

GUIDANCE FOR APPLICANTS – WHITLEY AWARDS 2019

Before you apply, please note the following points:

- Be as **clear** and **concise** as you can. Answer all the questions, in the given order, in English.
- This application is for The Whitley Awards 2019.
- Your application is **not complete** without the submission of three references by the deadline of midnight GMT, 31st October 2018. Guidance for your referees is at the end of this document.
- For more information about eligibility, please visit the WFN website (<http://whitleyaward.org/apply-for-funding/how-to-apply/>)
- If you have already been unsuccessful in your application twice, we will not consider a third application in a consecutive year.
- PhD projects, MSc dissertations, expeditions and undergraduate projects are not eligible for a Whitley Award.
- Whitley Awards are £40,000 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 to WFN.
- The applicant must be the leader of the project for which he or she is applying. **Joint applications or nominations are not accepted.**
- **Whilst total fluency in English is not a requirement, the applicant must be able to communicate in English without a translator.** This is so he or she, if invited for interview in the U.K., can benefit fully from the Whitley Awards week, which involves an interview, networking events, training and media opportunities.
- 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>). Please note that Equatorial Guinea and certain island nations in the Caribbean are exceptions to this criterion. If you have any questions about eligible countries or your country status has recently changed, 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). There are some exceptions, for example long term residency (15+ years) or commitment to country/region/ building capacity of local team members for future leadership.
- We seek grassroots conservationists from **locally incorporated NGOs** in biodiversity-rich developing countries, rather than in-country staff employed by NGOs headquartered in developed countries – but if you are in doubt please contact us.
- Please note: should your application be successful we will request **film footage** of your work to help publicise your project. This can be amateur or professionally filmed but must be in high quality format. Footage could be of you, your work, the area, species and habitats with which you work. 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 2019).

Guidance on Submission

- **Email submission** - email submission is a requirement. All applications need to be received electronically (**not via post**) at info@whitleyaward.org
- **Format** - The application form should be attached as a **Microsoft Word document** and **not a PDF**.
- **Photographs** - Should be sent in batches of 2-4 across multiple emails, with each email not exceeding 20 MB to avoid surpassing attachment/file size limits.
- **Subject line:** Your e-mail subject line should be entitled: [YOUR NAME] WA19 Application. Attachments should be clearly named and use the following structure: “[YOUR NAME] WA19 App”; “[YOUR NAME] WA19 Audited accounts” etc
- **Deadline** - Your application will only be assessed if your application form, supporting photos and documents, **and** all three supporting referee statements are submitted by the deadline, which is **Midnight GMT on 31st October 2018**.
- **Confirmation** - A separate email with no attachments should be sent following submission of your application form and supporting docs. This email should confirm that you have attempted to submit your application. We aim to respond to all submissions to confirm receipt within two weeks.
- **Problems?** - If email submission is not possible or you experience any problems, please contact the WFN office (Tel: +44 (0)20 7221 9752, email info@whitleyaward.org).

The guidance below is intended to help you complete the application form to the best of your ability. Please adhere to word limits to avoid being penalised.

APPLICATION DETAILS

Question 1 – Name of applicant

The applicant is the person applying for the Whitley Award and must be the Project Leader (joint applications or nominations are not accepted).

Question 2 – Application title

Word limit is **10 words only**. **Example:** 'Vostochny wild salmon refuge: conservation of biodiversity, Sakhalin Island, Russia'.

Question 3 – Country where project is based

List the country where your project is taking place. If taking place in more than one country, please list all countries, indicating which will be the main focus.

Question 4 – Organisation information

If you are not working with an NGO, please explain the context for project delivery (for example, will you be working through a University department, Institute, etc? How will funds be managed and institutional support provided?). If applying as part of an independent team, briefly explain the project's 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 managed through new NGOs) that build on earlier work or experience, if this can clearly be shown. WFN do not fund government bodies or departments.

Question 5 – Contact details

The email address is our primary means of contact and should belong to the project leader. Provide more than one if needed but please indicate your preferred email address. We may also need to contact you by telephone or Skype. State any long periods when you will not be available, bearing in mind that if successful, we will need to be in close contact during the months leading up to the Ceremony in April/May 2019.

Question 6 – How did you hear about the Whitley Awards?

Please select the relevant option and provide a concise explanation. This helps us learn how people find out about WFN.

Question 7 – Have you previously received funds from:

WFN and the listed organisations are entirely separate organisations. However, we do maintain close links and are therefore interested to know if you have been funded previously by any of these organisations. We also need to know if you have previously applied for a Whitley Award and the outcome.

PERSONAL PROFILE

Question 8 – Personal Summary

Provide the information requested using **no more than 550 words in total**. Use **bullet points** if required. Do not attach a CV, this will not be considered. For **'Education summary'**, please give details of relevant qualifications. List the **Languages** you can speak and write in, including a description of your ability to communicate in English. 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 related to this work? Include relevant employment and experience. For **'Key publications and notable Awards'** include your most recent publications relating to the proposed project, and any Awards given to you in recognition of your work. 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.

PROJECT

Question 9 – Location of project site/s

In addition to written location descriptions, give latitude and longitude coordinates of a central representative location to illustrate your project on a map. These should refer to a central focus point for your project for illustration purposes (see the map on the www.whitleyaward.org homepage). Give coordinates in the order; latitude, longitude and use the decimal format (e.g. 37.7, -122.2) or DMS format (e.g. 37 25 19.07 N, 122 05 06.24 W). Please also include small map/s (preferably depicting national, regional and local location) to illustrate your project area/s. Indicate the location of your office headquarters if located away from your project work. Please indicate in km or ha the area of influence of your project.

Question 10 – Executive Summary

In **no more than 350 words** summarise the issues/problems you are addressing, the urgency (why are they urgent/important?) and scale of your work, what do you hope to achieve in terms of impact (what will change as a result?), and what would happen without WFN funding (i.e. why is funding needed and needed now?).

Questions 11 – Conservation Outlook

In **no more than 300 words** describe your personal outlook and broad vision for your nature conservation work. How does your work contribute to regional and/or global priorities? What do you hope to achieve over the next five years – the 'Bigger Picture'?

Question 12 – Your Work

Explain your project in **no more than 750 words** to cover:

- a. **Issue(s) your project is addressing** (what are the problems/threats your project is addressing)
- b. **Project objectives** (use bullet points e.g. objective 1,2, etc). Objectives should be SMART: Specific, Measurable, Achievable, Realistic and Timely and you should include information on the current baselines. *For example: 1) the size of the Egyptian Vulture population increases by 10% in 3 years and is currently estimated to number 20 pairs; 2) 500 fishermen adopt by-catch safe fishing gear within 2 years, currently no fishermen use this type of gear; 3) human-elephant conflict is reduced by 20% in 2 years, at present there are 100 incidents reported every year in the project area).*
- c. **Project beneficiaries** who/what will benefit from the project (e.g. local communities, stakeholders, your target habitat, species, etc.). Please quantify where possible.
- d. What is the **socio-political context** of your work, what social and political issues will the project address, and how will you deal with gender specific issues if relevant.
- e. **Evidence of success to date** present information to provide evidence of the success of your proposed approach including any relevant work already carried out by you/your organisation that has led to this development of the activities proposed. Clearly differentiate between your past achievements and future objectives. You may find materials on the Conservation Evidence website useful to reference: <http://www.conservationevidence.com/>

Question 13 – Methods

In **no more than 600 words**, include your theory of change and methodology.

- a. Your **Theory of Change** (ToC) should describe what is required in order to bring about your project's long-term goal, see <http://www.theoryofchange.org/what-is-theory-of-change/toc-background/>
- b. Your **methodology** should describe the proposed activities in relation to each of your objectives.

Question 14 – Logical Framework

a) Summarise the detailed project proposal including your goal, objectives, activities and how you will monitor progress, in a logical framework. An example logframe has been provided as guidance. The logframe will be used to monitor the progress of your project if successful.

Example of format below (partially reproduced on application form). You can expand the chart by adding rows.

Overall Goal: Conserve snow leopards and their habitat in India		
Objectives (what is required to achieve the goal, should mirror 12 b)	Activities (What you will do to achieve the objectives)	Output Indicators (Indicators that will demonstrate clearly the activity is effective)
Objective 1. Create the next generation of snow leopard conservation leaders in India by training 5 professionals from local communities	1.1 Develop a selection process 1.2 Identify and hire 5 future leaders 1.3 Conduct training	1.1.1 Selection process developed and shared 1.2.1 Interviews held, agreements signed to hire 5 top candidates 1.3.1 Training conducted to provide those hired with research and community conservation skills and skills tested after 3 month interval 1.3.2 Future leaders start participating in conservation programme.
Risks & Assumptions (and how you will overcome them) Lack of suitable candidates: this will be overcome by building relationships with relevant universities. 3 students have already expressed an interest.		
Objective 2. Catalyse legal protection of key snow leopard habitat	2.1 Analyse existing information and collect data on snow leopard movements in order to prioritise and select 2 core habitats 2.2 Map selected habitats 2.3 Initiate meetings with government to secure protection and management planning 2.4 Develop management plans with local stakeholders	2.1.1 Range maps produced and two priority habitats selected 2.2.1 GIS maps developed 2.3.1 Number of meetings with decision makers 2.3.2 Governments recognise the need for conserving the two habitats and initiate protection efforts accordingly 2.3.3 Two protected areas are established and properly managed 2.4.1 Number of stakeholder meetings 2.4.2 Management plans developed and implemented
Risks & Assumptions (and how you will overcome them)		
Objective 3. Develop programme to reduce human- wildlife conflict	Etc	

b) Monitoring – Please demonstrate an evidence-based approach: what methods and indicators will you use to monitor and evaluate the impact of your project as you progress? These should be referenced in your logical framework. Please make clear what you aim to have achieved by the end of your Whitley Award project.

Questions 15 – Timeline

Please provide a concise timeline to give an indication of when the outputs and activities outlined in your methodology and logframe will be expected during the year. The Whitley Award is for one year of funding and is received by successful applicants in June following the year of application (i.e. June 2019). All Whitley Award projects need to start in June and report informally after 6 months and formally after 12 months.

Example:

	Activity		Month												
		No. of months	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Objective 1															
	1.1 Develop selection process	1													
	1.2 Hire leaders	1													
	1.3 Train leaders	2													
Objective 2															
	2.1 Collaring	3													
	2.2 Analyse data	4													
	2.3 Produce maps	2													
	2.4 Meetings with government	2													
	2.5 Protected area created	5													
	2.6 Management plan developed	5													
Objective 3															
	3.1 Community meetings	5													

Question 16 – Whitley Fund for Nature Impact

We would like to monitor the impact of Whitley Awards and therefore ask that you give some thought to how we might capture headline indicators for your project outcomes that are relatively simple and can be combined across all Whitley Award projects. Please complete this section **where applicable** by roughly quantifying the expected headline outcomes that you are working towards – these are more generic than your indicators in the logframe and don't worry, you will not be penalised, if these indicators are not applicable to your work.

Question 17 – What steps are you taking to ensure project sustainability?

In **no more than 300 words**, please explain 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 (succession planning)? Applications which give evidence that there is an exit strategy to enable the project to become self-supporting or sustainable over time will be given priority over others likely to fail once immediate funds have expired. Where do you see the project in 5-10 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? 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 name, age, gender, nationality, and role) 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, indicating where salaries are dependent or part-dependent on this proposal. You should **include yourself** in this list too and provide details of your own contribution.

Questions 19 – Collaborating organisations

List your links with other organisations/ NGOs/ Universities/ Government Departments that will be critical to your project's success, and how they are contributing to the project (specify funding, knowledge

sharing, resource sharing etc.). Indicate if the relationship is already active or proposed, formal (with an MOU signed) or informal, giving brief details.

MEDIA

Question 20 – Dissemination of results

In no more than **200 words**, give details of how you propose to disseminate the results of this work and maximise replication for conservation benefit (use of media, conferences, scientific journal publications, education, etc.)? WFN is exploring options to promote the sharing of results between Whitley Award winners. Do you have any ideas to contribute?

Question 21 - Photographs

Please email us 10 high quality photographs in support of your application (**jpeg format preferred**). One of these must 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 separately to info@whitleyaward.org. 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. **Do not submit multiple photographs inserted in a Word document or insert photographs to the application form.** Images should be sent in batches of 2-4 across multiple emails, with each email not exceeding 20 MB to avoid surpassing attachment/file size limits.

Question 22 – Footage and photos

The Whitley Awards are a media and profile prize in addition to a grant. If you are selected as a Whitley Awards finalist you will be asked to submit high quality video footage and additional high quality images for use in producing a short film highlighting you and your work. Please visit the winners section of the WFN website (www.whitleyaward.org/winners/) to view examples of previous finalist films. Give brief details of the amount and quality of footage and other media you have available or could access that can be used for these purposes. If you do not have footage, please state this (your eligibility will not be affected). Footage may be amateur or professionally shot.

FINANCE

Question 23 – Summary Financial questions

Please complete the charts provided. You must show both local currency and £GBP Sterling. Indicate rate of exchange used. The charts request information relevant to both the project for which you are applying and also for your NGO/organisation as a whole.

Question 24 - Financial Information

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

- You provide enough information so that we can fully understand your application whilst keeping it **simple**.
- All figures in budgets need to be provided in **£ GBP Sterling and local currency**.
- You state the assumed rate of exchange from the project's local currency, giving the date for the used rate.
- Ensure that supporting documents are clearly titled.

For documents, statements, accounts and historical budgets, separate attachments of Excel Spreadsheets, Word documents or PDFs are acceptable but please ensure all attachments are formatted for printing on A4 paper and files names include your name.

For **Forecast Project budgets**, we **do not accept** separate Excel Spreadsheets. It is encouraged for you to complete a table in Word or copy and paste financial information from Excel into the application form. Please note the WFN does not support land purchase or construction of buildings. **Whitley Awards are worth £40,000 over one year so you should submit a budget for this amount.**

You need to provide the following:

A) Financial Governance

i) NGO/organisation Founding Documents (e.g. constitution, registration certificate) - provide a scanned copy of the founding documents for your NGO/organisation as a separate attachment. If these are in another language, please provide an English translation if available.

ii) NGO/organisation – Latest Audited Financial Statements/Accounts - It is important to us that the recipient of a WFN grant can demonstrate that the NGO/organisation to which the funds are paid is financially viable and has appropriate financial controls to ensure that the funds are properly managed. **If available, please submit audited accounts** (financial statements), including an **Income and Expenditure Statement, Balance Sheet and Audit Statement** signed by an independent external auditor. You should submit the latest audited accounts available. You must include copies **with values converted to £ GBP**, giving the rate of exchange (and date) used as well as a translation of the **Audit Statement in English if available**. These should be submitted as separate attachments. Where you **have no audited accounts** please provide the alternative equivalent as used in your organisation's Financial Control procedures.

iii) Explanation of Financial Controls of your NGO/organisation – provide a description of how the financial affairs of the NGO are managed. In particular describe the internal financial controls used by the NGO/organisation to ensure that the grant will be disbursed only for the project to which it applies and in accordance with the project's objectives. If you do not have audited accounts you should include an explanation of why the NGO/organisation does not have its accounts externally scrutinised.

B) Project Budgeting

i) Historical Project Budget - Financial Information for the last 2 Financial Years for this specific project This can be submitted as a separate attachment. The assessors want to be able to see how your project has developed over the last couple of years in order to assess your need for funds and to be able to predict how you would cope with increased funds. If your project is new and this is not possible (there is less than 2 years history) please explain this. The historical budget should identify:

- your total project income, showing all sources
- your expenditure (with appropriate level of detail, e.g. make it clear how funding was used)
- Links with project activities and outcomes

If this is a new project, we would still like to see the same but for a most recent alternative project (if you have multiple projects, chose the one most similar or closely linked to this new project).

ii) Forecast Project Budget for next year – How you will use the Whitley Award?

NOTE- The forecast budget must be embedded in the application form and **NOT** submitted as a separate attachment.

Using a table or inserted Excel Spreadsheet (ensuring it is suitably formatted for a Word document), provide a forecast budget for next year including the period of the Whitley Award (June 2019 – June 2020), itemised by the objectives included in the logframe above, and supporting activities. Show how the Whitley Award of **£40,000** would be spent over one year and how much expenditure will be assigned to each objective. The statement should:

- Identify your total expected project income for the next year, including the Whitley Award period **showing all sources of confirmed income** and planned expenditure per donor, indicating where sources of income have been applied for but not yet confirmed.
- Show how much of each type of cost is budgeted for each objective, activity and resulting output (as defined in the logframe).
- Identify your planned expenditure (with appropriate level of detail, e.g. make it clear how much funding is budgeted to be spent on project activities e.g. equipment, supplies, salaries, transport, research, training etc).
- Show what % of the overall project budget Whitley Award funding would be.

NOTE- The budget must be broken down to **no more than £2,000 per line item**. If further breakdown not possible, please provide an explanatory note in the 'Comments' section of budget. For salaries, please show the weekly, monthly rate as relevant.

iii) Explanation of Budget

Please give a written explanation of your forecast project budget. 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.

iv) How funding gap will be filled

Please explain how you plan to raise the remainder of the funding required to support the project. Are you confident this can be achieved? What will happen if you fall short of your fundraising targets?

Question 25 - Your Fundraising

Using the tables, briefly give details of other applications for funding you have made recently (for this project, and for the NGO/ organisation). Include failed and successful applications and those where the result is pending. Also list your current major donors, funding amount and date until when funds are committed.

Question 26 – Delivery of funds

Provide details of where funds will be delivered if your application is successful i.e. details of your organisation's Bank; bank address, account number and IBAN, and briefly describe how funds will be managed. Any costs that will be incurred in fund delivery needs to be included in your forecast 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.**

LEGAL

Question 27 – Declaration

a) All applicants should indicate whether or not they had help in developing the proposal, and if so indicate what type of assistance this was and who provided it.

b) Please read the statement regarding report sharing and tick the box if agreeable.

Applicants should carefully read and then sign the declaration to complete their application. A scan of the signed declaration page can be submitted by email with the completed application form or a scanned image file of the applicant's signature can be inserted into the document.

Question 28 – Referee Statements

- Three referee statements are required for each application.
- The deadline for the receipt of references **is midnight GMT on 31st October 2018.**
- References must be wholly objective and cannot be from team members, members of your NGO/organisation, or from those in a position to benefit in any way from your application being successful.
- References must be submitted In **ENGLISH** on official letter-headed paper, signed by the referee and sent as a PDF file.
- 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 (ideally one local, one national). The third should be from an international referee who can provide context as to why your project work is important at a wider level.
- At least two of the referees must be able to provide expert opinion on the science, practical and technical aspects of your application.
- 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.**
- All referees must have read your application form.
- We regret that we cannot chase referees for you. 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.

Once your application has been sent what happens next?

- Once your application has been received at WFN you will be sent an acknowledgement within two weeks (please bear with us as the volume of applications can be high).
- Applications will be screened by WFN and then sent for external review.
- Those who remain in the process following external review will be asked to provide further information to clarify points raised by reviewers in preparation for when the WFN Judging Panel meet to review the applications in March.
- Finalists will be selected in spring and invited to the UK for Interview in April/May.
- The successful winners will be presented with their Awards at the Whitley Awards ceremony in April/May.
- We aim to notify unsuccessful applicants of the outcome during spring (although this timing may vary).

GUIDANCE FOR REFEREES:



IN CONFIDENCE

GUIDANCE FOR REFEREES - WHITLEY AWARDS 2019

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 their work, as well as their suitability for the Award. 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.

Conflicts of interest - Please note, references must be wholly objective and cannot be from team members, members of the applicant's NGO/organisation, and referees cannot be in a position to benefit in any way from the applicants proposal being successful.

Background to WFN - WFN is a UK registered charity offering Whitley Awards and ongoing support to outstanding nature conservationists around the developing world. We locate and recognise **dynamic conservation leaders** and support projects founded on science, community involvement and pragmatism. The charity offers funding, training and recognition to people who bring about change, and champions passionate individuals who are committed to enabling 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.** We are looking for dynamic team players who will benefit from not only financial support, but media training and the international recognition associated with the Whitley Award. 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, deliver the project and communicate the results; the strength of the proposed activities and methodology; how the project will make a difference to nature conservation; and any other information that might help the Panel. Should the applicant succeed, they will receive a Whitley Award worth £40,000 GBP in funding. We would therefore also 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 - The reference must be sent as a scan of a signed letter, on official printed letter-headed paper in PDF format. The subject line of the email should include the applicant's full name and your surname.

Deadline - Please submit your reference by email to info@whitleyaward.org by **THE DEADLINE OF midnight GMT on 31st OCTOBER 2018**. This is very important, as the applicant's application will not be considered without the receipt of all three references before the deadline.