



Latin America Travel Association Foundation

Guidance Notes for Project Applications

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The LATA Foundation

The LATA Foundation was set up in 2008 by the Latin America Travel Association (www.lata.org) to support a range of projects and put something back into the region. The LATA Foundation is a registered charity and works with individuals, organisations and businesses with an interest or passion for Latin America to help support grass-root projects that have genuine benefit on communities throughout the region. The LATA Foundation is staffed by volunteers.

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About Us

- **Board of Trustees:** Our trustees meet every quarter to assess projects. The trustees are responsible for the overall management and administration of the LATA Foundation. In addition to developing strategy and setting aims and objectives, trustees ensure accountability, fiscal and legal compliance. Details are on our website.
- **Projects Team:** Our projects team works very hard to identify projects, assess applications, shape proposals and recommend projects to our board of trustees. The projects team works closely with NGOs and LATA Foundation Representatives in Latin America to monitor projects and to make sure they are kept on track.
- **LATA Foundation Representatives:** LATA Foundation Representatives act as our eyes and ears on the ground in Latin America, to liaise with NGOs and to visit projects. They help to ensure that projects are well-managed.
- **Events Team:** Our events team secures prizes for competitions or for raffles and they source holidays for auction. They organize venues, Latin American music, dance, guest speakers, entertainment and catering. They are a valuable and integral team within the LATA Foundation network of volunteers to raise funds for our projects.
- **Publicity:** The LATA Foundation works closely with the Latin America Travel Association to promote our work and events and to report on progress, publicise case studies, news and activities via press releases, meet the media events, newsletters and social media.
- **Sponsors and Partners:** The LATA Foundation enjoys good links with embassies, sponsors and other funding organisations supporting projects in Latin America. We work together to identify and assess projects, put on fundraising events and publicise activities.

Travel Industry Support

The Latin America Travel Association provides us with a useful platform at events and wherever possible we look for create ways for the wider travel industry (such as hotels, ground agents, restaurants, transport operators) to support our projects locally.

Aims of the LATA Foundation

- Preservation, conservation and the protection of the environment
- Relief of poverty
- Sustainable development, economic growth and regeneration
- Promotion of ethical and responsible business practices

Types of Project

- In practice, our projects tend to fall into four key categories:
- Children: support for disadvantaged children & dysfunctional families, educational development
- Training & Adult Education: providing people with new skills with which to earn a living
- Water and Medical: clean water, sanitation and health facilities, medical and dental projects
- Environmental: conservation, reforestation and support for endangered species

Examples of Projects supported by the LATA Foundation

- Greenhouses in Bolivia: constructing greenhouses in schools to produce food for pupils
- School repairs in Mexico: new bathrooms in San Cristobal de las Casas (co-funded with La Vida)
- Sanitation in Chile: hygiene project in Manuel Bustos slum in Valparaiso
- Drinking water fountain in Mexico: constructed in January 2013 (co-funded with La Vida)
- Quail farm in Bolivia: micro-business to support street children
- Clean water in Nicaragua: supplying water to over 1000 people
- Medical clinic in Ecuador: serving 225 people in extreme poverty
- Health and hygiene education in Mexico: 300 school children (funded in conjunction with La Vida)
- Teacher Training in Peru: language teachers in Sacred Valley of the Incas
- Children in Colombia: supporting children and families in the coffee region
- Women in Argentina: professional training and support
- Bakery school in Mexico: industrial oven for 50 students
- Medical centre in Bolivia: supporting 130 vulnerable children
- Reforestation in Peru: part of an initiative to plant a million trees by 2020
- School in Chile: repairs, heating and hot water for Mapuche Pewenche children
- Conservation in the Galapagos: Water conservation and native gardens project
- Sewing School in Mexico: providing new skills with which to generate an income
- Natural cosmetics in Guatemala: a cottage industry producing shampoo, soap and face cream
- Clean water in Mexico: a fountain outside a medical centre in Puerto Vallarta
- Recycling and Waste-management in Brazil: an education and environmental project
- Dental clinic in Argentina: free dental care to disadvantaged children in Buenos Aires
- Turtle Protection in Venezuela: Help us by adopting a turtle!
- Education in the Galapagos: supporting their needs
- Threads of Peru: a project supporting traditional weaving skills in the Andes
- ChildHope, Peru: supporting 36 children affected by floods in Peru

Project Proposals and Guidelines

The LATA Foundation welcomes project applications from charitable organizations and registered NGOs based in Latin America. Charities working in Latin America but registered in the UK or Ireland may also apply for funding but may be subject to additional checks and scrutiny. We do not at present have resources to check charities registered elsewhere.

Projects must satisfy the criteria of the LATA Foundation for funding. We are particularly keen to start with small scale projects (US\$1,000 - US\$3,000) as the first phase of a longer relationship and wherever we can we seek creative ways to secure the involvement of the travel industry locally. Initial ideas can be assessed by contacting the projects team by e-mail. An application form can be downloaded from our website.

Project Criteria

Mandatory Criteria

All projects must meet the following mandatory criteria:

- The project must be in, or connected to, Latin America.
- The project must be related in some way to the tourist industry and its impact.
- The project provides quantifiable charitable benefit* and supports either socially or economically disadvantaged communities.
- The project is run by a registered or recognised NGO/charitable concern or a not-for-profit organisation. If not then the waiver of this requirement must be approved by a majority of the Trustees.
- The project can be visited or monitored regularly by a Trustee approved representative.
- The project contributes to the improvement of the well being of the community in general.

*Note: The application must also include an analysis of all potential beneficiaries. Only projects that are exclusively for public benefit can be considered. All project result and progress reviews must include a beneficiary audit to ensure that public benefit integrity is vigorously maintained.

Non-Mandatory Criteria

All projects must satisfy at least two of the following non-mandatory criteria:

- The project serves to improve social welfare.
- The project improves the environment in matters concerned with tourism in a way that is beneficial to the general population.
- The project encourages sustainable development.
- The project promotes conservation practices.
- The project contributes to local economic development in a way that is beneficial to the entire community.
- The project has an educational purpose and/or teaches good business practice in areas of responsible tourism.
- The project is 'grass roots' i.e. it is locally run and managed.

Project Applications

You can send your application to us at any time. Your application must include accounts for two most recent years. If your income is less than £10,000 (US\$16,000) we need to see evidence of income and expenditure.

Your application should provide us with clear and concise information about your organisation, the purpose and aim of the project, relevant experience and information about the people involved in running the project and details of beneficiaries. Your application should include information about the relationship between the project and the tourism industry, provide details of how LATA Foundation funds would be spent, outline a practical timeline for implementation and potential for expansion. Your application should include your proposals for managing the project and ensuring accountability.

IMPORTANT:

Our trustees appreciate that many tour operators and ground agents may be supporting their own projects locally. The LATA Foundation is happy to accept proposals for joint funding for specific projects but has to ensure that the project is not exclusive to any one tour operator or ground agent.

We cannot support a project which could only be visited, for example, by booking through or making payment to a particular travel company, ground agent or tour operator. Where a project has links to a hotel, the trustees will need to establish that a visitor does not have to stay at that hotel in order to visit the project and that the project is of wider public benefit than the narrow interests of the hotel.

At present, the LATA Foundation does not accept projects from community-owned tourism organisations. We do not have sufficient resources in place to be able to visit, monitor and verify such organisations to clarify and ensure that they benefit the whole community.

Applications should clearly set out the relationship between the project and the tourism industry. Where a project is located in a tourist location, such as Rio de Janeiro, this is very straightforward. For projects located in remote places, applications may include information about placements for international volunteers, the support of local hotels, restaurants or travel companies for the project (e.g. to provide job opportunities or work experience for educational and training projects or to buy products made by a project, or to host local fundraising events, donate goods, services or staff in support of the project).

Applications will usually be acknowledged within 7 days. Our projects team meets every six weeks to assess and shape applications and is tasked with turning an outline proposal into something very specific, concrete, measureable and verifiable which can then be monitored and kept on track. They recommend projects to the board of trustees for approval and work closely with NGOs and LATA Foundation Representatives to monitor and oversee all projects once approved. They also assist with reports and case studies.

Project Consideration and Assessment

Our projects team consists of volunteers with considerable knowledge and experience in Latin America. Most of them have a background in the travel industry. The projects team is divided into three regional teams and meet every six weeks to consider applications.

- MEXCAM: Mexico, Central America and the Latin American Caribbean
- NORTH: Venezuela, Colombia, Ecuador & the Galapagos, Peru and The Guyanas
- SOUTH: Brazil, Bolivia, Paraguay, Argentina, Uruguay, Chile, The Falklands (Malvinas), Antarctic Peninsula

Applications will initially be evaluated by members of our projects team responsible for the location of the project. They will ask supplementary questions to have a clear understanding of the project prior to further discussion by the full projects team. The projects team may require further information from the proposer regarding viability, evaluation and monitoring of projects to ensure that they meet the criteria of the LATA Foundation before making any recommendation to our board of trustees. The trustees of the LATA Foundation hold quarterly meetings to assess projects for approval. If there are further queries the NGO/proposer will be contacted.

Project Approval

The trustees of the LATA Foundation hold quarterly meetings to assess projects which have been put forward to them by our projects team. Trustees aim for unanimous agreement on all projects. Once a project has been approved the NGO/proposer will be notified. It is unlikely that the LATA Foundation is able to commit full resources to fund a project outright. It is more likely that a period of fundraising will be required before the project can start.

Fundraising Initiatives

The LATA Foundation may be able to commit some initial funds to get a project started but it is likely that a period of fundraising may be required. The LATA Foundation will use some or all of the tools at our disposal, e.g. to send newsletters to supporters and appeals to publicise the project and generate funds, hold fundraising events, identify and target relevant companies to secure support for the project. The project will be added to the LATA Foundation website and may feature in press releases, PowerPoint presentations and other publicity material as appropriate.

Project Agreement

A Project Agreement will be drawn up and signed by both parties to take effect once funding for the project has been secured. The Project Agreement will outline what is expected of both parties and by when including the transfer of deposits, reports and case studies.

Project Management

The LATA Foundation is committed to ensuring that projects are properly managed and measured, that actions and activities are carried out within the timescale outlined in the project agreement and to strictly ensure that no funds are wasted. Where necessary, the LATA Foundation will appoint their own LATA Foundation Representative on the ground in Latin America to co-ordinate with the proposer/NGO and oversee the project. The LATA Foundation will require initial and interim reports, case studies and final reports as set out in the Project Agreement. We may require independent reports from the LATA Foundation Representative. The LATA Foundation will also seek to identify other ways to support the project, e.g. making use of our extensive contacts in the travel industry both here and in Latin America. We also have good contacts with other funding organisations.

Performance Measurement and Case Studies

Our supporters, donors and sponsors want to know that their contributions are being spent properly and effectively. The LATA Foundation works with NGOs and LATA Foundation Representatives to implement appropriate tools and indicators to verify and measure progress, to learn from difficulties and to keep the project on track. Performance measurement tools vary according to the nature of the project and may include attendance records and progress reports for training initiatives, book-keeping records and receipts for equipment. In addition, the LATA Foundation aims to provide our contributors and supporters with information about projects so they have a personal story of someone involved in the running of the project and a case study of someone who benefits from the project. These serve to bring the project to life, encourage further involvement and continued support. We will provide NGOs with examples and guidance.

Project Reports

The Project Agreement will set out the requirements for initial, interim and final reports according to the timescale for implementation of the project. Reports should be provided on time as set out in the Project Agreement. We may require independent reports from the LATA Foundation Representative. Reports and case studies should be accompanied by photographs and any ancillary documentation. Permission should be granted to use photographs and names supplied of anyone featured. Where photographs of children are supplied, names should be changed in accordance with standard child protection practices and the permission of parents, carers or guardians obtained. The information will be used to monitor and measure implementation, alert us to difficulties and enable us to keep our board of trustees, supporters and donors informed about our projects.

Case Studies

De la Gente: Coffee, Cosmetics and Crafts in Guatemala

De la Gente supports a collective of coffee farmers to grow, process, roast, sell and export arabica coffee to ensure they get a market rate for their produce. By cutting out middle men (eg. processors, roasters), you can follow the product from bean to cup. All the income from sales goes to farmers. De la Gente derives no income from sales of coffee but generates funds through arranging coffee tours, a popular and interesting excursion for visitors to Antigua.

De la Gente has since expanded into other areas:

- Arts, crafts and natural cosmetics
- Energy-efficient technology
- Community projects

In 2008, the trustees of the LATA Foundation approved a project to provide all the start up costs (US\$5000) to fund a cottage industry near Antigua to produce a range of natural cosmetics. The equipment we provided included a 20 ton oil press to process coconut oil, cocoa butter and avocado oil, a filtration system and vacuum distiller, scales, blenders and all the necessary equipment for producing and packaging a range of products, including hand cream and a line of scented oils. In 2011 the LATA Foundation contributed a further \$1,250 by way of ongoing support for product development.

De la Gente is working with hotels and ground agents in Antigua to offer coffee tours and visits to the artisans' workshops and to producers of the natural cosmetics. The income that De la Gente receives from their coffee, crafts and cosmetics tours helps them to provide micro-finance, or start-up equipment for other artisans and producers. De la Gente provides guidance and training in book-keeping, marketing and business development to farmers, artisans and producers of cosmetics.

Explanation of the Relationship with the Travel Industry

- The LATA Foundation was introduced to De la Gente by the travel industry (Becky Harris, Viaventure).
- The project is located near Antigua, Guatemala, a key destination for travellers to the country.
- The LATA Foundation is working with tour operators to publicise the project and encourage visits.
- The income De la Gente receives from tours gets reinvested to support their work.
- The LATA Foundation is working with De la Gente to secure support from ground agents and hotels.
- Hotels and restaurants locally can use coffee, soaps and shampoos in their establishments and sell crafts.
- The LATA Foundation is working with the Embassy of Guatemala in the UK to promote and support De la Gente.

Maria Benita's Lip Balm:



Maria Benita (Photo: Claire Betts)

We are delighted to introduce you to Maria Benita.

Maria Benita's Lip Balm made from beeswax and macadamia oil. The production process supports the Gonzalez family in beekeeping, helps a number of farmers in the production of macadamia nuts and the Pinzon family who process the nuts to extract macadamia oil, using equipment provided by the LATA Foundation.

By supporting local farmers in producing castor beans, aloe vera, cardamom, cacao, pine kernel, avocados and coffee fruit, by providing capital equipment and training processors, we are helping produce new products and establish new markets.

Maria has sold thousands of units to date. She has installed a proper shower and lavatory with running water in the family home. She has also funded her own way through college.

New Life Mexico: Training School in Mexico

Providing new skills with which to generate an income.

The LATA Foundation strongly believes in practical training projects which provide participants with new skills with which they can then earn a living. In 2011 in Mexico we donated twelve sewing machines at a training school to set up a sewing course. The project started with just 47 students. By 2012 they had 78 students and by the end of the course in summer 2013 there were 112 participants. In October 2013, our board of trustees unanimously approved an application for additional sewing machines.

Maria del Carmen's story:



Maria del Carmen (left) lives with her husband in a rented house. Her husband works collecting cans and other aluminium items for recycling – he is paid 17 pesos a kilo (£0.94 approximately).

After three months on the course Maria del Carmen learnt how to make household items such as napkins, covers for toasters and liquidizers and table cloths which she sells in the markets.

She has been particularly successful in the tourist markets and can take home 300 pesos a day (£16.00) which is making a very big difference to their family income.

Maria del Carmen is currently saving up for a sewing machine as she does not own one. At the moment she borrows one from a friend and she sometimes stays on after class to complete the pieces she is making. She tells us that she feels really happy and would like to open a shop with some of her classmates.





APPLICATION FOR FUNDING

Please refer to our Guidance Notes for Applications to help complete this form.
Please send to new-projects@latafoundation.org together with the last 2 years' accounts for the NGO.

Details of NGO/proposer (including website and e-mail details for key contacts):
Country & location of project:
Concise summary of the project (maximum 50 words):
Amount requested in this application (in GBP):
For which years are you providing NGO accounts (2 most recent years):
Brief information about NGO and experience of running projects of this type (maximum 100 words):
Detailed description of the part of project that the LATA Foundation would be covering (maximum 200 words):
Beneficiaries (maximum 100 words):
Breakdown of costs:
Current funding sources for this project if any:
Proposed start date of project & duration:
Explain the relationship between the project and the tourism industry, eg location, support of hotels/travel companies (maximum 50 words):
Outline details for implementation, management and accountability (maximum 200 words):