EXAMPLE PROPOSAL 1

Project Title  Spread the Word of Peace

PROJECT GOAL

Clearly explain the primary goal of the activity for which you are requesting support:

- What is the final outcome that is planned to result from this project? Clearly explain what specific changes for peace and justice that will be achieved. Be careful not to assume that the project will automatically promote peace and justice, but clearly explain what difference the project will actually make.

- How will this project make an impact that will result in greater peace and justice? (Indicate any multiplier effects. Be concrete in your explanations, and be careful to avoid vague statements or simply referring to a larger cause or issue.)

I will spread the word of peace by printing peace art on coffee mugs, t-shirts, tote bags, and other items, and giving them to homeless veterans. This will help provide homeless veterans with items they can use every day.

John Smith, a famous local artist, is creating the peace art and donating it to promote peace. (You can search on the internet to learn more about John Smith and his peace art.) This is a rare opportunity to have such a famous artist involved in peace activities.

- What measures will you use to determine how much difference your project has made for peace and justice? (Clearly explain the assessments you will use in determining the actual outcomes of the project.)

The number of items given away will indicate how widely the word of peace has been spread.
PROJECT PLAN

Clearly explain the project plan for achieving your goal

- What is the audience that will be impacted by the project?
- What activities will be involved in achieving the project goal with this audience?
- What is the schedule for implementing the project?
- How will the local chapter and community be involved in helping achieve the final results of the project?

The audience for this project is homeless vets in our city. Many of these are troops who have returned from recent wars in the Middle East, and have not found jobs in an economy that has been devastated by these wars. How can our country ask these people to go off and fight for our country then ignore them when they come back? This is not right, and we must do something about this. As we produce the peace art items, we can give them to homeless vets to help them in their situation.

I have been doing this for two years, and it has been very satisfying to help out needy veterans.

The chapter and community support my project, and believe it will promote peace.

- How will the larger community be effectively mobilized to support peace and justice?
- What are the specific roles each of the participating parties in achieving changes for peace and justice?

As people see the homeless veterans with the peace art, they will understand how we need to promote peace, so we don't treat our veterans this way.
PROJECT BUDGET

Clearly explain the **budget** for the project:

- What are the itemized expected **costs** of the project?
- What the funding **sources** will be used for covering these costs?
- How the required 50% **matching funds** will be raised?

I have been selling the peace art items at a local flea market for two years. The proceeds go to cover the costs of buying the items and printing the peace art on them, as well as the booth at the flea market. We also accept donations from people to help cover the costs. I am also donating my time.

The grant will be used to pay volunteers to staff the booth at the flea market to sell the peace art items.

- How will the project be **self-sustaining** (rather than relying on a continuous infusion from the Zinn Fund)?

Selling the peace art items at the flea market helps cover the costs of producing the items to give to homeless vets.
How Would You Rate This Proposal?
Use the Same Criteria as the Zinn Fund Committee

Project Title: _________________________________
Applicant: _________________________________
Chapter: _________________________________
Zinn Fund Rater: _________________________________

Review Process:
• First read through all the proposals, noting strong points and questions.
• Go back through and rate each proposal in comparison with the others. For each criterion, start at the mid-point and determine whether this particular proposal is:
  1 = Among the poorest of the applications submitted.
  2 = Below average of the applications submitted.
  3 = Above average of the applications submitted.
  4 = Among the best of the applications submitted.
• Explain the reasons for your ratings, noting the strengths and limitations of this particular proposal. What questions do you have for the applicant to help strengthening the project planning?

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How does the Zinn Fund Committee see these kinds of proposals?

Here are some of the actual evaluation comments that the Zinn Fund Committee has made when reviewing proposals like this:

- An impact for peace is largely assumed. What result will they actually achieve for peace and justice on the other end of their project?
- The goals are very general, and the potential for how the public can be affected to promote peace is not consciously considered or developed. The project seems to assume that a charity effort will automatically have concrete outcomes for peace.
- There is potential to motivate and mobilize the public for peace, but the applicant does not seem to consciously recognize this.
- The goals and plan are very vague. What specifically does the applicant want to achieve on the other end of the project? No measures are indicated to assess how successful they have been in achieving an actual outcome for peace.
- An outcome for peace is not stated, and seems to be assumed. This raises the question of whether this is just a charity activity (which is not within the purposes of the Zinn Fund).
- Since the project has been ongoing for several years, there is even no reference to impacts achieved in the past. (The Zinn Fund generally does not support ongoing projects.)
- No real goals are stated, and there is no real awareness or measures indicated for how this event will have an outcome for greater peace and justice.
- There are no real measures for how greater peace has actually been achieved.
- The measure is very inadequate. How does the number of items distributed actually indicate change for peace?
- Measures for the actual impacts on peace and justice are not clear. How will they know a difference for peace has actually been made?

  The plans are very vague. Exactly what are they doing to achieve greater peace and justice, and how will they do this?
  The role of the chapter involvement in the overall event is not clear. Is the chapter a major player, or just supportive of someone else's activities? (The Zinn Fund is primarily to support chapter projects.)
  The roles of the chapter and the other groups to be involved are unclear. Is the chapter aware of and involved in this project? The whole dialog is "I".
  This sounds more like a personal (even self-serving) effort, rather than a chapter project to achieve greater peace and justice.
  There seems to be no involvement of the wider community, so the impact is likely to be very narrow.
  No community involvement in advocating for peace is indicated.
  What is the buy-in of the larger community?

  There are no real budget or matching funds indicated.
  The budget does not clarify how much requested, sources of funding, or matching funds.
  The budget plan is vague and even speculative, and no matching funds are clarified.
  The requested funds are to compensate volunteers. (The Zinn Fund does not support operational costs.)
  The matching funds are unclear. (The Zinn Fund does not accept in-kind donations as a part of the budget plan.)
  Since this has been ongoing for several years, how will the project be self-sustaining? (The Zinn Fund primarily supports seed money to start up new projects.)

  The proposal seems to have been done at the last minute, without much thought or planning.
  The applicant asks us to do the work of background research on the issue, thinking through the potential of the project for achieving greater peace and justice, and guessing how the proposal contents fits the rating criteria.
  This seems more like a feel-good project than an effort to achieve greater peace and justice.
  Did the applicant even look at the Proposal Guidelines or the questions in the Application Form?
EXAMPLE PROPOSAL 2

Project Title  Ask a Question for Peace

PROJECT GOAL

Clearly explain the primary goal of the activity for which you are requesting support:
- What is the final outcome that is planned to result from this project? Clearly explain what specific changes for peace and justice that will be achieved. Be careful not to assume that the project will automatically promote peace and justice, but clearly explain what difference the project will actually make.
- How will this project make an impact that will result in greater peace and justice? (Indicate any multiplier effects. Be concrete in your explanations, and be careful to avoid vague statements or simply referring to a larger cause or issue.)

Our chapter wants to build critical thinking in the local community about peaceful alternatives to war, and to use this popular critique to promote political policies for peace. This will be done by challenging the public to ask questions about the causes and results of military actions compared to peaceful alternatives. We will hold monthly contests for the best question about current peace issues. For example, a peace question might be "How would a Nuclear Weapons Free Zone in the Middle East help build peaceful relations with Iran?" The peace questions with basic background information will be submitted through our chapter Facebook page.

A panel of judges, including veterans from our chapter and representatives of local peace and justice groups, will rate the peace questions submitted, and select one that is stimulates the most critical thinking about current issues. The winning monthly peace question will be announced to our networks and on our Facebook page, and people will be asked to ask this question to their U.S. Senators and Representative. This will at the minimum let elected officials know that their constituents hold them accountable for their positions regarding peace issues, and can also stimulate them and their staff to consider the wider and long-term implications of their policy positions.

We will also print the winning questions on t-shirts, and sell these at a local flea market, which has 500,000 visitors a year. This will provide a means to test how effective the questions are in stimulating critical thinking about peace issues among the general public. At our flea market booth, we will also have materials available to explain the issue, provide information how people can contact their Senators and Representative, and a sign-up sheet for a chapter news list on peace. Both displaying the peace questions and the t-shirts themselves will help extend critical thinking about peace out into the community.

As the project develops, we plan to develop an annual community Peace Questions forum, building on the winning themes submitted over the year. We also plan to expand the items offered at the flea market to include mugs and art work with the Peace Question.

- What measures will you use to determine how much difference your project has made for peace and justice? (Clearly explain the assessments you will use in determining the actual outcomes of the project.)

We will use several measures to evaluate the impact of this project on furthering peace. We will track the number of people who follow the peace questions dialog on our Facebook page, to assess increases in popular involvement and participation in the issues. We will also monitor the number and contents of comments regarding the peace questions at the flea market, to assess how much the general public is stimulated to think about peace issues, as well as how many items are sold. In addition, we will ask people to let us know when they contact their Senators and Representatives, and use this to estimate how much public pressure is being exerted on policy makers. We will also track media coverage of the project to assess community awareness of the questions for peace.
PROJECT PLAN

Clearly explain the project plan for achieving your goal

- What is the audience that will be impacted by the project?
- What activities will be involved in achieving the project goal with this audience?
- What is the schedule for implementing the project?
- How will the local chapter and community be involved in helping achieve the final results of the project.

The main audience to be impacted are elected officials who influence political policies for peace. The intermediary audience is the local community whom we want to stimulate and mobilize to contact their elected officials on peace issues.

As indicated, the main activity to reach out to the public and elected officials is a monthly Peace Question contest. Secondary activities will be promoting the Peace Questions through social media, and also a local flea market to assess how the general public responds to these questions.

We plan to begin the Peace Questions project in February. This will include recruiting a panel of judges from different community groups concerned with peace and justice. We will announce the monthly Peace Question contest through our Facebook page and local networks.

Our VFP chapter is building a network of community groups to participate in this project. We have already discussed this project with the local Veteran Artists Association, American Friends Service Committee, Pax Christi, Methodist Council for Peace and Justice, Jewish Community Center Committee for Community Relations, Muslim Alliance, Brady University Peace Studies Program, and Green Party. We plan to expand these community networks as the project develops and local groups become familiar with what we are doing.

- How will the larger community be effectively mobilized to support peace and justice?
- What are the specific roles each of the participating parties in achieving changes for peace and justice?

When the monthly Peace Question is announced, we will provide basic information on the issue and how people can contact their U.S. Senators and Representative to call for policies that promote peaceful alternatives to armed conflict. We will also ask people to inform us that they have contacted their elected officials, keeping in mind that for every person who does this at least five others will have also done this.

Our VFP chapter is the primary organizer of the Peace Questions Project, and we will organize all volunteers to staff the flea market table. Our community partners will solicit their networks every month to submit a peace question, and will announce the monthly Peace Question to their networks along with a call to contact their elected officials on that issue.
PROJECT BUDGET

Clearly explain the **budget** for the project:

- What are the itemized expected costs of the project?
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- How the required 50% matching funds will be raised?

The total initial costs of the project for the first three months is $1,500, which includes the flea market table, items to be sold, and materials:

- Purchase of blank t-shirts = $200 for 500 each
- Printing t-shirts = $600 for 500 each
- Flea market table = $600 ($200 per month for three months)
- Printing posters and fliers for flea market table = $100

We are asking for $1,000 from the Howard Zinn Fund to initiate our Peace Questions project. The chapter will cover the other $500 from our operating funds, which will also cover the 50% matching funds.

- How will the project be self-sustaining (rather than relying on a continuous infusion from the Zinn Fund)?

We will sell the t-shirts for $15 each, and expect to bring a total monthly income of $750. All proceeds will be put back into the project to cover future costs of products, printing, and tabling, and also support the development of an annual Peace Question forum.

Since all income will be used to support the project, we as a non-profit organization should not be liable for taxes.

In closing, our chapter is enthusiastically committed to the Peace Questions project as a concrete means to making a popular and political impact for peaceful alternatives to armed conflict. As we realize increases in local community commitment to seeking peaceful alternatives, we anticipate that critical thinking about and commitment to peace will spread throughout the state and nation.
How Would You Rate This Proposal?
Use the Same Criteria as the Zinn Fund Committee

Project Title: _________________________________
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Review Process:
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How does the Zinn Fund Committee see these kinds of proposals?

Here are some of the evaluation comments that the Zinn Fund Committee has made when reviewing proposals like this:

- The applicant defines the planned outcome of the project for peace and justice, and clearly explains exactly how the project will result in greater peace and justice, including any multiplier effects towards this end.
- The outcome goals of this project for making changes for peace are clearly stated.
- Immediate objectives are clearly stated, as well as the longer-term results for peace and justice.
- They recognize that to achieve greater peace they have to build a popular base to make policy changes.
- The applicant indicates that building a realistic popular understanding of the costs of war promotes informed decisions in a democracy.
- The applicants recognize that to achieve policy changes for peace requires building a public demand for accountability of elected officials.
- They understand that [conscious reflection, popular narrative, art, etc.] is a powerful medium to motivate public support for peaceful alternatives to conflict.
- The applicant realizes that the issue being raised is timely for building popular demand for peace.
- They take a creative approach, and realize that promoting positive peaceful alternatives to conflict is much more relevant and effective than just being against military options in mobilizing popular support.
- The project promotes positive alternatives to military service, and plans indicate how the secondary impacts will multiply the initial effort.
- The applicants show commitment and motivation in seeing the project through to concrete results.
- They have developed specific measures to evaluate how much their project has actually achieved greater peace and justice.
- The evaluation measures reflect both short-term and long-term outcomes for peace and justice.
- The proposal shows understanding of the principle of using measures to evaluate how effective the project has been, even they do not have the resources to do all of them.
- The project seeks to build a popular base and a community coalition, and activities are well planned to bring these groups together around the project goal.
- They have already started to build a popular coalition, and have initiated a public dialog to challenge a military rationale.
- The project seeks to reach and mobilize [young people, voters, veterans, the local faith community, etc.] to stimulate popular critical thinking about the issue.
- The chapter has built cooperative working relations with key institutions [school system, city government, etc.] in their community to participate in their program.
- The project includes chapter members and members of local peace groups to recruit volunteers to participate in the planned activities.
- The program is well thought out regarding the tasks they need to accomplish to achieve their main goal.
- The plan has a clear schedule for when they have completed the preparations for the main event.
- The applicant has developed long-term plans to collect these stories, and then to disseminate them through radio and print media to reach the public.
- The amount requested from the Howard Zinn Fund is reasonable.
- The expected costs of the project are clearly indicated.
- The applicant explains how they will cover the different costs of the project.
- How they will cover the required matching funds is clearly indicated.
- The budget includes matching funds, and also plans for sustaining the effort.
- The budget plan shows that they will actually be able to support the project in the long run.
Which of these projects would you award?

The VFP Howard Zinn Fund currently only has about $3,000 a year to support chapter projects. So the Zinn Fund committee wants to invest in those projects that are most likely to realize the greatest results for peace and justice in the future.

As you compare these two example projects, which is most likely to have a concrete outcome for peace and justice?

As you develop your project, keep in mind that the Zinn Fund Committee compares the different proposals submitted in a particular review period. We want to invest the limited VFP resources in those projects that will result in greater peace and justice, in keeping with the Veterans For Peace mission and the Howard Zinn Fund for Peace and Justice. Those projects that are well thought out and carefully planned are almost always obvious when compared to proposals thrown together to meet a deadline.

The Zinn Fund Committee is trying to help chapters develop effective projects in achieving greater peace and justice. Please examine carefully the Guidelines for Proposals and the Application Form that are online on the VFP web page, under the "VFP Chapters" tab, in the "Zinn Fund for Chapter Activities" section. We also hold periodic workshops to help chapters understand the expectations and criteria being used to make awards.

For more information, please contact the Howard Zinn Committee at ZinnFund@veteransforpeace.org.