



the  
chello  
foundation

# The Chello Foundation

GRANT POLICY 2008

# The Chello Foundation: Introduction



## Objectives

- Chellomedia has set up The Chello Foundation<sup>(1)</sup>, an Educational Charity with the specific aim of providing scholarships for AIDS Orphans in Africa
- Chellomedia has specifically chosen Education for Orphans as a key target for its work in Corporate Philanthropy
- The Education Programme takes the form of a Scholarship Programme for selected children; it is directed in particular on providing Education and Scholarships for HIV orphans - children whose parent(s) have died as a result of HIV. The programme is focused on Sub-Saharan Africa.
- The programme will provide funding for children at the key stages of Primary and Secondary school; the Scholarship programme will be run through Community Based Organisations (C.B.Os) selected by the Foundation's Board of Trustees and fulfilling the Foundation's Scholarship's Grants Policy.

**The Chello Foundation has the support and resources of Liberty Global, one of the world's leading global media groups**

# Why the AIDS Orphans Crisis in Sub-Saharan Africa?



This area of charitable work has been selected by Chellomedia for four key reasons:

- An urgent social issue to which Chellomedia can bring its competencies and resources to bear in a dynamic and direct way
- AIDS orphan issue is relatively underserved by international NGOs and aid agencies
- Build on previous sponsorship and support of Live 8 and Make Poverty History campaigns related to AIDS in Africa
- Resonant with Chellomedia staff; capable of being embraced across our internationally-based company

**A desire to balance commercial success with a mission to bring about positive change for vulnerable children**

# AIDS Orphans in Sub-Saharan Africa: 2005 Data



**no longer alone**

## Countries with highest level of AIDS orphans due to AIDS, alive in 2005

South Africa	1,200,000
Tanzania	1,100,000
Zimbabwe	1,100,000
Kenya	1,100,000
Uganda	1,000,000
Nigeria	930,000
Zambia	710,000
DR Congo	680,000
Malawi	550,000
<hr/>	
Rwanda	210,000

## AIDS orphans as a percentage of all orphans, 2005

Zimbabwe	77%
Botswana	76%
Swaziland	66%
Lesotho	64%
Malawi	57%
Zambia	57%
South Africa	49%
Kenya	46%
Uganda	45%
<hr/>	
Rwanda	20%

UNICEF & UNAIDS estimates.

# Grants Policy



## Grants Policy

- **The Chello Foundation Objective**

The Chello Foundation has a defined remit to focus its resources and funding on the provision of Educational Scholarships for AIDS Orphans in sub-Saharan Africa.

- **Who can apply?**

The Foundation will consider the projects of CBOs, NGOs, Charities and organisations working specifically in the area of Education and capable of delivering the Foundation's objectives.

- **When should Applications be made?**

Applications for Grants need to be made 6 months prior to the start of the Educational year of either Primary, Secondary or Technical schools.

- **What the Foundation does**

The Foundation provides Educational scholarships to Orphans who must qualify as beneficiaries; the Foundation will typically provide Scholarships for the complete duration of each educational phase, typically 4 years at Primary, or 4 years at Secondary, or 2 years at Technical; Scholarships are provided on behalf of named Orphan Beneficiaries and typically funds are administered directly to the Educational institution; this may vary in respect of Primary schools.

- **Where?**

The Foundation is focussed on sub-Saharan Africa. Applications for Grants need to be made 6 months prior to the start of the Educational year of either Primary, Secondary or Technical schools.

# Grants Policy



## Application guidelines

- Applications need to be made in writing and sent by email, post or fax to the Foundation's (London) offices.
- Applications should include in Stage 1:
  - Background, history, and clear description of the organisation
  - Outline of proposed Project; this should include detail on the region and range of schools in the district, proposed numbers of students, per capita cost, how payments to schools are made, outline of orphan selection process, how orphans will be matched to appropriate schools as well as how each intake of beneficiaries will be monitored; any administrative costs required to support the project can also be shown; it is not necessary at this stage to have full list of names of all orphans.
  - The Foundation will respond to all Stage 1 Applications in one of three ways:
    - The Foundation may request further information,
    - move the Application to Stage 2, or
    - turn the Application down

# Grants Policy



## Application guidelines (continued)

- Stage 2
  - Applications proceeding to Stage 2 will be advised by the Foundation as to what they should provide but typically Applicants will need to provide detail on the implementation of the Educational scholarships including providing detail on the names of orphans, schools, and required funding plan
- Meeting Stage 2
  - Applications proceeding to Stage 2 will be advised by the Foundation as to what they should provide but typically applicants will need to provide detail on the implementation of the Educational scholarships including providing detail on the names of orphans, schools, and required funding plan
  - On the basis of a successful application, the Foundation will provide funding for the start of the new school year

# Grants Policy



## Summary of key criteria

- Applications should be directly delivering on the Foundation's objective, the provision of Educational Scholarships to AIDS and OVC Orphans
- The NGO must be capable of implementing and monitoring the programme for the full duration of each scholarship
- The NGO must be able to implement a Beneficiary selection & qualification process; this may vary between projects, but it is expected that community leaders are directly involved in this process
- The NGO needs to be able to provide the Foundation with monitoring reports and status on Beneficiaries throughout the programme
- Grants are made against named children and students for the start of the year, though mid year grants are also considered
- Detail on the region and range of schools in the district, proposed numbers of students, per capita cost & required funding, showing staged funding

# Grants Policy



**no longer alone**

## The Foundation will not fund:

- Humanitarian Aid Appeals applications
- Building work for school buildings, teacher salaries
- General educational projects where named beneficiaries cannot be identified
- Educational research projects

## The Chello Foundation contact details:

- The Chello Foundation, 81 Fulham road, London SW3 6RD
- TEL: + 44 (0)207 838 2000
- [selkington@chellomedia.com](mailto:selkington@chellomedia.com)

# Grants Policy



## The Foundation is committed to:

- Working with local organisations who can ensure that its Educational scholarships reach HIV orphans ensuring its efforts meet those HIV orphans who need it most
- Providing sustainable educational scholarships for HIV orphans i.e. supporting the full duration of the relevant stage and ideally where beneficiaries move to the next stage i.e. from primary to secondary to technical
- Working with local organisations who can ensure and demonstrate that the Educational scholarships reach HIV orphans and that the orphans are matched to relevant schools, working directly with the relevant educational authorities
- Working with organisations who demonstrate a keen sense of responsibility to monitor and validate the programme