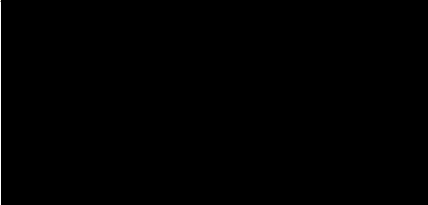


August 13, 2010



Re: [REDACTED] Food Security Enhancement and Entrepreneurial Development Project Proposal

Dear [REDACTED],

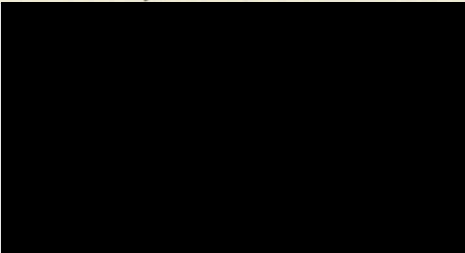
[REDACTED] is a 501(c)(3) humanitarian organization fighting global hunger, poverty and environmental degradation. I am pleased to submit the following proposal to [REDACTED] in the amount of \$341,039 in support of [REDACTED]'s Food security Enhancement and Entrepreneurial Development (FEED) Project as part of the Women's Initiative in Latin America. Through FEED, [REDACTED] and its partners will help 700 low-income, food-insecure women in the Puno region of Peru by supporting women's economic activities and promoting a greater role for women in household and community decision-making.

[REDACTED] shares with [REDACTED] the desire to improve the lives of the most vulnerable segments of society through their engagement in productive activities and support for gender equity. We will accomplish this goal by expanding paid work opportunities for women, which will allow shifts in gender relations and a greater role for women in society, as well as improving food security.

In Peru, [REDACTED]'s model has proven to have a strong foundation in practices related to gender equality, poverty reduction, economic growth and food security. With scalable projects and our local staff knowledge of the area, strong community involvement and expertise in income generating activities, our project objectives will be successfully accomplished.

We at [REDACTED] appreciate the opportunity to submit this proposal for \$341,039 to [REDACTED] [REDACTED] as part of the Women's Initiative in Latin America. For more information, please contact [REDACTED]

Sincerely,



ENCLOSURES

Lead Organization Information Sheet

Organization

[REDACTED]

EIN:

[REDACTED]

Proposed country(ies) of work:

Peru

Amount requested:

\$341,039.00

Proposed dates of performance:

Oct, 1 2010 – Sept, 30 2013

Partner organizations:

1. _____

2. _____

Proposal contact:

[REDACTED]

Title:

Director of Corporate Relations

Phone number:

[REDACTED]

Email:

[REDACTED]

Address:

[REDACTED]

City: State: Zip:

[REDACTED]



Proposal Narrative



Executive Summary

██████████ is a 501(c)(3) nonprofit, non-governmental organization with a mission to end hunger and poverty while caring for the Earth. In this project, ██████████ aims to increase the income and food security¹ of 700 Peruvian women and their families—320 original participants and 380 through ██████████’s Pass on the Gift (POG) process—through the Food security Enhancement and Entrepreneurial Development (FEED) Project. FEED will work with eight associations in the Puno region of Peru to support women’s economic activities and promote a greater role for women in family and community decision-making.

FEED is a continuation of an existing ██████████ project, *Asociación Departamental de Mujeres Campesinas de Puno* (ADEMUCP) for Food Security in Puno, which has provided initial technical assistance to women’s productive associations in Puno since July 1, 2008. Through this project, ██████████ has increased women’s technical capacities in agriculture and animal husbandry to help them increase and diversify their income and improve family food security and nutrition. FEED will build upon the previous project’s success in increasing productivity levels by strengthening the institutional and marketing capacities of eight key associations. These associations will help the women achieve higher production volumes attractive to buyers, lower production costs and allow the women to collectively market their products, thereby integrating the women into agriculturally based value chains. FEED will also increase rural revenues by supporting crafts production—a non-farm economic activity with strong marketing potential in the highly touristic project area.

Over a project period of three years, ██████████’s support would help ██████████ lead the development and implementation of activities to meet the following three principle objectives.

- By June 30, 2014, at least 70 percent of women in eight associations have increased their income by 20 percent through the production and marketing of local agricultural products and handicrafts.
- By June 30, 2014, at least 80 percent of women in eight associations have improved their nutrition and that of their families through the consumption of highly nutritious, locally produced food.
- By June 30, 2014, at least 70 percent of women in eight associations have increased their participation in family decision-making, particularly in relation to household income expenditures.

¹ Food security is defined as having, at all times, both physical and economic access to sufficient foods to meet dietary needs for a productive healthy life (The World Food Summit, 1996).

FEED responds directly to five of [REDACTED]'s specific objectives:

- To increase awareness in the local and regional community of the critical contribution of gender equality to global economic growth, poverty reduction, food security and political stability.
- To expand paid work opportunities for women to allow for shifts in gender relations and a greater role for women in household decision-making.
- To increase opportunities for women as workers, producers and entrepreneurs within local and regional value chains.
- To promote the participation and leadership of women in productive activities.
- To support women's roles in food security through more equitable distribution of assets so they can achieve higher agricultural productivity.

Problem Statement

Puno is one of the poorest departments (provinces) in Peru. According to the Instituto Nacional de Estadística e Informática (INEI), 41.6 percent of the population of Puno faces extreme poverty, defined as the inability to purchase essential food items. Diets in the communities targeted by this project are nutritionally poor, with food intake limited to noodles, sugar, vegetable oil, drinks and crackers, resulting in severe nutritional deficiencies. According to the United Nation's Children's Fund (UNICEF), 30 percent of Puno's children ages 0 to 5 face chronic malnutrition.²

The United Nations Food and Agriculture Organization (FAO) estimates that women are responsible for the production of 60 to 80 percent of food in developing countries and approximately 50 percent of global food production.³ In accordance with these estimates, women in Puno play a vital role in ensuring adequate access to and proper use of food for their families. They do this primarily by cultivating amaranth, potatoes and quinoa and by rearing alpaca, guinea pigs and sheep. While these activities are geared mainly toward family consumption, the sale of surplus food presents great potential for raising additional income, if yield and quantity can be increased through training and technical support. Increased income can be used to purchase other key food items not produced on-farm, thus further improving family food security.

Currently, women lack the training and access to key inputs for improved agricultural and livestock production that would strengthen their capacities as "bread makers" and position them to be "bread winners," thus empowering them to take on a greater role in family decision-making. In particular, women need to know how to recognize early warning signs of agricultural issues and practice risk-reducing techniques to minimize their families' vulnerability to the annual onset of extreme weather, drought and frost that often result in losses in crops, grains and animals. Women in the target project area are primarily rural Quechua and Aymara—groups that

² UNICEF and INEI. The Situation of Children in Peru; Executive Summary. June 2008

³ UN Food and Agriculture Organization. "FAO Focus; Women and Food Security." <http://www.fao.org/FOCUS/E/Women/Sustin-e.htm>

are highly vulnerable to poverty due to the ethnic and gender discrimination they face, causing them to have less access to education than their male counterparts, less legal and political representation, less access to professional training and fewer income-earning opportunities. As these women's labor is mostly unpaid, it is undervalued in Peru's patriarchal society, leading women to have little say in household decision-making, particularly regarding household finances.

Research by the FAO from across the globe has found that improvements in household nutrition and food security are consistently associated with increases in women's access to income and roles in decision-making in household expenditures. In general, women tend to spend far greater portions of their income on food and their families than do men. The World Bank's International Development Association's studies from Brazil estimate that impoverished children's survival probabilities increase by 20 percent when income is in the hands of the mother instead of the father.⁴

Despite the frequent correlation in increases in women's income and increases in their participation in household income expenditure decisions, additional research and experience suggests that this process cannot be taken for granted. Men in patriarchal societies, such as those of the target project area, often have stronger legal and social claims to household income and can deny women access to family finances, including those earned by the women. To counteract patriarchal attitudes, FEED will involve the participation of men in gender awareness and sensitization campaigns emphasizing the importance and benefits of shared household decision-making for family well-being and future prospects.

Proposed Work Plan, Project Design and Implementation

FEED will target eight women's productive associations belonging to ADEMUCP. The eight associations are in the geographical areas of Melgar, Azángaro Sandia, Lampa, Puno, Collao, Chucuito, Putina, and Huancané provinces. They were selected to participate in the project because they present a number of characteristics that are critical to the project's success. These associations 1) have a strong relationship with [REDACTED] through previous agriculture and livestock production capacity building; 2) are in various stages of obtaining the legal status that is key to the development and registering of small businesses; 3) have strong leadership elected through general assembly; 4) were constituted with the goal of promoting capacity-building and economic development of their members through agriculture-based microenterprise development; 5) are involved in the production and sale of handicrafts, an alternative source of non-farm revenue; and 6) are strategically located in geographic areas that have access to the vibrant markets of Puno and Arequipa cities.

[REDACTED] will help these associations revise and strengthen their statutes and organizational procedures; build leadership capacity; identify strengths, weaknesses, opportunities and threats; formulate business and marketing plans for collective sales; and train participants in financial and microenterprise management.

⁴ World Bank's International Development Association (IDA): "IDA at Work: Gender: Working towards greater equality." <http://siteresources.worldbank.org/IDA/Resources/IDA-Gender-Impact.pdf>

██████████'s methodology is highly participatory and has three main components: sustainable community development grounded in locally driven, values-based planning; livestock provision and animal husbandry/agricultural trainings serving as the primary sustainable development tools; and asset development and transfers achieved through the POG chain. ██████████'s 12 Cornerstones for Just and Sustainable Development guide the ██████████ development.

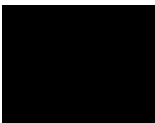
██████████'s **12 Cornerstones:** The Cornerstones, which spell the acronym PASSING GIFTS include **P**assing on the Gift, **A**ccountability, **S**haring and Caring, **S**ustainability and Self-Reliance, **I**mproved Livestock Management, **N**utrition and Income, **G**ender and Family Focus, **G**enuine Need and Justice, **I**mproving the Environment, **F**ull Participation, **T**raining and Education, and **S**pirituality.

The pass-on chain: POG is a practice established with the purpose of extension and sustainability of project benefits. POG is an individual participant's commitment to sharing acquired resources with other selected project participants. This is typically done by receiving and breeding livestock, then giving a female offspring to another selected family. With the animal, the donor family provides the training and knowledge they first acquired from ██████████. POG builds strong community bonds, maintains dignity and can be replicated with other resources. In this project, there will be two types of POG chains.

- **The POG of inputs.** A total of 320 women in eight groups will receive animals, equipment and other agricultural inputs. At the end of the first year, the participants will share similar inputs—in-kind or the cash equivalent—with another 380 women. The project will, therefore, reach a total of 700 women. Written records of the POG chain will be kept and processed in a database.
- **The POG of training.** The sharing of experience and know-how involves the transfer of knowledge acquired through leadership trainings, organizational management and production development that take place in the farmer trainings. The original 320 women participants will share the knowledge and skills they received with the 380 POG women by replicating the training workshops.

Farmer Field Schools: The Farmer Field School (FFS) approach will be used in carrying out all agricultural and livestock related trainings. FFSs emphasize group learning by doing rather than adopting generalized recommendations formulated by specialists from outside the community. This approach involves both theoretical and practical phases and allows for group observations and analyses, enabling women and other participants to make their decisions about crop management practices and to apply them in the context of their own homes and farms. Trained community promoters, agronomists and veterinarians will be responsible for training sessions that will generally last between four and eight hours and will focus on specific themes related to improved practices and techniques.

The project does not focus on a specific activity but on a methodology whose subject matters correspond to a specific participatory diagnosis for each community. Meetings will take place (for participatory training sessions) at farms and the training plan will be used during the whole animal husbandry and farming cycle. Replications are carried out at productive units. Training materials (manuals and pamphlets) and audiovisual materials will complement this. Producers



and farmers will be trained by specialists who are methodology experts and who form part of the counterpart team that will implement the project.

The following table indicates the subjects that will be covered and the number of classes in each subject.

Description	Number
Training in Agroecology and Andean Agricultural Technology	36
Internships/experience exchanges	12
Genetic improvement, germ plasm conservation	8
Production of preserves, forage	3
Producing native potatoes	3
Training for community promoters	24
Agroecological training for women	24

Value chain: This project will focus on developing and strengthening value chains for families and local rural organizations. [REDACTED]'s value chain approach is unique because it is a participatory process, working with stakeholders from all levels of the value chain and of all scales to understand opportunities for and constraints to increased competitiveness. [REDACTED] will conduct a value chain analysis for livestock and agricultural production aiming at increasing handicraft production. The value chain analysis will help identify key value-added activities and constraints along the producer-to-market chain and will guide strategies that lead to increased market access, collective bargaining power for producers, and allowing producers to take advantage of opportunities for increased market efficiencies.

Through training assistance in agricultural production, animal health management, soil management techniques and market access analysis, women involved in handicraft production will be better positioned to sell their final products. Within handicraft production, [REDACTED] and its partners will focus on improving production through technical assistance for washing fleece, selecting fiber, sorting wool, carding, combing and spinning. Participants will also receive relevant information and training related to design and fashion trends; identification of buyers, transporters, food and handicraft entrepreneurs; financing options; collective selling; and assistance forming purchasing agreements and private partnerships will be incorporated into business management and marketing trainings.

Sustainability: This project is a continuation of an existing [REDACTED] project, Asociación Departamental de Mujeres Campesinas de Puno (ADEMUCP) for Food Security in Puno, which has provided initial technical assistance to women's productive associations in Puno, since July 1, 2008. Through this project, [REDACTED] has started to increase women's technical capacities in agriculture and animal husbandry to help them increase and diversify their income and improve family food security and nutrition. So, this project will build upon the previous project's success



in increasing productivity levels by strengthening the institutional and marketing capacities of eight key associations.

Through the Asociación Departamental de Mujeres Campesinas de Puno (ADEMUCP) for Food Security in Puno and FEED Project, women in eight associations will build confidence in business management, market access. Over time, [REDACTED] can withdraw and will transition management of the project to the association, promoting long-term sustainability in a broader, community-development perspective. [REDACTED]'s experience is documented through evaluations and shows that once associations are empowered become sustainable community organizations that are critical partners to other local community organizations. Additionally, [REDACTED]'s pass on the gift model promotes holistic community development, moving communities to be proactive in their own development and ensuring that capacities, knowledge, and skills remain on the ground.

Timeline:

Table 2 below outlines the activities planned to achieve the project's stated objectives. This timeline reflects [REDACTED]'s best practices for project implementation and is achievable within the project period, which will run from 2011 through 2013. This project has a high likelihood of success based on the favorable conditions presented by the targeted communities (p. 3), the proven track record of [REDACTED]'s model (pp. 4, 10) and the capacities of the partner organizations (p. 11).

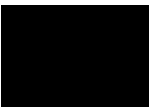
Table 2. Timeline of Activities													
Activities	Year 1				Year 2				Year 3				
	1	2	3	4	1	2	3	4	1	2	3	4	
<i>Objective 1:</i> At least 70 percent of women in eight associations have increased their income by 20 percent through the production and marketing of local foods and handicrafts.													
1	Carry out socioeconomic and nutritional baselines in partnership with health centers												
2	Associations' participatory self-assessments												
3	Training in [REDACTED]'s 12 Cornerstones												
4	Training and technical assistance program in ecologically sustainable agricultural and livestock production, harvest and post-harvest management and quality requirements												
5	Develop market linkages with buyers and facilitate signing of purchasing agreements												
6	Conduct value chain analysis of the handicraft value chain												
7	Implement training program in handicraft design and production												
8	Training and technical assistance to strengthen												



Table 2. Timeline of Activities													
Activities		Year 1				Year 2				Year 3			
		1	2	3	4	1	2	3	4	1	2	3	4
	eight organizations for the collective sale of products (legal registration, business plan, administrative and financial management, marketing, small business management)												
Objective 2: At least 80 percent of women in eight associations have improved their nutrition and that of their families through consumption of local foods with higher nutritional value.													
1	Workshops in nutrition and balanced diets			X			X			X			
2	Training in proper home conditions for healthy eating			X			X			X			
3	Resource sharing through POG				X				X				X
Objective 3: At least 70 percent of women in eight associations will increase their participation in family decision-making, particularly in relation to household income expenditures.													
1	Training seminars in leadership, personal development, negotiation, communication and family finances			X			X			X			
2	Gender awareness-raising campaign		X	X	X	X	X	X	X	X	X		
3	Replication of training					X	X	X	X	X	X		
Project management													
1	POG celebration									X	X	X	X
2	POG activities									X	X	X	X
Monitoring and Reporting													
1	Participatory Self Review and Planning					X				X			X
2	Project progress report (semi-annual)		X		X		X		X		X		X
3	Project financial report (semi-annual)		X		X		X		X		X		X
4	Systematic documentation of experiences											X	X
5	Annual Audit				X				X				X
6	Final project evaluation report												X

Proposed Outcome and Results

To systematically and holistically address the problems and opportunities outlined above, [REDACTED] will lead the development and implementation of complementary activities to meet the overall goal of helping families achieve food security and increasing rural incomes. Proposed baseline indicators include income levels, family nutrition levels and women’s participation in family decision-making.



Objective 1: By June 30, 2014, at least 70 percent of women in eight associations have increased their income by 20 percent through the production and marketing of local foods and handicrafts.

- Implement training and technical assistance program to improve women’s grain, crop and livestock production.
- Create market linkages for the sale of surplus agricultural and livestock production.
- Conduct value chain analysis of the handicraft value chain.
- Strengthen the capacities and systems of eight women’s associations for the collective sale of agricultural and livestock products and handicrafts.

FEED will enable 700 women to increase productivity and quality in the production of amaranth, potatoes and quinoa⁵ as well as alpaca, guinea pigs and sheep using techniques that promote sound environmental stewardship. These outcomes will be achieved through the women’s participation in FFS, a highly effective method of technology transfer involving farmers in highly participatory and practical training sessions that integrate field technicians’ expertise in best agricultural and livestock production practices with traditional farming systems.

The training will also promote the production of additional crops that will complement families’ diets and provide an additional source of income. FEED will provide training and on-farm support on integrated pest management, soil and pasture management, animal health and nutrition, post-harvest management and international organic quality standards. It will also assist women in accessing seeds, livestock, tools and other inputs, enabling women to improve agricultural yield and livestock quality. The distribution of male sheep for breeding and increasing herd sizes will increase wool production for making handicrafts.

As agricultural and livestock practices and yields are improved, the project’s technical team will assist women in the development of market linkages with potential buyers in the food industry including wholesalers, exporters, supermarkets, hotels, restaurants and street markets in Puno and other nearby urban centers. Project technicians will assist women in meeting quality standards and marketing specifications, organizing product demonstrations and formalizing purchasing agreements with buyers, with the goal of providing stable markets offering fair prices and clear rules of engagement.

Additionally, FEED will seek to diversify women’s income generation opportunities through support of alternative, non-farm production methods. The eight participating associations are currently engaged in the production of arts and crafts such as hats, gloves, shawls and sweaters made of alpaca wool, which are popular and sold in local and regional fairs and in key tourist areas such as Puno and Arequipa. The project technical staff will conduct value chains analysis

⁵Quinoa possesses larger quantities of calcium, fat, iron, phosphorus, magnesium, potassium, zinc and B vitamins than many other grains. Compared to common wheat protein at 14 percent, rye at 12 percent, and brown rice at 7.5 percent, quinoa's figures are impressive. Its protein content can range from 7.5 percent to 22.1 percent, depending on the variety (University of Minnesota, 2000).

to identify outlets for handicraft production and the characteristics demanded by buyers. Based on this analysis, the technical team will establish a training program providing women with key design and production techniques responding to market demands, as well as support in acquiring the necessary sewing and weaving equipment.

Throughout the project, FEED will work to strengthen the eight women's productive associations to provide them with the skills and support necessary to develop and manage small businesses. Based on a group assessment to identify areas needing support, the groups will receive training to improve their administrative and financial management systems, leadership capacity, legal requirements, and in the formulation of business and marketing plans.

Objective 2: By June 30, 2014, at least 80 percent of women in eight associations have improved their nutrition and that of their families through consumption of local foods with higher nutritional value.

- Provide training on nutrition and balanced diets.
- Diversify diet through the provision of seeds and small-to-medium size livestock.
- Provide training on creating the conditions for maintaining a healthy home.

FEED will enable 700 women to improve their knowledge of nutrition and have the means with which to diversify their families' dietary intake. The women will participate in training on the essential aspects of nutrition, the importance of traditional Andean foods, diversified diets and hygienic cooking. FEED will complement training with the provision of agricultural inputs such as guinea pigs, sheep and seeds and will provide targeted information to address the particular dietary needs of children, pregnant and lactating women, adolescents, and adult men and women.

Participating families will further improve their lives by establishing healthier habits and home environments. FEED's Healthy Homes component consists of training on and distribution of key supplies for an array of home improvements. Transparent sheeting for roofs will provide ample light for cooking. Improved stoves will reduce pollution, tree cutting and cooking times. Stone-paved patios will provide better conditions for preparing food. Latrines and household landfills will improve family hygiene. Families will learn to protect springs and other sources of water for human consumption and to organize separate family living spaces and livestock areas.

Objective 3: By June 30, 2014, at least 70 percent of women in eight associations will increase their participation in family decision-making, particularly in relation to household income expenditures.

- Provide workshops in personal development and leadership for women.
- Conduct awareness-raising and sensitization campaigns for men and women on gender issues.

Increased ability to produce food and generate income will be incomplete in empowering women unless complemented by a strategy targeting both men and women to raise awareness of gender issues and change ingrained attitudes toward women's roles. The workshops in personal development and leadership for women will build self-esteem and strengthen women's leadership, communication and negotiation skills and assist them in identifying ways they can apply these skills in family and community decision-making processes. The awareness-raising

campaign for men and women on gender issues will identify appropriate spaces for men and women to share experiences and analyze gender roles and their consequences on individual and family well-being. The project will collect and track key data for monitoring behavior changes regarding gender, including data on women’s control over family finances, participation and leadership roles in community decision-making, and men’s and women’s perceptions of gender roles.

Organization and Partnership Capabilities

has provided livestock and training to limited-resource farmers for more than 65 years. More than 12 million families in more than 125 countries are living better lives because of ’s sustainable responses to poverty and food insecurity.

Based in Little Rock, Arkansas, currently has 928 active projects with more than 190,000 project participants. ’s programs are organized in four areas: Africa, the Americas (North, Central and South America), Asia/South Pacific, and Central and Eastern Europe. ’s local, in-country professionals manage its programs and are assisted with technical and administrative support from staff at ’s headquarters office. ’s model is highly effective in creating long-term impact— does not provide short-term relief.

has worked in Peru for more than 23 years. As a branch office of and a legally registered entity, Peru has projects in North, South and Central Peru. Since 1984, Peru has assisted 37,547 families through the implementation of projects that improve agricultural production, increase the marketing of local products, encourage sound management of natural resources and build the capacity of local organizations. Peru is a country program that cooperates with, accompanies and encourages the sustainable efforts and proposals of urban and rural small farmer organizations, rural communities, their associations and federations, and women’s and youth organizations. collaborates to address hunger, poverty and environmental degradation and to make an impact in advocating for food security at the local, regional and national levels to improve the quality of life for families and communities.

’s experience in gender equality and equity makes the organization unique. projects focus on integrating men and women into the various roles in their communities, organizations and family life. Peru has conducted projects targeted to identify problems related to gender equality. Based on the problems identified through other projects, best practices have been developed for helping women gain greater access to resources and more equitable control and decision-making, which benefit the entire family.

The beneficiaries of the project will be 700 women organized in eight producer groups belonging to ADEMUCP, which is part of the Farm Confederation of Peru (*Confederación Campesina del Peru*). Peru has worked with women organized in ADEMUCP in other projects since 2003. Founded in 1947, ADEMUCP includes more than nine provincial associations of women farmers.

To implement this project, will partner with two organizations.

The () is a nonprofit organization whose mission is to work with groups of low-income farmers to improve their standard of living. Among its



capacities are the ongoing provision of technical assistance related to production, strategies to select value chains and management of small organizations. In this project, [REDACTED] will be responsible for providing technical assistance to improve production and marketing of handicrafts and Andean foods to help women increase their income.

[REDACTED] ([REDACTED]) is a non-governmental organization focusing on building leadership skills, food security, and promotion of a more just and decent life. They have been working in the area of Puno for more than seven years, and their knowledge of the communities and the women in the communities is an added asset when dealing with socially and economically discriminated-against women. With [REDACTED], women feel confident and have more freedom to express themselves, making leadership trainings more successful. In this project, [REDACTED] will provide training in leadership and personal development to ensure women’s knowledge of their civil rights.

[REDACTED] and [REDACTED] have both worked with [REDACTED] Peru in the Puno project area for the past two years providing technical support to the producer groups of the ADEMUCP. These organizations will bring added value to the project in the form of existing relationships with producer groups, a sense of their organizational strengths and weaknesses, and lessons learned from past work experience within project areas and with participant groups.

Budget and Cost-Sharing

Please see the attached budget and budget narrative. The total project budget amount is \$441,039. Cost-sharing in the amount of \$100,000 will be provided with funding from the [REDACTED].

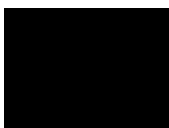
In the Budget Narrative, under Agricultural Equipment and Supplies, the line item “Agroecological and handicraft inputs and equipment from [REDACTED] Peru” includes the following.

- Inputs for managing livestock and crops
- Inputs for prizes to give to women
- Inputs and materials for textile crafts
- Equipment for textile crafts
- Inputs for local and regional farmers’ markets
- Home greenhouses to grow vegetables
- Shipping

These items will be purchased by [REDACTED] Peru for use by the implementation partners, [REDACTED] and [REDACTED].

The line item “Agroecological, handicraft and Healthy Homes inputs and equipment from ADEMUC” includes the following.

- Inputs for agroecological production: tools, equipment for modern irrigation and dairy transformation utensils
- Inputs for rural fairs: table utensils, counters and canopies
- Handicraft equipment: yarn spinners, weavers and carders



- Healthy Homes modules: translucent roofing sheets, improved cook stoves, protection for springs and latrines.

These items will be purchased by ADEMUC for use by project beneficiaries in their service region.

The line item “Handicraft inputs and equipment from CEDA” includes the following.

- Improved spinning equipment
- Looms
- Hand carders

These items will be purchased by [REDACTED] for use by project beneficiaries in their service region.

Project sustainability is ensured through participant trainings and the multiplier effect of the POG chain, strengthening organizations and restoring and strengthening environmentally sound agricultural and livestock production in communities. In addition to the POG chain, empowering women not only to improve their production but also increase their decision-making role will ensure that the benefits from the project last beyond the life of the project. As a result, women and men will become partners in development and critical actors in the development of their community. Moreover, empowering women farmers to improve their productivity by linking them to expanded commercial buyers establishes important private-public partnerships and ensures project sustainability beyond three years.

Baseline, Monitoring and Evaluation

For a full description of the baseline, metrics and proposed method of measuring the three principle objectives please see Appendix A. The following metrics have been incorporated into the indicators system: the number of people served and the number of acres under improved management. Additionally, indicators from the Peru National Statistics Institute will be used for comparison purposes.

Baseline: The baseline data will be collected in the first quarter of Year 1 of the project using surveys, interviews and focus groups. Baselines will be used to capture the status of the women organized in the eight productive groups and the groups themselves before the intervention and at the beginning of the project. The baseline will be used to analyze the constraints and opportunities for increasing women’s income, food security and involvement in family decision-making; to assess the impact of the project interventions, monitoring activities and generate lessons learned; and to measure the results of the project. Details pertaining to the baseline data that will be collected are included in the attached Impact and Outcome Measures Framework.

Monitoring processes: [REDACTED] Peru’s country office will provide programmatic, administrative and financial monitoring assistance to partner organizations using mechanisms established as part of the program. The [REDACTED] Peru Southern Zone Office will contribute to project monitoring and evaluation.

Monitoring of activities: Partner organizations will provide quarterly data about activities and goals achieved based on the original action. Progress and difficulties will be analyzed to identify and implement any necessary corrective actions. Outcomes of activities will be monitored with a

semiannual results monitoring plan, which will include monitoring visits, database reviews and semiannual results based on the project indicators.

Mid-term, final and impact evaluations will be conducted using the baseline data collected. The mid-term evaluation allows project adjustments to be made to address any problems that hinder success and provides lessons learned during the timeframe. The final and external impact evaluations will measure success and sustainable changes to which the project has contributed. [REDACTED] will use the [REDACTED] Impact Model, which was developed in collaboration with the Evaluation Center of the University of Western Michigan for impact measurement.

Evaluation: [REDACTED] [REDACTED] Peru will conduct mid-term and final evaluations. [REDACTED] will contract with Western Michigan University to conduct an impact evaluation immediately after the end of the project. [REDACTED] as lead partner will perform ongoing monitoring and evaluation, including review and management of partners' financial and program reports.

The mid-term and final evaluations will comprise a qualitative assessment and a process evaluation to examine the working of the process, the delivery mechanism and the likelihood of achieving the objectives based on the current pace of project implementation.

The impact evaluation will be conducted immediately after the project's completion.

The evaluations will establish the long-term effect on the lives of the project families and consider multiple levels of impact. Project outputs, outcomes and indicators will be subject to evaluation.

Monitoring and evaluation produce a substantial body of knowledge incorporating best practices, lessons learned, successes and failure. As a strategy for disseminating the results of the evaluation, [REDACTED] Peru will develop a calendar for publications, and meeting in Peru and other countries in Latin America will provide the platform for information sharing with advisors and key stakeholders. Evaluations results will be shared organization-wide through program meetings and relevant conferences.

Evaluator Profiles

Baseline data collection and analysis and project evaluations will be conducted by [REDACTED] and [REDACTED] with support from [REDACTED] Peru and partner organizations. [REDACTED]'s and [REDACTED]'s profiles are below.

[REDACTED] is Associate Director of The Evaluation Center and Director of the Interdisciplinary Ph.D. Program in Evaluation at Western Michigan University. [REDACTED] grew up in Australia and took two degrees in mathematics there before going to Oxford for his doctorate and coming to the United States to start his career. He married into a Midwest farming family and helps manage the family farms that his wife inherited. He has worked for CARE International and the World Bank to support subsistence-level rural communities in developing countries. He has contributed a number of practical evaluation methods to the field, especially a number of basic checklist approaches. He has more than 360 publications in 11 different fields, including education, computer science, critical thinking, psychology, law, psychiatry and social work. He has held faculty rank at a number of leading universities, including the Universities of Minnesota, Indiana, California (at Berkeley), Claremont, Western Michigan, Western Australia

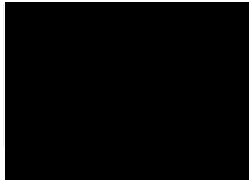


and Auckland (New Zealand); and fellowships at Harvard, Stanford, the National Science Foundation and the Educational Testing Service.

██████████ has been involved in 15 of the 20 impact evaluations conducted for ██████████. He currently works as an evaluation consultant in the Latin American region, mainly in the nonprofit sector (foundations, institutes, and non-governmental organizations). He recently completed the institutional evaluation of the Foods Resources Bank—a non-governmental organization dedicated to helping reduce hunger in the developing world through small-scale agricultural production accompanied by other integrated activities that lead to sustainable food security in overseas areas facing significant hunger problems. He has a Doctorate in Interdisciplinary Evaluation at WMU and was visiting professional at the Evaluation Unit at the W.K. Kellogg Foundation (2003-2005). He has a Master of Public Health (MPH) degree from the University of North Carolina at Chapel Hill (1996) and a Dental Surgeon degree from the Universidade Federal do Rio de Janeiro—Brazil (1985). Mr. Chianca is a founding member of the Brazilian Evaluation Network and co-chair of the International and Cross Cultural Evaluation Topical Interest Group of the American Evaluation Association.

██████████

To recognize ██████████ for its funding of the FEED Project, ██████████ will use several resources at our disposal. A description of the partnership will be included on ██████████.org in the Ideas In Action section, under Corporate Partners ██████████. We will also use our growing social media presence on Facebook and Twitter to publicize the partnership. In-country, we will promote the partnership in the ██████████ Peru Annual Report and through media releases to the Peruvian press. We look forward to working with ██████████ Media Manager ██████████ to find other opportunities to legitimately promote the relationship.



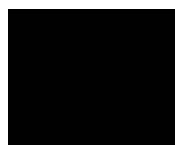
Impact and Outcomes Measures Framework

August 13, 2010

Goal: To increase income and food security of 700 organized women in the Puno region by supporting women’s economic activities and promoting a greater role for women in household and community decision-making.

Objectives	Indicators	Means of Verification
<p>Objective 1: By 2014, at least 70 percent of women in eight associations have increased their income by 20 percent through the production and marketing of local foods and handicrafts.</p>	<ul style="list-style-type: none"> • Household incomes • Women’s income • Number of families with increased economic benefits derived from livestock, agricultural or handicraft production • Percent contribution that women make to the household income • Food/livestock production per family; average livestock holding • Livestock deaths and/or instances of illness reported • Livestock distributed • Number of resources through POG methodology • Percent of households practicing 50 percent or more best animal husbandry and agricultural practices • Number of private partnerships formed • Number of purchasing agreements signed 	<p>Evaluation of process and case studies Records of production and sells records Monthly project monitoring reports Audiovisual materials, photos, interviews and videos Manuals and content of workshops and training Knowledge evaluation form Plans for productive initiatives Organizations’ business plans</p>
<p>Outputs</p> <ol style="list-style-type: none"> 1. Organizations identify their strengths and weaknesses and assess their current capacities. 2. Women trained in [redacted] International Values Based Holistic Community Development Model. 2. Women capable of solving problems in production systems. 3. New profitable markets are identified for local food products and for handicrafts and agreements signed. 4. Textile handicrafts are produced according to participatory organic certification. 5. Handicraft design lead by local and regional trends and designs. 6. Steps of the value chain identified and spaces were producers have a more competitive advantage also identified. 7. Women use financial and management tools for microenterprises in their organizations; they are legally established and have developed business plans. 8. Best ways to negotiate and sell products identified and in use. 	<ul style="list-style-type: none"> • Number of profitable markets identified • Number of business plans developed • Number of products that meet participatory quality standards for organic products • Number of organizations legally constituted • Number of organizations that count with a board of directors in place 	

	<ul style="list-style-type: none"> • Number of women in producer groups that receive training in business management • Number of local and regional fairs organized and/or in which women in associations participate 	
Activities: As in narrative (Table 1. Timeline of Activities)		
Objective 2: <i>By 2014, at least 80 percent of women in eight associations have improved their nutrition and that of their families through consumption of local foods with higher nutritional value.</i>	<ul style="list-style-type: none"> • Nutritional status of children under 5 years of age • Percent of household that report poor household sanitary conditions for food preparation • Percent of women and their families who have access to consumption of local foods • Number of families that eat a balance diet (food from all groups: vegetables, grains, oils, meat, milk) 	<p>Nutritional study of population Farm Records of technologies Forms for monitoring degree of knowledge, levels of participation, home improvements and land use plans Records of meetings with organizations Final project evaluation report and monthly project monitoring reports Audiovisual materials and recordings, photographs interviews and videos Training program, strategic plan, legal documents and registration and approved by-laws Records, proposal documents, formal agreements and testimonials</p>
Outputs: 1. Production of quinoa, amaranth and potatoes increases. 2. Women and their families eat food with high nutritional value. 3. Women participants their families eat balanced diets. 4. Women identify and have in place proper conditions for healthy eating. 9. One hundred guinea pig modules (consisting of one male and one female) and 50 male sheep distributed. 10. Four POG chains completed.		
Activities: As in narrative (Table 1. Timeline of Activities)		
Objective 3: <i>By 2014, At least 70 percent of women in eight associations will increase their participation in family decision-making, particularly in relation to household income expenditures.</i>	<ul style="list-style-type: none"> • Percent of women who hold leadership positions in their community • Percent of women who make expenditure decisions 	
Outputs: 1. All women understand the different leadership roles played by women in their home and community. 2. Women and men are educated in gender equity and aware of gender gaps. 3. Women exercise their citizenship rights. 4. Women are capable of managing their own income and understand their assets and savings. 7. POG chain is completed.	<ul style="list-style-type: none"> • Number of women and men who participated in gender sensitization trainings • Number of women who received training in family finances 	
Activities: As in narrative (Table 1. Timeline of Activities)		



**Food Security Enhancement and Entrepreneurial Development Project
Budget Form**

Categories	Amount Requested from ██████████	Amount Cost-Shared from Other Sources	Budget Total
Personnel & Benefits	\$82,840	\$0	\$82,840
Program Implementation			
Livestock & Freight	11,850	0	\$11,850
Horticulture & Freight	4,300	0	\$4,300
Agricultural Equipment & Supplies	96,211	0	\$96,211
Training	15,965	100,000	\$115,965
Travel & Vehicle Operation	21,824	0	\$21,824
Technical Services & Evaluation	48,348	0	\$48,348
Office Expenses & Services	19,040	0	\$19,040
Capital Expenses	676	0	\$676
Overhead/Indirect	39,985	0	\$39,985
Total	\$341,039	\$100,000	\$441,039

**Food Security Enhancement and Entrepreneurial Development Project
Budget Narrative**

Categories	Year 1	Year 2	Year 3	Total
Personnel & Benefits				
Peru technical project director (full-time)	\$6,400	\$9,600	\$9,600	\$25,600
ADEMUC project coordinator (half-time)	4,200	4,200	0	8,400
ADEMUC field director (full-time)	6,840	6,840	0	13,680
ADEMUC administrative assistant (half-time)	3,240	3,240	0	6,480
project coordinator (half-time)	5,940	5,940	0	11,880
agricultural technician (full-time)	5,400	5,400	0	10,800
administrative assistant (half-time)	3,000	3,000	0	6,000
Total Personnel & Benefits	35,020	38,220	9,600	82,840
Program Implementation				
Livestock & Freight				
Guinea pigs	1,500	1,500	3,000	6,000
Sheep	2,500	2,500	0	5,000
Shipping	425	425	0	850
Horticulture & Freight				
Vegetable seeds	2,800	0	0	2,800
Native plant seeds	500	500	500	1,500
Agricultural Equipment & Supplies				
Agroecological and handicraft inputs and equipment from Peru	18,400	18,400	8,000	44,800
Agroecological, handicraft and Healthy Homes inputs and equipment from ADEMUC	15,600	8,600	0	24,200
Handicraft inputs and equipment from	10,069	17,142	0	27,211
Training				
Trainings and workshops, materials through Peru	17,177	14,750	16,400	48,327
Trainings and workshops, materials through ADEMUC	22,000	23,700	0	45,700
Trainings and workshops, materials through	12,518	9,420	0	21,938
Travel & Vehicle Operation				
Peru local and interprovincial travel (fuel, maintenance, per diems)	2,800	4,200	4,200	11,200
ADEMUC local and interprovincial travel (fuel, maintenance, per diems)	3,040	3,080	0	6,120
local and interprovincial travel (fuel, maintenance, per diems)	2,252	2,252	0	4,504

**Food Security Enhancement and Entrepreneurial Development Project
Budget Narrative**

Technical Services & Evaluation				
Technical assistance through [redacted] Peru (specialist consultancies, evaluation, auditing)	5,000	5,000	7,000	17,000
Technical assistance to/through ADEMUC	9,462	5,538	0	15,000
Technical assistance to/through CEDA	12,810	3,538	0	16,348
Office Expenses & Services				
[redacted] Peru office expenses and materials	2,400	2,400	2,400	7,200
ADEMUC office expenses and materials	2,310	2,330	0	4,640
[redacted] office expenses and materials	3,600	3,600	0	7,200
Capital Expenses				
Data display equipment	0	0	0	0
Laptop computers	0	0	0	0
Camera	0	0	0	0
Recorder - Reporters	676	0	0	676
Motorcycle and accessories	0	0	0	0
Total Program Implementation	147,839	128,875	41,500	318,214
Overhead/Indirect				39,985
TOTAL	182,859	167,095	51,100	441,039



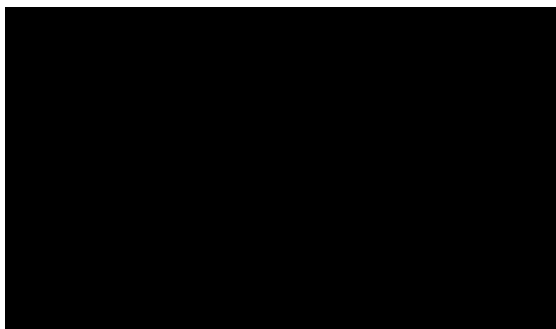
To whom it may concern:

On behalf of [REDACTED], I want to express my strong support for [REDACTED] as a partner working to end Hunger and Poverty. Since 2008, we have worked closely with [REDACTED] on projects using the [REDACTED] model to create food security for communities in a sustainable way. Prior to selecting [REDACTED], [REDACTED] did a thorough evaluation of over 50 non-profit organizations working on Hunger and Poverty to ensure that we were working with the best partner. We selected [REDACTED] because their model produces measurable, sustainable change at the community level and they were willing to work collaboratively allowing us to contribute our hearts and minds as well as our money. These attributes were important as [REDACTED] sought to engage employees in the Hunger cause in a personal way. Since forming a partnership with [REDACTED], the change in [REDACTED] has been remarkable. Our employee engagement scores have increased 10% as they better understand the connection between our Brand and our cause of producing safe, affordable food. Twelve employees (including me) have taken trips to [REDACTED] project sites to witness the need and the good work [REDACTED] is doing. Our first hand experiences have energized us to become advocates not only with our colleagues, but with our industry partners also.

In working with and observing [REDACTED] in the field, I have seen the power of effective partnership. [REDACTED] spends a great deal of time understanding the needs of communities and building relationships with local non-profit and government organizations to insure long-term success not just short-term relief. They don't go into a community and force a viewpoint or implement a solution that may not work. Rather, they listen and build capabilities within the community so they can solve their own problems. Secondly, I'm impressed with how the [REDACTED] model fosters empowerment. [REDACTED] generally works with the most venerable members of the community, often women and children. They provide these individuals training and resources, usually agricultural-based, which improves the overall health of the community. While [REDACTED] takes a holistic approach matching resources with needs, animals are often the key because an animal not only provides a very nutritious food source but also transportation, purchasing power, fertilizer and other tools which can transform lives. Beyond the physical benefits though, I have observed at a grassroots level how animals provide hope and dignity which these individuals may have never had before. Finally, the gift of an animal provides sustainability because the animal will grow and reproduce. [REDACTED] requires recipients to pass on the offspring allowing other individuals in the community to benefit and thus making them equal partners in the fight to end hunger.

From 1999 to 2001, I was the Country Manager for [REDACTED] in Brazil. During this time, I saw the devastating effect that Hunger and Poverty can have. I came away from this experience with a conviction that [REDACTED] was going to do more to end Hunger. Through [REDACTED]'s partnership with [REDACTED], we are making this happen, but I realize we cannot do it alone. It is my sincere hope that you will join [REDACTED] as they work to end hunger and poverty and care for the earth.

Best regards,



Appendix A.

Baseline Methods and Proposed Methods for Measuring the Objectives

Food security Enhancement and Entrepreneurial Development (FEED) Project

1 Introduction

Complementary to the regular semiannual activities and semiannual financial reports, several information management and analytical processes will take place to provide quality and timely information for the decision making during all stages of this project.

This document will describe, succinctly, the main components of the Planning, Monitoring, Evaluation and Reporting (PMER) system for the Americas¹ activities that will take place during the FEED project implementation.

2 Indicators System

■■■■'s semiannual activity-monitoring reports include a narrative assessment of the advancement of the project, along with input and output indicators, including:

- Number of families and individuals assisted;
- Training activities, number of participants and main themes; and
- Inputs/resources provided (animals, agricultural and other resources).

Complementarily to that, there has been an exercise of harmonizing the existing ■■■■ Americas Area Indicators System² with some specific FEED project indicators into an integrated set of PMER indicators that will be used throughout the process of information analysis of this project.

The indicators are arranged in six main themes, 12 variables and 32 indicators; 12 of these indicators are specific to the FEED project.

A set of categories for qualification and a scoring system is available to facilitate the reporting and analysis of the data and to follow progress in the accomplishment of the project objectives.

Additionally, secondary information from the National Statistics and Information Institute (INEI) will be used to characterize the local and regional conditions as a baseline to compare with those indicators feasible of comparison, like meeting basic needs, environmental conditions, etc.

¹ Americas Area program is one of the four world areas where ■■■■ ■■■■ works: Africa, Asia/South Pacific, Americas (North, Central and South America) and Central/Eastern Europe.

² Americas Area Indicator System is an exercise in progress to generate a set of indicators under the strategic conceptual framework of Sustainable Food Systems. Currently it is in a review process and will undergo minor adjustments that will not affect the FEED project indicator system as presented in this document.

Table 1 FEED Project Indicators System

Indicator	Gender Indicator	FEED	Unit of Observation	Data Gathering Tool
Theme 1 Meeting Basic Needs				
<i>Variable 1.1 Continual access to nutritious and adequate food</i>				
1.1.1 Frequency of food consumption	Yes		Family	Family Interview
1.1.2 Diversity of food consumption	Yes	Yes	Family	Family Interview
<i>Variable 1.2 Adequate housing</i>				
1.2.1 Overcrowding and distribution			Family	Family Interview
<i>Variable 1.3 Sustainable income and goods</i>				
1.3.1 Increased household income	Yes	Yes	Family	Family Interview
1.3.2 Family and productive expenditures reduction	Yes		Family	Family Interview
1.3.3 Number of women participating in income generating work	Yes	Yes	Family	Family Interview
Theme 2 Sustainable and ecological production. Animal management, agriculture, forestry and fishing				
<i>Variable 2.1 Animals in good conditions (health, food and infrastructure)</i>				
2.1.1 Good health animal (well-fed, constant access to good-quality water, vaccinated, suitable shelter)			Family	Family Interview
<i>Variable 2.2 Family with suitable knowledge, skills and attitudes regarding the production system</i>				
2.2.1 Families with problem-solving capacity in their production system (animals, crops, etc.)	Yes		Family, Community	Family Interview, Community Focus Group
<i>Variable 2.3 Agroecological/systemic farm management</i>				
2.3.1 Animals are appropriate for family, environment, local food culture (gastronomic)			Family	Family Interview
2.3.2 Degree to which AE practices have been adopted on the farm (avoid using chemicals, use organic fertilizers, recycle organic wastes, diversify planting)			Family	Family Interview
2.3.3 No. of marketing channels being handled by small farmers and craftspeople			Community	Community Focus Group
2.3.4 Number of acres under improved management		Yes	Community	Community Focus Group
2.3.5 Market linkages for the sale of surplus agricultural, livestock and handicrafts production created/strengthened		Yes	Community	Community Focus Group
2.3.6 Capacities and systems of eight women's associations for the collective sale of agricultural and livestock products and handicrafts strengthened		Yes	Community	Community Focus Group
2.3.7 Value chain analysis of the handicraft value chain conducted		Yes	Project	Project checklist

Theme 3 Environmental care and management				
Variable 3.1 Appropriate management of available natural resources				
3.1.1 Access to and control over natural resources: land, water, forests, seeds, etc. in their territories			Community	Community Focus Group
Theme 4 Education for a just, sustainable world				
Variable 4.1 Quality and relevance of training				
4.1.1 Equitable/equal participation by men and women in training			Project	Project checklist
4.1.2 No. of men and women leaders trained, practicing and replicating their training	Yes		Community	Community Focus Group
4.1.3 No. of trainees who are applying and replicating practices and knowledge			Family, Community	Family Interview, Community Focus Group
4.1.4 Training and technical assistance program to improve women's grain, crop and livestock production implemented		Yes	Community	Community Focus Group
4.1.5 Training on nutrition and balanced diets provided		Yes	Community	Community Focus Group
4.1.6 Training on creating the conditions for maintaining a healthy home provided		Yes	Community	Community Focus Group
4.1.7 Workshops in personal development and leadership for women provided		Yes	Community	Community Focus Group
Theme 5 Empowerment of the family, community and organization				
Variable 5.1 Gender equity and rights of boy and girl children				
5.1.1 Percentage of active participation by women, youth and ethnic groups (excluded, marginal or vulnerable) in decision-making by groups, communities and organizations			Community	Community Focus Group
Variable 5.2 Community spirit				
5.2.1 Passing on the Gift - sustainability after _____			Community, Project	Community Focus Group, Project checklist
5.2.2 Collective, solidary work in the organization/community			Community	Community Focus Group
Variable 5.3 Independence/Self-sustainability				
5.3.1 Establishment of independent businesses (cooperatives, handicrafts, etc.)			Community	Community Focus Group
5.3.2 Organizations' perception regarding handling of information for decision-making			Community	Community Focus Group

5.3.3 Transparency in finances. Existence of systems ensuring full participation			Community	Community Focus Group
5.3.4 Management capacity of the organization (development plans, accountancy, management of organization's information, etc.)			Community	Community Focus Group
Theme 6 Advocacy				
Variable 6.1 Impact at the highest levels of the community, region, nation and internationally				
6.1.1 Community and organizations seeking alliances, guidelines, coordinating mechanisms to achieve their purposes			Community, Partner Organization	Community Focus Group, Partner Checklist
6.1.2 Awareness-raising and sensitization campaigns for men and women on gender issues conducted		Yes	Community, Partner Organization	Community Focus Group, Partner Checklist

3 Baseline and evaluation activities

3.a Baseline

Baseline: The baseline data will be collected in the first quarter of Year 1 of the project using surveys, interviews and focus groups. Baselines will be used to capture the status of the women organized in the eight productive groups and the groups themselves before the intervention and at the beginning of the project. The baseline will be used to analyze the constraints and opportunities for increasing women's income, food security and involvement in family decision-making; to assess the impact of the project interventions, monitor activities and generate lessons learned; and to measure the results of the project. Details pertaining to the baseline data that will be collected are included in the attached Impact and Outcome Measures Framework and the indicators proposed in Table 1 above.

Baseline data gathering and analysis will be conducted by local external consultants, under the supervision of the project director and the [] Peru program director, and with the support of [] Peru, the partner organization and []'s Headquarters office.

[] Peru has a wide experience of more than 25 years in Planning, Monitoring and Evaluation and related research activities.

3.b Mid-term evaluation

The mid-term evaluation will be performed during the fourth semester of the project by a local external consultant, with the support of [] Peru and the partner organization staff, and will be conducted using the baseline data collected.

This will be mainly an exercise for internal reflection and to review the status of accomplishment of the objectives, correct plans, review strategies and learn lessons from the experience.

The results of the mid-term evaluation will be shared with [] and analyzed collectively with the partner organization.

3.c Final evaluation

Final impact evaluation will measure success and sustainable changes to which the project has contributed. [] will use the baseline information collected in the first quarter of the project implementation and the [] Impact Model, which was developed in collaboration with the Evaluation Center of the University of Western Michigan for impact measurement.

The final/impact evaluation will take place immediately after the project has ended the active phase.

4 Data gathering tools

The aforementioned indicator system will be converted into several data gathering instruments that will be used for baseline, mid-term and final evaluations. Data from family surveys and focus

groups will be processed in Excel and SPSS, and reports with descriptive statistics and graphical representations will be generated on a regular basis.

4.a Family survey

The family survey is a structured interview or survey that will be done with the potential or participant families at the farm/household.

Recommended sample: 85 families distributed relatively to the size of the eight communities. Sample calculated in base of a population of 700 families, with a confidence level of 95 percent and a confidence interval of 10.

4.b Grassroots Organization Focus Group Guide

A focus group/collective interview will be performed with each association the project will work with (eight). The focus group will include a diversity of members of the group, and must include equal participation of men and women. Excluded groups (minorities, elderly, etc.) may be represented in these meetings.

This technique has the advantage that allows the collection of high quality and debated information, but also is an analytical tool for the organizations' reflection.

4.c Family level case studies

As part of one of [REDACTED] special giving programs at least six case studies will be performed in six of the eight grassroots participant associations. These case studies will track evidence of significant changes in the quality of life of the families, with special focus on changes in the life conditions of women.

An executive analytical summary (three pages) of the six case studies will be delivered as part of the evaluative documents.

5 Timeline

Activity	Project Implementation												Project Follow Up Period							
	Year 1				Year 2				Year 3				Year 4				Year 5			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Regular Activities Report		X		X		X		X		X		X								
Baseline	X																			
Midterm Evaluation							X													
Final/Impact Evaluation													X							