

**GUIDELINES FOR EC BENEFICIARY APPLICATION**

***Elephant Charge Mission Statement***

*The Elephant Charge is a challenging, yet family friendly, annual 4×4 event to raise funds to support conservation in Zambia through locally established conservation organisations.*

***The Impact****Elephant Charge is investing in Zambia’s future by supporting conservation. The funds raised are distributed to around a dozen effective Zambian conservation organisations, split between “conservation education” (70%) and “field conservation” (30%) across the country.*

The EC Committee have the following set of guidelines and rules to observe when reviewing an application to be an EC Beneficiary.

The potential beneficiary requirements (evidence to be given on request):

* Established and registered in Zambia as an NGO, Trust or Non-profit Company.
* To be a Zambian based autonomous body rather than a branch of an international organisation
* Compliancy with all laws of Zambia, included the statutory payments including PAYE, NAPSA, HNIMA, Workmens Compensation
* Annual returns are submitted at relevant body (ZRA, PACRA, relevant Ministry)
* Have completed at least two years of operation
* Turnover should not be over $2.5 million p.a. (averaged over past 2 years)
* Must have an element of ‘Conservation Education’. This can be working with schools, conservation clubs, communication through media etc.
* Our priority focus is supporting organisations conserving Zambian threatened wildlife habitats and populations

On application, a potential beneficiary needs to present:

* Information covering –
  + Who are you? Governance Structure, Organisation Mission Statement, Relationships/Agreement with relevant government institution
  + What do you do? Work plans, staffing structures etc.
  + Where? Area(s) of operation in Zambia
* Amount requested, with a plan and detailed budget (in USD or ZMW) of how funding would be spent. Evidence of baseline understandings are preferred. Note first grant will be no more than USD5000, paid in kwacha equivalent. Budget can include salaries and any reasonable costs.
* Monitoring and Evaluation plan
  + Project indicators i.e. Number of schools supported, magazines printed, children reached, patrol teams supported, snare wires removed – showing impact where possible. These can be agreed as applicable.

If successful EC reporting and marketing requirements:

* Adjusted plan and budget of how the actual funding will be spent, supported by M&E outline.
* Mid-year report of how plan and budget is going – on request
* Final report given in September: activities, agreed indicators and budget expenditure
* Marketing material sent on a regular basis/on request for EC’s social media and marketing
* EC to be included in the beneficiary’s marketing and reporting (eg mentioned in newsletters/SM etc, logo on website, listed as a donor when appropriate)
* On request, an annual site visit from a representative of the EC committee at which activities can be demonstrated where appropriate (costs to be born by the EC committee)

A successful application does not guarantee the final figure of the grant. The pledges raised by the teams are only given on the day of the event (usually last weekend of September) and then the value of the grant to each beneficiary is announced within two weeks. If you are successful and you fulfill the reporting and marketing requirements, you will join the group of beneficiaries who are given an annual grant.

Please send your application information by email to info@elephantcharge.org

Jo Pope

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