

Proposal Guidelines for LGBT Awareness Campaign

The total amount awarded for this grant is up to \$21,000 and may be distributed to one or more organizations. The goal is to create and distribute a public service campaign promoting LGBT awareness and rights. This can be done through television commercial spots, radio campaigns, billboards or a combination of methods. Campaigns must be done in Greek and Turkish and applicants can partner with reliable consultants to achieve this goal. Relevant organizations with the capacity to build campaigns in both communities are welcome to apply. Applications are not required to be bicultural, however, those applications working with experienced organizations on the issue will be considered more effective.

Timeline:

- June 30:** Applications deadline
- July 9:** Organization(s) selected
- July – August:** Grants awarded
Pre-production phase
- Sept-Nov:** Production phase
- Dec-Feb.:** Post production
- March 2015:** Ready for distribution

Project Requirements

- Proposals for activities that require local sponsors, backing, facilities, etc., need to include appropriate documentation
- Grantee must handle all project logistics (the U.S. Embassy’s Coordinator is only available to offer advice)
- Equipment purchases are discouraged, but equipment essential to the success of the program will be considered on a case-by-case basis
- Administration costs must not exceed 20% of the grant
- Grantee will be informed of specific U.S. government rules and regulations
- Grantee must provide a quarterly reports

Proposal Format - The proposal should be no more than three pages long using the following format.

Part I - Summary

- Project Title
- Total Budget in \$US
- Executive Summary of Project (no more than 5 lines)

Part II - Contact Information

- Name of the individuals, group or organization
- Name of contact person and position held
- Contact address, including phone, fax, and email if available

Part III –Project Description

- Describe the project in detail. Explain how communities will benefit (who, what, where, when, how?).
- Outline how project will be implemented. Include a timeframe.
- What is the multiplier effect? How will the project be continued after the expiration of the grant?

Part IV - Budget

- Please provide detailed budgeting and estimated costs in \$US. Please indicate if other resources will be used (in kind or cash). The US Embassy reserves the right to revise budgets to ensure they are in line with USG regulations.

Submission : Proposals should be submitted, using the format above, by email or hard copy, to the following address:

Melissa Paulsen
U.S. Embassy
Metochiou & Ploutarchou Streets
2406 Engomi, Nicosia

Email: PaulsenML@state.gov

Phone: 22-393367

Selection and Evaluation: The U.S. Embassy's Evaluating Team will assess all grant applications based on the following criteria:

- Clarity of message and resonance with local populations;
- Clarity of project objectives and viability:
Applicants must clearly state what project will achieve and how it will be implemented
- Experience creating public service announcements or campaigns
- Confirmation of matching or in-kind and/or local contributions