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# Sea Turtle Conservation Project

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## **FOG Case Study – why FUNZEL?**

- Funzel was established in 1989 as a conservation organization.
- First FOG awarded in the region using the new expanded guidance.
- Successful transition from a sub-recipient to direct recipient.
- Purpose of the award is to support conservation of several sea turtle species through the promotion of Local Capacity Development.



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## FOG Case Study Specifics



- Funzel awarded in June 2011 a three-year \$1.5 million FOG for 1.1 million turtles.
- Significant cost savings over the previous implementation model.
- Increased the organization's capacity and sustainability.
- Idea to award directly originated in Dec 2010.



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## FOG Case Study Challenges

- Significant internal and external resistance to change the model.
- Resistance to increased management units/workload.
- Risk of programmatic failure.





## Partner Challenges

- Apprehension on the part of the Partner.
- Internal resistance to change.
- Fear of Failure – financial and programmatic.
- Cash Liquidity issues.





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# Chronology

- 12/2010 ROAA and EG meet to discuss the extension of the turtle conservation program with FUNZEL under DAI. It was determined that a better alternative to the extension would be a direct award to FUNZEL.
- 01/18/2011 ROAA receives from the technical office the draft Program Description for the Fixed Obligation Grant (FOG) follow-up on sea turtle conservation.
- 01/20/2011 ROAA receives from the technical office the draft Justification for Non-Competitive Award for the Fixed Obligation Grant (FOG) follow-up on sea turtle conservation.
- 02/01/2011 Consensus meeting held with Front Office, Program Office, Technical Office, Controllers, and ROAA to discuss current status and provide direction going forward.
- 02/23/2011 General informational meeting with FUNZEL at their offices to discuss interest in working with USAID and initiate pre-award survey document requests.
- 03/04/2011 ROAA signs off on GLAAS pre-award packet
- 03/09/2011 Phone conversation with FUNZEL's Executive Director, regarding pre-award document requests, pre-award survey questions, and possible partnership between FUNZEL and World Society for the Protection of Animals.
- 03/10/2011 ROAA receives answers from FUNZEL to initial pre-award survey questions.
- 03/18/2011 ROAA issues RFA and confirms receipt with FUNZEL.
- 03/25/2011 Pre-award survey team (ROAA and OFM) meets with FUNZEL at FUNZEL's offices to discuss questions regarding RFA and initiate physical aspects of pre-award survey such as review accounting documents, procurement records, etc.



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## Chronology (Cont.)

- 03/29/2011 FUNZEL provides documents to ROAA in response to document request and pre-award survey meeting.
- 04/01/2011 ROAA receives draft application from FUNZEL.
- 04/08/2011 ROAA and OFM meet with FUNZEL at their offices to explain the cost application process and provide feedback to FUNZEL regarding their draft cost application.
- 04/15/2011 ROAA receives revised draft cost application from FUNZEL.
- 04/20/2011 ROAA provides feedback on revised draft cost application to FUNZEL.
- 04/28/2011 ROAA receives second revised draft cost application from FUNZEL.
- 05/06/2011 ROAA visits FUNZEL's new office to evaluate procurement records maintenance and provide feedback on second revised draft cost application.
- 05/16/2011 ROAA receives FUNZEL's official application.
- 05/24/2011 Technical Evaluation memo is completed.
- 05/27/2011 ROAA and OFM meet with FUNZEL to finalize milestones and resolve cost issues.
- 06/07/2011 ROAA receives FUNZEL's revised cost application.
- 06/20/2011 ROAA received FUNZEL's overall cash flow analysis.
- 06/22/2011 ROAA and OFM Carlos Milla meet with FUNZEL to finalize and confirm accuracy of FUNZEL's cash flow analysis.
- 06/28/2011 Negotiations are concluded and award is made.



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## Milestones

- Approval of FUNZEL's branding and marking plan and the submittal of FUNZEL's sea turtle conservation annual work plan to USAID.
- Year two, the submittal of FUNZEL's sea turtle conservation annual work plan to USAID's AOTR; FUNZEL's certification that year one's sea turtle hatchlings released goal was reached.





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## Milestones

- Year three, the submittal of FUNZEL's sea turtle conservation annual work plan to USAID's AOTR; FUNZEL's certification that year two's sea turtle hatchlings released goal was reached.
- The AOTR will convey their required approvals under this milestone to FUNZEL via letter. After the AOTR conveys their approval via letter, payment will be disbursed to FUNZEL in accordance with the payment policy.



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## What Worked??

- Teamwork – the FOG required extensive buy-in across the mission.
- USAID Forward and IPR were gaining momentum.
- A paradigm shift from creating USAID “babies” dependant on USG funding to supporting true sustainability and LCD.





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## Flexibility

- FOG incorporated a clause that would allow for partial reimbursement of turtle eggs if a natural disaster occurs such as earthquake, volcanic eruption, hurricane, etc.





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# SUCCESS!!

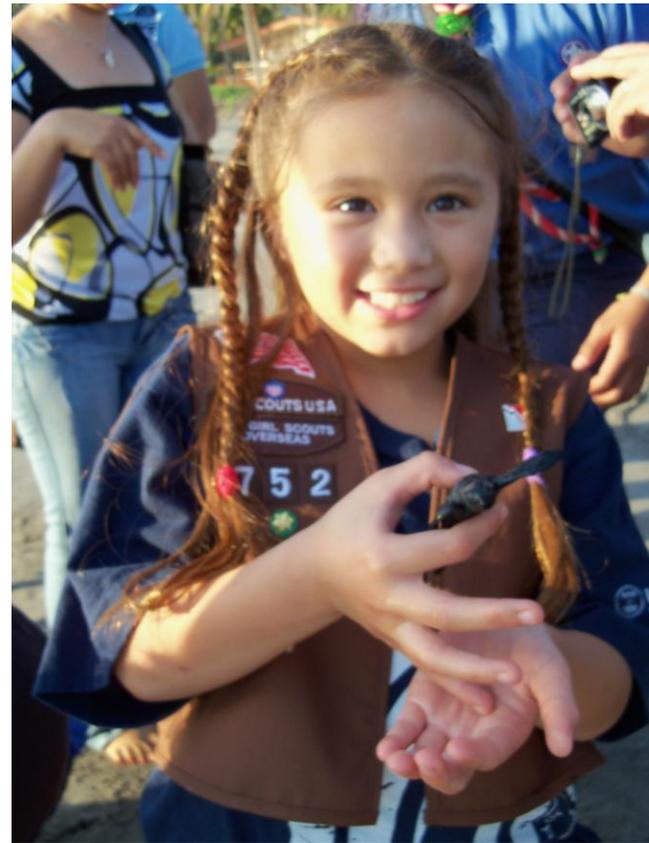
- Funzel leveraged the USAID grant resulting in funding from HSBC bank; Luxembourg; various US and ES NGOs.
- Mobilized volunteer support.
- Increasing Economic Development and Sustainable Tourism in Coastal Communities.





## SUCCESS!!

- Funzel is moving towards true financial and organizational sustainability.
- Video produced by Funzel has been nominated for an award by the Cannes Festival.





## Benefits of LCD

- Whole of Mission support.
- GOES buy-in and support.





## NEXT STEPS

- LCD is worth the time and effort.
- Direct Engagement is why we joined USAID.
- FOGs can be FUN!
- Now it is your turn!





# QUESTIONS??

