

Project Proposal Form

1. Basic Information

Project Title: New Woman..New Man

Proposal Submission Date: 2/16/2017

Proposed Project Location: Guayaquil, Guayas, Ecuador
(Town, City, Region, Country)

Project Funding:

(Project budgets must follow the calendar year)

☒ Single year project.

☐ Multi-year project.

*(How many years? Choose an item.)

	Local Currency	Funding Currency
Total Cost:	40.000	Enter amount.
Local Contribution:	10.000	
Other Contributions:	Enter amount.	Enter amount.
Requested:		30.000

Exchange Rate Used:

US Dollars

Information Source:

CDC Community Development Center

Information Source Date:

1/25/2016

Brief Project Description: Briefly describe the proposed activities and expected results of the proposed project.

Ecuador has a population of 15'737.878. The project will be developed in the city of Guayaquil, which has a population of 2'684.016 within the metropolitan area. Guayaquil is the first city with the highest population density and diversity of Ecuador. The project aims to cover the sector Duran.

Duran is a city of the province of Guayas, Ecuador. It is located on the east bank of the Guayas River. It is located in front of Guayaquil, the provincial capital, which is joined by the National Unity Bridge. Its population is 235,800 inhabitants (6.5% compared to the province of Guayas). The population by sex Duran answered 116,401 men and 119,368 women, with relative gender equality.

The New Women Project seeks to work on the issue of prevention against domestic abuse, empowering women 15 to 30 years old.

49% of the cases presented in Duran Police are domestic abuse. Complaints arrive daily and range from 15 to 20. The majority of victims indicate that they were physically and psychologically abused by jealousy over alleged infidelities, to require visits and alimony for their children, to reclaim money for food home or because their partners were intoxicated. 70% of complaints make them women; many of them report being separated for months from attackers. The attacks occur in homes, on the streets, at work, in night clubs or meetings with family and friends, according to the stories of victims.

Project Proposal Form

These are the records of domestic violence in the canton Duran, which holds first place at the Community Policing Unit (UVC), with 49% of cases, from January to October 2014.

Statistics indicate that in this period, the 30,312 users who sought help in the four units of the UVC, 14,851 citizens were for domestic violence.

From January to November 2014, 1,090 complaints were met by physical violence; 970, by psychological abuse and 5 by sexual abuse. In total, 2,065. 30% of complaints are recidivism, that is, the victims have exposed more than one time to the mistreatment by their aggressors.

The reasons that expose the victims in cases of recidivism are because they lack economic autonomy to maintain the home and are considered ready to assume the parenting without their partner. Also, because the latter the threat of death, and their children and other relatives.

The common denominators are alcohol abuse, because of believing owner of the couple, by the economic situation or when victims reported by the pensions of children.

20% are complaints made by daughter's parents, as many of them beat their daughters and even use drugs.

Under this framework live women in the canton Duran, address the alarming statistics on domestic violence.

As a result of living in an atmosphere of domestic violence, adolescents take as an alternative to leave their homes to live or marry early, thus repeating the same, often unconsciously the same patterns of behavior. Among the psychological consequences is the limited access to social interaction, feeling neglected and abandoned. To experience the anguish of the battered mother, the anguish resulting in numerous physical disorders, night terrors, bed wetting, sleep disturbances, fatigue, eating problems, anxiety, stress and depression. As a final result the deformation and cancellation of the concept of family.

Prevention is the most important tool we have for adolescents to be aware of these issues and make assertive decisions about threats to their lives, if they allow domestic abuse.

This Project aims to work on the importance of prevention, with Eloy Alfaro High School located at Duran: 400 students, 100 parents and 70 teachers including co-educators and 30 families from the Duran community.

The staff that will work with these different age groups are trained professionals in areas such as psychology, counseling, empowerment and they have experienced of living the family or domestic abuse and have been empowered so now they enjoy a life free of abuse.

Ministry Focus (Mark all that apply)

☐ Children and Youth-Education & Training

☐ Hunger & Poverty Reduction Programs

☒ Gender Inequality & Violence Prevention

☐ Conflict Transformation/Trauma Resilience

Project Proposal Form

☐ HIV/AIDs and Health

☐ Water, Sanitation & Hygiene

☒ Healthy Communities & Ecosystems

☐ Disaster Relief & Rehabilitation

Submitting Member Body: *(Briefly describe the organization's capacity and experience in handling projects such as this. Be sure to include the person(s) that has authority to make decisions, report the current status, and financial statements on this proposed project.)*

The Israel foundation has 15 years of experience in helping the areas of health and education in the community. It is the organization that sponsors the Community Development Center that is in charge of the social project NEW WOMAN.

Regarding the work with the teenagers and women, we have established a group of professionals that will be the ones in charge of covering different areas such as: prevention, empowerment, psychology, occupational, spiritual help, having trained people in these subjects to empower them.

The social project New Woman is supervised by Ana Maria Leon, Director of the Community Development Center. She has all the knowledge needed to manage and take decisions about the projects, making her the main contact of this project.

The team members of New Woman are:

Ingrid Hernández, who is responsible for the coordination and logistics of the program.

Elsy de Ordoñez is in charge of the financial matters.

Ingrid Hernández is in charge of the methodological matters.

Strategic Plan. *(Indicate the objectives, goals, and how they will be supported by this funding.)*

1. To provide meeting space to share with adolescents the importance of knowing the models and approaches needed to identify the causes of violence.
2. To offer comprehensive support, rethinking the paradigms, attitudes and values towards violence and its treatment.
3. To develop skills that allows them to identify the violent actions and their consequences on people.
4. To teach them which are the phases of violence and how to react appropriately to this situation.

Goals:

1. To reach a total of 400 adolescents aged 15 to 18, in order to assist them 1 day a week during 1 year.
2. To train 400 adolescents with workshops related to prevention.
3. To achieve that the 80% of the 400 adolescents put in practice the skills learned. To recognize if they are suffering some kind of abuse in their family

Project Proposal Form

circle and take corrective actions, starting having a good self-concept of them. They are not guilty and are not worthy of it.

The project will be divided in 6 important phases: Identification, Recognition, Learning, Interior Health, Empowerment, Prevention and Execution.

Supported by this funding:

We will make the strategic plan with the financial support of the Israel Foundation, the human resource of the Community Development Center and the funding of the BWA.

2. Situation Analysis

2.1 Please describe the project's **geographic** (e.g. mountainous, plains; desert), **demographic** (e.g. ethnic groups); **social** (e.g. employment, gender equity/inequity, social programs, education, health care) and **economic** (e.g. main industries, GDP, export, markets, source of income for the population) **environment**.

Ecuador has a population of 15'737.878. The project will take place in the city of Guayaquil, which has a population of 2'684.016 within the metropolitan area. Guayaquil is the first city with greater population density and diversity of Ecuador.

The New Woman Project will assist the adolescents population of Duran and its surroundings, with a population is of 235.800 inhabitants.

The geography of Guayaquil is characterize for being part of the cost in the north occidental part of South America, located in the coastal region of Ecuador, between Guayas river and the Salado estuary. Being close to the ocean, gives the city the importance of having the main port in the country, contributing as a very important agent to the commercial growth of the city, making Guayaquil very attractive for business entrepreneurs.

The city of Guayaquil is an important business point for the region. The main income of Guayaquil's citizens come from formal and informal trade, corporate businesses, agriculture and aquaculture; the commercial activity of the vast majority of the population consists of SME and micro enterprises, adding up to the economy of thousands of Guayaquil citizens. Despite it all, Guayaquil is a city with a high rate of underemployment about 40% of the economically active population and unemployment about 11% of the economically active population of Ecuador.

Nowadays, Guayaquil is the nation's largest inland port, where vessels come from all over the world.

The ethnicity is: Mestizo 71,9%, Caucasian 6,1% Indigenous 7%, Montubio 7,4%, Afro descendent 7,2% and others 0,4%.

Project Proposal Form

Due to that the city is located in the equatorial zone; the city has warm temperatures throughout the whole year. The average temperature goes from 25 to 28°C.

The New Woman Project, is located in Duran, a city of the province of Guayas, Ecuador. It is located on the east bank of the Guayas River. It is located in front of Guayaquil, the provincial capital, which is joined by the National Unity Bridge.

- 2.2 Please identify the area/community where project will be implemented. Why you have chosen this specific location as opposed to another?

We selected Duran, for being a strategic place to develop this project, because the 49% of the cases presented in Duran Police are domestic abuse. Complaints arrive daily and range from 15 to 20. The majority of victims indicate that they were physically and psychologically abused by jealousy over alleged infidelities, to require visits and alimony for their children, to reclaim money for food home or because their partners were intoxicated.

In addition, the Israel Baptist Church has a church in the area of Duran that will serve as a link to give spiritual support and guidance to women through this project, as nowadays abused women are considered as an invisible population.

Enter information here.

- 2.3 Beneficiaries: Please describe the type of people the project will target (e.g. farmers, orphans, youth, etc.)

The beneficiaries of New Woman will be adolescents aged 15 to 18 years old that lives in Duran or nearby, regardless of their religious affiliation.

- a) **Individuals:** Please complete the charts below (to the best of your ability) with information on the number of people that you have identified as direct beneficiaries.

Groups	Males	Female
Adults		
Youth	Enter number.	400
Children	Enter number.	Enter number.

Age range for youth:
15 - 18

- b) **Households:** Please provide information on the number of households

Number of people per Household		Total Number of Households	400
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Project Proposal Form

- c) Describe how the beneficiary information was gathered, i.e. what sources of information were used. (e.g. survey, government/community records, etc.)

The beneficiary information was collected through statistics published by the newspaper “El Universo”, one of the most important and influential newspapers in our country.

- d) Describe the criteria used to select the beneficiaries mentioned.

The Ecuadorian Committee for Cooperation with the Inter-American Commission of Women CECIM-Guayas and Center CEPLAES Planning and Social Studies and the Centre for Studies and Research on Woman Abuse to CEINME in Quito, reveal that 8 of 10 women in Guayaquil are abused by their partners; either physically or psychologically and sexually; 68% of Ecuadorian experience some form of violence by their partners; that bullies often justify their behavior invoking the cultural patterns that give them supremacy and privileges over women; that assaulted end up taking as a real devaluation of the object and they are losing their self-esteem. This issue is a challenge for the Government, the private sector, civil society and the Church. The reality that we face regarding the abused women is an urgent need to be addressed in order to improve their quality of life.

- 2.4 **Planning Process:** How was the planning process done? Provide a summary of the member body’s analysis.

The planning process was developed among the members of the Community Development Center, given the fact that within our own families there are certain types of violence, considering that not all violence can be seen. We analyzed the needs that are facing the women due to the lack of information. Together we discussed the working fields that are important for the women and how we would empower and socialize with them. We held 10 meetings in two months, in order to shape the project into form.

3. **Proposed Project**

3.1 **Identify the Needs:**

- a) What the specific need(s) among the target beneficiaries is this project designed to meet?

1. The specific needs that we are looking to cover are:

To share with adolescents the importance of knowing the models and approaches needed to identify the causes of violence. Rethink the paradigms, attitudes and values towards violence and its treatment.

To develop skills that allows them to identify the violent actions and their consequences on people.

To teach them which are the phases of violence and how to react appropriately to this situation.

Project Proposal Form

- b) How these needs were identified (e.g. program planning tools, focus group, problem tree etc.)?

These needs were identified through research and reading material from the newspapers, statistics of domestic violence and using the knowledge gained in the Diploma Course against Domestic Violence attended by the Ana Maria Leon, Director of the CDC.

- c) Who participated in identifying these needs?

In identifying these needs the following women participated: Ana Maria Leon, Director of the CDC, Toyi Jacome, President of Israel Foundation and Ana Maria Castro, Administrative Assistant of the CDC. These three officials held a Diploma Course against Domestic Violence, conducted by PEACE AND HOPE INTERNATIONAL, whose mission is to promote justice for people and communities who suffer injustice and poverty.

3.2 Addressing the Needs:

- a) What reasons do you have to think that the activities identified in the Logic Model are the best way to address the needs identified?

Because we will work with physical and human resources from the Community Development Center, to conduct the NEW WOMAN project and with these activities we will be covering some of the main needs that the women in our country currently face.

4. Participation in the Project

- a) How will the beneficiaries be involved in the implementation?

The adolescents, who are the direct beneficiaries of NEW WOMAN project, will participate throughout the whole implementation and execution, which will last one year.

- b) Describe the community contribution (Labor, time, money, or materials) to the project.

The contribution will not be from the community, but from the Israel Foundation through the Community Development Center, with financial and human resources.

- c) **Is the government approval required for the project?** If yes, have local, regional, and national government agencies or departments been consulted? What is their involvement in the project?

No

- d) **Are any other organizations or agencies participating in the project?** If yes, what is their contribution (both cash and in kind)?

No

Project Proposal Form

5. Gender

- a) How have women been involved in identifying the needs to be addressed by the project? In what ways have men been involved?

Both women and men opinions were taken into consideration in the same way, in order to meet the needs of the domestic violence. There was a direct participation of women and men, to identify needs, through discussion forums within the Diploma Course. Also social research was made.

- b) How will the project meet the practical needs of women? How does this differ from the way it will impact men?

The project addresses the needs in a practical and functional way for girls/women, due the highest percentage of domestic violence is against women. It is important that the needs are being met for this gender and the impact will be measured in how changes start making a big difference in the life of them, taking long-term good decisions and wise choices.

- c) What impact will the project have on women in the long term?

The impact of this project will be reflected in a better quality of life of the adolescents in the near future, which will be shown in the right choices and wise decisions they will make in their relationships. Having a good self-esteem and knowing their rights as a woman.

- d) What constraints could block women from fully participating in the project? Are there any constraints that could block men from participating?

This project was conceived for women but we are also considering men to participate in this integral prevention program.

6. Environmental Issues

- a) Environmental effects of the project: Will project activities affect the environment in any way (e.g. building; construction; repairing; clearing; planting; digging)?

No

- b) Describe any positive and negative effects the project will have on the environment.

N/A

- c) In case of negative effects, please provide mitigation strategies to reduce them.

N/A

7. Project Management

- a) Please fill in the chart with responsibilities and contact information of staff closely engaged with the project.

Staff role in Project (title, name, email address)	Reporting Responsibilities (narrative/financial/impact stories)	Reporting Frequency (weekly, bi-weekly, monthly, etc.)
Ana María León, Director of the	Enter information here.	Enter information here.

Project Proposal Form

CDC Community Development Center anitaleonr@hotmail.com	Reporting Narrative	Quarterly
Ingrid Hernández, Projects Coordinator ingridhernandez69@hotmail.com	Enter information here. Impact Stories	Enter information here. Quarterly
Enter staff info here. Elsy de Ordoñez, Financial Director yaselsy@hotmail.com	Enter information here. Financial Reports	Enter information here. Quarterly

- b) Community: If available, please provide information on community level of participation in cording the project.

N/A

- c) Describe your organization's and communities' financial controls. How do you monitor the use of funds in the community?

The funds will be supervised by the Director of the Community Development Center, the Financial Director and a representative of the Israel Foundation. The Financial Director, will keep an account of monthly income and expenses. At the NEW WOMAN project there will be a monthly and annual budget, which will be previously approved by the Director of CDC and the Financial Director. Prior to the use of money, there must be submitted at least two quotes before any purchase and the Director of CDC with the Financial Director will be the ones responsible for approving any purchase. Only invoices that meet all legal standards and have been approved by the Financial Director will be accepted. Once a month a report of the costs incurred versus the approved budget will be presented.

8. Monitoring & Evaluation

- a) Describe the information and data collection systems in place or planned that will be used to track progress related to monitoring indications.

There will be a control of the 1 day a week attendance of the adolescents in this program named NEW WOMAN. Monthly the attendance will be reviewed and their progress will be evaluated. Trainers will present their action plan to the Project Coordinator, including methodology, ways of assessing the knowledge of the adolescents' results. At the end of each quarter there will be a small recognition session for finishing it. We will give 5 modules in the year. The topics

Project Proposal Form

of the modules will be: Explanatory Models, Approaches and Ways in which Domestic Violence occurs; The reality of Domestic Violence; Family and Equity Ratios; Legal Framework. Adolescents who have completed all modules will graduate from this program. Adolescents will also have the opportunity to participate in entrepreneurship workshops, recreational and spiritual activities. Three visits will be made a year to the homes of this adolescents, to complement monitoring and verifying that they are putting into practice their acquired knowledge. This will be done by the team of CDC. Each adolescent will have a file with all their personal data, psychological profile, record of assessment outcomes for each module and outstanding information that we should know about each of them. This information will be handled by personnel designated by the Community Development Center.

- b) Who will be involved in data collection and analysis?

Data collection and analysis will be undertaken by Ingrid Hernández, Project Coordinator.

- c) How will the local community be involved in the monitoring and evaluation of the project?

Evaluation and Monitoring will be conducted by the Community Development Center.

9. **Sustainability**

9.1 **Beneficiary Communities/Groups:**

- a) Please evaluate the likelihood that this project will be self-sustaining or no longer needed by the community at the end of this project:

- ☐ 100% self-sustaining by the community or no longer needed
☒ 67% self-sustaining
☐ 33% self-sustaining
☐ 0% self-sustaining

- b) Please explain the reason for the answer that has been provided above.

The NEW WOMAN project, can become self-sustaining by 67% but it is more than likely to happen in the second year because we are going to seek financial support from private institutions and individuals that when seeing the results of the empowerment in these adolescents after the first year, will encourage them even more to invest in this project.

- c) Please describe the strategies in place to ensure that the benefits to the beneficiaries will continue beyond the project period. For example, how will outcomes/impact of the project be sustained?

The results will be reflected in the new habits acquired to relate and establish relations based on respect and self-worth. The impact will be reflected in a

Project Proposal Form

change in attitude of seeing themselves as subjects of rights and not objects of abuse.

- d) Describe a plan or policy for withdrawal of your organization and transfer of the project assets.

All assets of the project will be coded under an inventory and will be registered in a book of assets, being the Financial Director the one responsible for this control and every 6 months the inventory will be checked.

- e) **Fundraising:**

Please describe the strategies that could be employed to reduce the need for international funding to this project in future years.

NEW WOMAN project and its results will be introduced to private companies and individual donors, wishing to contribute to this program and this group of vulnerable women. We aim that this project becomes self-sustaining.

10. Lessons Learned

- a) If applicable, please share any lessons learned from your previous experience in running development projects, which could be applied to proposed project.

It is very important to monitor the project to meet the objectives and proposed indicators to achieve the goals, if in the first quarter the indicators are not completed, we must make immediate corrections and inform the donor that changes had to be done in order to be able of achieving the goals. It is very important to inform the donor of the changes that we may have to do during the project so that by the end it, both beneficiaries and donors are satisfied with the results.

11. Risk Factors

- a) What are the main risks associated with running this project?

At the beginning, it is possible that adolescents will have a feeling of shame recognizing that they need help in this area of their life. Maybe in their own family circle they are already experiencing a domestic abuse.

- b) How do you plan to lessen these risks?

We will use as a strategic link the Israel Baptist Church located in Duran, they have previously done a work with the community and also have created relationships with these schools. We are planning to have meetings and conversations with their families to see how committed they are on supporting them.

12. Partnership Opportunities

Project Proposal Form

- a) How (in which specific ways) could a volunteer team potentially partner with you on this project?

Yes, we are looking forward to build a team of volunteers for NEW WOMAN. We already have the experience raising volunteer teams with other projects, in which the majority of people who have been linked belong from our different networks of Israel Baptist Church. They are trained to work in any field that we may need as: workshops, speeches, special events and dedicating time of fellowship and recreation.