**Seasonal appeals raising funds for children affected by the Syria crisis**

**Invitation to submit a proposal**

**The Lost Generation initiative:**

Syria’s children are in danger of becoming a lost generation. Over 3 million have been affected by the conflict, 80% of them under the age of 14. Over 1 million children from Syria are now refugees in neighbouring countries - this is the equivalent of more than 1 in 5 primary school children in England.

Their future as well as their childhood is at risk. Whilst school children in the UK have returned to a new school year - over a million Syrian children are unable to access basic education and 4,000 schools have been destroyed.

The Department for International Development has put in place a new £30m ‘Lost Generation initiative’ to support emotional and social wellbeing for those children who need it and basic educational supplies to try and bring some sense of normality back into their lives.

We will also provide child support services in refugee camps and hand out some basic toys to children who have had to leave so much behind. Our help will mean that thousands of children across the region will be able to return to education in a safer environment.

**We are inviting organisations that have;**

1. **a track record of working with those impacted by the Syria crisis,**
2. **understanding of and experience in meeting the specific – child protection, education and psycho-social needs of children in emergencies,**
3. **a winter appeal for Syria planned and ready to go,**

**to submit a proposal for match-funding of public donations to winter appeals for work to be undertaken as a part of the Lost Generation initiative[[1]](#footnote-1).**

The project must target children affected by the Syria crisis. The project must be ready to commence activity by April 2014 and must be completed by April 2015.

In order to bid for these funds organisations must complete the following documents relating to the project and the appeal, including the impact and outcome levels of the **indicative[[2]](#footnote-2)** logframe and return to [ukaidmatch@dfid.gov.uk](mailto:ukaidmatch@dfid.gov.uk) by **midnight, 4 November**:

**Lost Generation initiative: the project**

(should be no more than 4 sides when completed. Please use Arial font 12)

|  |
| --- |
| **Project description** (brief overview of the work that you plan to do, including location (s)) |
|  |

|  |
| --- |
| **Project impact and beneficiaries** (impact that you expect your project to have and how beneficiaries will be targeted) |
|  |

|  |
| --- |
| **Project methodology** (brief overview how you will implement your project) |
|  |

|  |
| --- |
| **Value for Money** (how you will ensure that your project delivers value for money) |
|  |

|  |
| --- |
| **Project Management** (management arrangements for this work) |
|  |

|  |
| --- |
| **Monitoring and evaluation** (how you will monitor and evaluate this work) |
|  |

|  |
| --- |
| **Avoiding duplication** (ensuring this work in complimentary to the overall humanitarian response including work of other NGOs) |
|  |

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **IMPACT** | **Indicator (i)** | **Baseline** | **Milestone** | | **Milestone** | | **Target** | | **Assumptions / Comments** |
|  |  |  |  | |  | |  | |  |
| **Source** | | | | | | |
|  | | | | | | |
| **Indicator (ii)** | **Baseline** | **Milestone** | | **Milestone** | | **Target** | |
|  |  |  | |  | |  | |
| **Source** | | | | | | |
|  | | | | | | |
|  | | | | | | | | | |
|  |  |  |  | |  | |  | |  |
| **OUTCOME** | **Indicator (i)** | **Baseline** | **Milestone 1** | | **Milestone 2** | | **Target** | | **Assumptions / Comments** |
|  |  |  |  | |  | |  | |  |
| **Source** | | | | | | |
|  | | | | | | |
| **Indicator (ii)** | **Baseline** | **Milestone 1** | | **Milestone 2** | | **Target** | |
|  |  |  | |  | |  | |
| **Source** | | | | | | |
|  | | | | | | |
| **Indicator (iii)** | **Baseline** | **Milestone 1** | | **Milestone 2** | | **Target** | |
|  |  |  | |  | |  | |
| **Source** | | | | | | |
|  | | | | | | |
| **Indicator (iv)** | **Baseline** | **Milestone 1** | | **Milestone 2** | | **Target** | |
|  |  |  | |  | |  | |
| **Source** | | | | | | |
|  | | | | | | |
| **INPUTS (£)** | **DFID (£)** | **(£)** | | **Other (£)** | | **Total (£)** | | **DFID SHARE (%)** | |
|  |  | |  | |  | |  | |
| **INPUTS (HR)** | **(FTEs)** |  | | | | | | | |
|  |

**In no more than 2-sides, and referring to the detailed criteria below please provide a brief description of your appeal including:**

1. Audience
2. Key messages and content (include examples and visuals where possible)
3. Reporting back to the public on the use of donations and match funding

**Communications criteria**

To be eligible for Lost Generation match funding, the appeal must meet the following criteria:

1. Seek to raise at least £100,000 from public donations from people living in the UK for an eligible project for children affected by the crisis in Syria
2. Communicate what donations will achieve for children affected by the crisis in Syria
3. Communicate throughout the entire match funding period, on all communications and prompts for donations, that all eligible donations will be match funded by the UK government, using the UK aid logo and Lost Generation messaging e.g. 'Your donation will be matched by the UK government pound for pound to help prevent a lost generation of Syrian children…..’ including wherever possible, opportunities for in depth and joint messages with DFID on how UK aid is contributing to children affected by the crisis.
4. The appeal must be active for at least one month between November and January 2013. The period to be matched must be specified and the maximum period is three months. To be matched, donations must be made during this period. However, if donations during this period cannot all be delivered to the organisation within match funding period (e.g. funds raised through multiple fund-raising events), these can be collected for *up to a further month after the appeal closes.*
5. Where appropriate, communications should include links to DFID's online presence (eg @DFID\_UK; [www.facebook.com/ukdfid](http://www.facebook.com/ukdfid); [www.gov.uk/dfid](http://www.gov.uk/dfid) )
6. There must be an appeal communications plan that will reach at least 500,000 members of the UK public outside of the NGO's supporter database during the match funding period
7. We will require organisations to report back to the public on how ‘Lost Generation’ match funding has been used through comparable channels to the appeal in due course.

1. Subject to final confirmation, UK Government match funding will be capped at £5,000,000 [↑](#footnote-ref-1)
2. The logframe is intended to give us an idea of the type of outcomes and impact expected. We are aware that this is a complex and rapidly changing situation and so any targets set will be treated as indicative. In addition, the scale of any project will depend to a degree on the success of the appeal and so will be subject to change [↑](#footnote-ref-2)