g. the community, your target habitat, species, etc). Demonstrate an Evidence-based approach – how will you monitor and evaluate the impact of your project?

Question 13 - Logframe

Example of format (reproduced on application form – expand the chart by adding rows. Please note that these are very basic examples, you are free to interpret the chart):

Objective (what do you want to change?)	Outcome (resolution of the problem)	Output (Resolution of causes)	Activities	Assumptions , risks & how you will overcome these.
Health of the forest and community improves over the long-term	Communities take action to improve local tree conservation through reforestation and protection	Communities have improved understanding of how to care for the trees and limit their contribution to the deforestation problem	<ul style="list-style-type: none"> – 10 Training sessions for local NGO in running participatory workshops on responsible forestry management – Local NGO uses new training methodologies in 2 projects – Improved quality of workshops delivered by local NGO 	<p>Communities willing to attend workshops and implement learned skills</p> <p>Community engagement will be ensured through education highlighting benefits of participation</p>
Snapper fishery recovery - Increase in the number of red snappers	Decrease in fishery pressure Habitat improvement in nursery grounds	5 new community-based enforcement teams begin protecting MPA. 12 Buoys introduced to reef to reduce anchor damage	-5 workshops with local community leading to new commitment to policing MPAs	<p>Community teams able to effectively enforce MPA and maintain commitment beyond scope of project</p> <p>Community teams will continue to receive support after project is finished and long term monitoring will be carried out</p>

Questions 14 – Evaluation

How will you evaluate the project’s overall success at the end of the proposed work, referring back to the objectives you have mentioned in Questions 12 and 13? Will results be visible within two years? What will be your end-point indicators (which indicate when the work finally achieves the objective) and what will be your process and milestone indicators (monitoring of which indicates progress towards the end-point)? Not everything that can be measured should be, so how did you decide what variables/responses/indicators it was important to measure given limited resources? Measurement could be both quantitative or qualitative.

Questions 15 – Timeline

Please provide a concise timeline to give an indication of when the activities and outputs outlined above will be expected during the year. The Whitley Award is usually provided for one year of funding and is received by successful applicants in the June following the year of application (i.e. June 2011). All Whitley Projects need to start in June/July and report 12 months on.

Example:

Phase	Activity	Month											
		J	A	S	O	N	D	J	F	M	A	M	J
Research	Tagging												
	Data analysis												
	Design of informative brochure for local communities and stakeholders												
Legislative	Meetings with local stakeholders												
	Meetings with decision makers and authorities												
	Development of new legislation												
	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 16 – 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? **Give details of the degree of timeliness of this proposal and the impact it will have. What would happen without it?**

Question 17 – Project sustainability

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 in terms of conservation (species, habitats etc.) and 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 18 – Team members

Using the table, give details of who will be working with you (including 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. In the Role section, also include details of where each team member will be based, and why.

Question 19 – Dissemination of results

Give details of how you propose to disseminate the results of this work and maximise replication for conservation benefit (use of media, conferences, publications, education)? WFN is exploring options to promote the sharing of results between Whitley Award winners. Do you have any ideas to contribute?

Questions 20 – Collaboration

List your links with other organisations/ NGOS/ Universities/ Government Departments that will be critical to your ongoing success, and how they are contributing to the project (specify funding, knowledge sharing, resource sharing etc.)

Question 21 – Conservation outlook

Describe your broad vision for your nature conservation work. How does your work contribute to regional and/ or global priorities? What do you see as the most urgent priorities in relation to your work, and what do you hope to achieve over the next five years (no more than 350 words)?

Question 22 - Photographs

Photos help us visualise your work. Please email us 10 photographs in support of your application (**jpgs**). One of these should be a head and shoulders photograph of yourself, and the others should depict your work, project area/ habitat and if relevant, the species/s your work affects. Include a photo of you and your team active in your natural working environment. Email photos to 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.

Question 23 – Summary Financial Questions

Please complete the chart provided.

Question 24 - 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:

a. 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).

b. PROJECT - Project Budget 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.
- Please note that if successful, a budget variance of up to 10% over the year is permitted without notifying WFN, but beyond this only by formal agreement.

c. NGO/ ORGANISATION - Financial Statement for the last financial year.

This is 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 in**. 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).

Explanation of Financial Information

Please give a written explanation of your project budget. 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. WFN funds practical conservation work, therefore expensive vehicle expenditure, international travel and salaries are only funded if very well justified, and never where they make up the majority of the budget. In any application, it is unlikely that more than a third of the budget on salaries would be successful.

We look for projects for which winning an award would make a substantial difference. If the award would make only a minor financial contribution to very large project, your application may be better suited to other funding agencies. 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.

Questions 25. - Your Fundraising

Using the tables, 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, and for the NGO/ Org. Include failed, successful and those pending, and any you intend to make during the next year. Please also list your current major donors, funding amount and until when funds are committed.

Question 26 – Delivery of funds

Provide details of where funds will be delivered to if your application is successful. Briefly describe how funds will be managed. 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 27 – Referee Statements

- Three referee statements are required for each application.
- The deadline for the receipt of references is **Sunday 31st October 2010.**
- 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 rejected 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 by the deadline.
- We regret that we cannot chase your referees. It is your responsibility to ensure referees complete references in support of your application. We therefore recommend that you give referees plenty of time, and ask them to let you know when references have been submitted.

Question 28 – Declaration

All applicants should sign the declaration to complete their application.

-- end --



IN CONFIDENCE

GUIDANCE FOR REFEREES - WHITLEY AWARDS 2011

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 Whitley 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. 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

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. Should the applicant succeed, the overall Gold Award winner will receive £60,000 GBP and 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 signed PDF. The subject line of the email should include 'Ref WA11, 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 **BEFORE THE DEADLINE OF SUNDAY 31st OCTOBER 2010**. This is very important, as the applicant's application will not be considered without the receipt of all three references before the deadline.