Grant Proposal for SOS

Democratie Mali
Problems statement

After their independence in 1960, Mali was ruled by a socialist government under president Modibo Keita. In 1968, Modibo Keita was overthrown by a military coup and General Moussa Traore took power. General Moussa Traore ruled the country under a military and dictatorial regime, which made Malians unhappy about the national economic decline and the dictatorial regime of the latter. Malians wanted to live in a democratic country where they had more economic opportunities and freedom. As a result, in March 1991, pro-democracy rallies were organized throughout Mali leading to the arrest of President Moussa Traore. Mali became a democratic country, after the first election was organized in 1992. However, since that time Mali presidential and parliamentary voting turnouts have never exceeded 46% of the people registered and eligible to vote from 1992 to 2013 (IDEA, 2014).

NGO SOS Democratie is asking for funding that will assist the organization efforts ahead of the presidential and parliamentary elections in 2018, but the work does not end there. This project is not only about presidential and parliamentary elections, but also about redefining democracy and changing Mali’s political culture over the long-term. SOS Democratie aims at increasing young Malians participation in political and social life. To achieve this, SOS Democratie needs funding to create education programs to educate young Malians in understanding the electoral process and the concept of democracy. These education programs include a training session of young Malians on the importance of elections in a democratic country, and the other session is more focused on how to vote. The latter training session is important because many young Malians cannot cast a ballot correctly. In Mali, a ballot is correct or valid, when a participant in the election process, signs the form in the correct location verifying the candidate he is voting for. Unfortunately, many young Malians fail to do so and
their ballots are often invalid. Thus, including a training session on the appropriate manner of voting is important in these education programs.

Educational programs will be designed by SOS Democratie members in collaboration with some experts from USAID in the area of democracy. USAID experts will not intervene directly in the education programs. Rather, they will help the organization to create brochures and PowerPoint presentations that clearly explain the basic principles of democracy and the importance of vote in a democratic country. In addition, USAID specialists will help SOS Democratie elaborate election simulations to enable young Malians to vote properly and avoid unintentional invalid ballots.

The target population of these educational programs is young Malians, male and female between the ages of 18 and 25, who have never attended high school, but are able to read and write, and living in Mali. The participants will be selected in the three most populated cities of Mali: Bamako, Sikasso and Gao. SOS Democratie focuses on this section of the Malian population for three reasons: First, they represent a significant part of the population eligible to vote in Mali. Second, they have a low participation record in presidential and parliamentary elections. Third, they do not have a substantial understanding of democracy and the importance of their participation in these elections because, in Malian educational curriculum, the topics of elections are covered only at high school and university levels. Therefore, focusing educational programs on young Malians, who have never attended high school, can be critical in increasing voting turnouts in presidential and parliamentary elections, as well as improving their political and social participation in Mali.

Organizational History
SOS Democratie was created on March 05, 2012 and is located in Bamako Route Nationale 5, SOMAPIM- D5, Sebenikoro Bamako. SOS Democratie has been validated by the Ministry of territorial administration under the law number 04-038 related to the creation of organizations and registered under number 241-G-DB. The organization’s national coordinator is Cheick Mohamed Sissoko and his address is Hamdallaye, Rue 30, Porte 669, Bamako Mali. The organization has its own official website which is www.sosdemocratiemali.org.

SOS Democratie works in collaboration with national and international organizations involved in the field of democracy. USAID and Swiss Agency for Development and Cooperation are the most important organizations SOS Democratie works with. These two agencies have helped SOS Democratie achieve some of its objectives by providing some funds and experts to better guide the organization. With USAID and Swiss Agency for Development and Cooperation, SOS Democratie has been able to conduct some activities such as sensitization campaigns in public places including markets, schools, and young people meeting places before the elections of 2013. Consequently, the elections voting turnouts in 2013 have considerably increased and Malians have become more involved in the political and social life of their country.

Since its creation, SOS Democratie has worked to explain to Malians what democracy really means and how a democratic country should function. In addition, the organization strives to convey the importance of voting turnouts in a democratic country. SOS Democratie Mali has sent volunteers to big cities such as Bamako, Segou, Sikasso, Koulikoro, Kayes, Tombouctou, and Gao to sensitize populations on the correct behaviors to adopt in a democratic country with a particular emphasis on vote. Partly due to the hard work of the organization, the presidential election voting turnouts has increased by about 9.5% moving from 36.24% in 2007 to 45.78% in
2013 and the parliamentary election voting turnouts have augmented by about 5% moving from 32.19 in 2007 to 37.24% in 2013 (IDEA, 2014). An increase of this magnitude had never previously occurred in the history of Malian elections.

The strong commitment to make democracy a reality in Mali makes SOS Democratie a special organization based on varying factors. SOS Democratie workers receive no salary and most of the association expenses are covered primarily by the organization members’ financial contributions. In addition, the organization was created in a context of war and volunteers had to work in highly dangerous places in the northern region of Mali such as Gao, Tombouctou and Mopti, where terrorist attacks were frequent. Thus, SOS Democratie is committed to make changes in Mali regardless the risk it may take.

Another aspect that makes SOS Democratie special is the way it is organized with specific tasks for all the members. SOS Democratie has 82 workers divided into two sections: The coordinators section and the volunteers section. The coordination section is composed of 11 coordinators and 2 accountants: The national coordinator with two deputies, the foreign affairs coordinator with a deputy; the information coordinator with a deputy; activities coordinator with a deputy; a conflict resolution coordinator with a deputy; and an accountant with a deputy. All the coordinators are highly educated (university graduates) and work with volunteers in designing sensitization techniques. Volunteers are composed of 59 people and work closely with the Malian population. They sensitize Malians about the importance of elections, and their rights and duties in Mali. It is important to emphasis that coordinators sometimes works as or with volunteers on the field, when some activities are beyond the scope of expertise of the volunteers.

Finally, an important aspect of the organization is the ongoing training of its members. To make SOS Democratie workers more efficient, a rigorous training program was created by
the organization members. Coordinators attend some training workshops organized by national and international organizations. In turn, they organize training workshops with volunteers to update their knowledge on democracy and sensitization techniques.

**Vision and Goals**

SOS Democratie wants to make democracy a reality for all Malians. The organization wants Malians to live out the true meaning of democracy. From their independence until now, Malians have not lived in a democratic country: Presidents and members of parliament have often been elected with weak voting rates; election frauds have often been reported; political leaders have often taken advantages of the population poverty to obtain their voices compromising the credibility of voters; military coup d’état; and the majority of Malians are not committed in the political and social life of their country. SOS Democratie wants to change this tendency and create conditions for more democracy in Mali. SOS Democratie feels confident that in the near future, Mali will be cited among the most democratic countries, with better democracy indexes and positions in Freedom House yearly ranking.

With the help of partners such as USAID and Swiss Cooperation, who provides training and modest funding to SOS Democratie members, the organization tries its best to educate young Malians about democracy through different activities. First, one of the organization’s most efficient ways to gain the attention of people is the use of comedians to explain democracy through sketches. SOS Democratie uses a variety of well-known comedians to perform in the different sketches. Second, volunteers frequent public places such as markets or young people meeting places called “grins” to talk about democracy. “Grins” are places where most of Mali’s young people meet to have tea after school and discuss different issues. Therefore, “Grins” are ideal places to meet the youth and sensitize them on democracy. Third, SOS Democratie has its
own hotline with two telephone numbers. The aim of these hotlines is to respond to questions some citizens may have about democracy. This hotline is also used to monitor elections by reporting frauds or abnormalities during elections. Finally, the organization members show examples of good citizenship and patriotism to Malians by organizing blood drives in different hospitals of the country, reforestation, and street cleaning campaigns. Good citizenship and patriotism are highly valued by the association because the members believe that they are critical in a democratic country.

SOS Democratie Mali’s main goal is to increase presidential and parliamentary voting turnouts through education. Augmenting presidential and parliamentary voting turnouts in Mali is important because these two institutions are critical in a democratic country. It is important to raise parliamentary voting turnouts because the members of parliament serve the interests of particular regions or ethnic groups in Mali. A better representation of all the regions and ethnic groups is important for the stability of the nation and for the reinforcement of democracy. It is also important to have high presidential voting turnouts because the president plays an important role at the domestic level and international level. A democratic president has more legitimacy that can promote good international relationships and cooperation with other democratic countries and organizations. In addition, SOS Democratie wants to make Malians responsible voters because the credibility of voters’ choices is important in democracy.

Objective

SOS Democratie is committed to achieve one objective for the next election which is:

- Increase 2018 parliamentary and presidential elections voting turnout by at least 2,000 votes of young Malians between the ages of 18 and 25 who are living in Mali, who have never attended high school, but are able to read and write.
Activities/Strategies

To achieve its objectives, SOS Democratie plans to implement several activities based on the education of 2,000 young people between the age of 18 and 25 years, who have never attended high school, but are able to read and write, and who are living in Mali. These young people will be recruited in the three most populated cities of Mali: Bamako, Sikasso, and Gao. SOS Democratie has considerable connections with different mayors and neighborhood chiefs in these three cities. In Mali, the mayors and neighborhood chiefs have enough influence to mobilize the number of young men and women to attend educational events.

In Bamako, the biggest city of Mali, SOS Democratie plans to recruit 1,000 young Malians. In Sikasso, the second populated city, the organization will recruit 600 young Malians and in Gao, the third populated city, 400 young Malians will be recruited.

For the education campaigns in these three cities, SOS Democratie will use different types of educational materials such as brochures, notebooks, pens, PowerPoint presentations, video projections, ballots boxes, and ballots. Instructors will be recruited amidst SOS Democratie workers to teach young Malians. In the three cities, activities will be divided into two sessions: session 1 and session 2. The first session will focus more on the explanation of the concept of democracy with a particular emphasis on the importance of election and high voting turnouts. The second section is focused on how to cast a ballot correctly. It is more practical because it includes simulated elections that physically involve young people in the learning process.

All the activities in the three cities are described in details below.

- Activity 1 Bamako:
Session 1: Organize meetings that will last 15 days to educate 1,000 young Malians about democracy with an emphasis on the importance of high voting turnouts in presidential and parliamentary elections. Young Malians will be divided into 20 groups of 50 people and received 3 hours/day intensive training. Each group will be trained by 2 instructors of SOS Democratie.

Session 2: 10 days of simulated elections to help 1,000 young Malians cast a ballot properly. Young people will be divided into 20 groups of 50 people and each group will receive 3 hours/day training by 2 instructors for each groups.

- **Activity 2 Sikasso**:

  Session 1: Organize meetings that will last 15 days to educate 600 young Malians about democracy with an emphasis on the importance of high voting turnouts in presidential and parliamentary elections. 12 groups of 50 people will be formed and each group will be trained by 2 instructors of SOS Democratie for 3 hours/day.

  Session 2: 10 days of simulated elections to help 600 young Malians understand how to cast a ballot. 12 groups of 50 people will be formed and each group will be taught by 2 instructors of SOS Democratie for 3 hours/day.

- **Activity 3 Gao**: Session 1: Organize meetings that will last 15 days to educate 400 young Malians about democracy with an emphasis on the importance of high voting turnouts in presidential and parliamentary elections. Young people will be split into 8 groups of 50 people and each group will be taught by 2 instructors of SOS Democratie for 3 hours/day.

  Session 2: 3 days simulated elections to help 400 young Malians understand how to cast a ballot. Young Malians will be divided into 8 groups of 50 people and each group will be trained by 5 instructors for 3 hours/day.
## Budget

<table>
<thead>
<tr>
<th>Expenses types</th>
<th>Amount</th>
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<tbody>
<tr>
<td><strong>Activity 1 Bamako (1,000 young Malians)</strong></td>
<td></td>
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<tr>
<td>Session 1: <em>Education on democracy and the importance of presidential and parliamentary elections (15 days)</em></td>
<td></td>
</tr>
<tr>
<td>Brochures:</td>
<td>$3,000</td>
</tr>
<tr>
<td>Instructors allowance:</td>
<td>$4,000</td>
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<tr>
<td>Notebooks:</td>
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<tr>
<td>Pens:</td>
<td>$1,250</td>
</tr>
<tr>
<td>Projection equipment rental:</td>
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</tr>
<tr>
<td>Transportation fuel:</td>
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<tr>
<td><strong>Total</strong></td>
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</tr>
<tr>
<td>Session 2 <em>Elections simulations (10 days)</em></td>
<td></td>
</tr>
<tr>
<td>Brochures:</td>
<td>$4,000</td>
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<tr>
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<tr>
<td>Notebooks:</td>
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<tr>
<td>Pens:</td>
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<td>Ballots boxes:</td>
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<td>Ballots (copies)</td>
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<tr>
<td>Transportation fuel:</td>
<td>$400</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$11,350</strong></td>
</tr>
<tr>
<td><strong>Activity 2 Sikasso (600 young Malians training for 15 days)</strong></td>
<td></td>
</tr>
<tr>
<td>Session 1: <em>Education on democracy and the importance of presidential and parliamentary election</em></td>
<td></td>
</tr>
<tr>
<td>Brochures</td>
<td>$1,800</td>
</tr>
</tbody>
</table>
Instructors allowance: $2,400  
Notebooks: $900  
Pens: $750  
Projection equipments rental: $1,000  
Transportation fuel: $400  

**Total:** $7,250

**Session 2:** *Elections simulations (600 young Malian training for 10 days)*

- Brochures: $1,800  
- Instructors allowance: $1,800  
- Notebooks: $900  
- Pens: $750  
- Ballots boxes: $480  
- Ballots (copies): $250  
- Transportation fuel: $300  

**Total:** $6,280

- Activity 3 *Gao (400 young Malians training for 15 days)*

**Session 1:** *Education on democracy and the importance of presidential and parliamentary elections*

- Brochures: $1,200  
- Instructors allowance: $1,600  
- Notebooks: $600  
- Pens: $500  
- Projection equipments rental: $1,000  
- Transportation fuel: $400  

**Total:** $5,300

**Session 2:** *Elections simulations (400 Malians training for 10 days)*

- Brochures: $1,200  
- Instructors allowance: $1,600  
- Notebooks: $600  
- Pens: $500  
- Ballots boxes: $320  
- Ballots (copies): $200  
- Transportation fuel: $300  

**Total:** $4,720
**Budget Narrative**

Activity 1: *Bamako*

Session 1: SOS Democratie will design and distribute some brochures explaining democracy and elections to participants. Each brochure copy is estimated at $3 ($3 \times 1,000 = $3,000). Forty instructors will be recruited and each of them will receive a symbolic amount of $100 after the training session ($100 \times 40 = $4,000). Notebooks and pens will be provided to participants to take notes during the different presentations and videos. Ten packages of 100 notebooks each will be provided and every package purchase at $150 ($150 \times 10 = $1,500). Ten package of 100 pens each will be distributed and every package purchase at $125 ($125 \times 10 = $1,250). Projection material will be rent at $1,000 dollars for 15 days and transportation fuel cost estimated at $500. The total cost of session 1 education program is $11,250.

Session 2: The organization will design and distribute brochures with pictures showing how to cast a ballot. Each brochure copy cost is approximately 3$ ($3 \times 1,000 = $3,000). Forty instructors, members of the organization will be recruited and each of them will receive a symbolic amount of $75 after the training session ($75 \times 40 = $3,000). Notebooks and pens will be provided to participants to take notes during the presentations. Ten package of 100 notebooks each, will be provided and every package purchase at $150 ($150 \times 10 = $3000). Ten package of 100 pens each, will be distributed and every package purchase at $125 ($125 \times 10 = $1,250). Forty ballot boxes will be purchased for 20$ each ($20 \times 40 = $800) and the ballot copies fare is
Activity 2: *Sikasso*

Session 1: Brochures will be designed and distributed explaining democracy and elections to participants. Each brochure copy is estimated at $3 (3 ×600=$1,800). Twenty four instructors will be recruited and each of them will receive a symbolic amount of $100 after the training session ($100×24=$2,400). Notebooks and pens will be distributed to participants to take notes during the different presentations and videos. Six packages of notebooks containing each 100 notebooks and each package purchase at $150 ($150×6=$900). Six packages of pen containing 100 pens each will be distributed and every package purchase at $125 ($125×6=$750). Projection material will be rent at $1,000 for 15 days and transportation fuel cost estimated at $400. The total cost of session 1 education program in Sikasso is $7,250.

Session 2: Brochures with pictures showing how to cast a ballot will be distributed to participants. Each brochure copy cost is approximately $3 (3×600=$1,800). 24 instructors will be recruited and each of them will receive a symbolic amount of $75 after the training session ($75×24=$1,800). Notebooks and pens will be provided to participants to take notes during the presentations. Six packages of notebook containing 100 notebooks each, will be provided and every package purchase at $150 ($150×6=$900). Six packages of pen containing 100 pens each will be distributed and every package purchase at $125 ($125×6=$750). Twenty four ballot boxes will be purchased for 20$ each ($20×24=$480) and the ballot copies fare is estimated at 250$. Transportation fuel is estimated at $300. The total cost of session 2 education programs in Sikasso is $6,280.

Activity 3: *Gao*
Session 1: SOS Democratie will design and distribute some brochures explaining democracy and elections to participants. Each brochure copy is estimated at $3 ($3 \times 400 = $1,200). Sixteen instructors will be recruited and each of them will receive a symbolic amount of $100 after the training session ($100 \times 16 = $1,600). Notebooks and pens will be provided to participants to take notes during the different presentations and videos. Four packages of 100 notebooks each will be provided and every package purchase at $150 ($150 \times 4 = $600). Four package of 100 pens each will be distributed and every package purchase at $100 ($125 \times 4 = $500). Projection material will be rent at $1,000 for the 15 days and transportation fuel cost estimated at $400. The total cost of session 1 education program in Gao is $5,300.

Session 2: Brochures with pictures describing how to cast a ballot will be distributed to participants. Each brochure copy cost is approximately $3 ($3 \times 400 = $1,200). Sixteen instructors will be recruited and each of them will receive a symbolic amount of $100 after the training session ($100 \times 16 = $1,600). Notebooks and pens will be provided to participants to take notes during the presentations. Four packages of notebook containing 100 notebooks each, will be provided and every package purchase at $150 ($150 \times 4 = $600). Four packages of pen containing 1,000 pen each will be distributed and every package purchase at $125 ($125 \times 4 = $500). Sixteen ballot boxes will be purchased for 20$ each ($20 \times 16 = $320), ballot copies fare is estimated at 200$, and transportation fuel is estimated at $300. The total cost of session 2 education program in Gao is $4,720.

The entire education program cost total in the three big cities (Bamako, Sikasso, and Gao) is $46,150.

Monitoring and Evaluation of the Project
Since the Malian government does not release much detail about the participation of young people in the different cities, SOS Democratie has its own method to verify the participation of its target group. The organization will keep the contacts of all the 2,000 participants and keep in touch with them via emails and SMS. First, SOS Democratie will continuously send reminder emails and SMS to the target group before the elections about the importance of their participation. Second, the organization will contact the target group to fill a survey on their participation in the election. The aim of the survey is to know whether or not the target group participants have participated in 2018 elections.

In addition, SOS Democratie has a monitoring and evaluation plan. The table below represents the monitoring and evaluation plan of SOS Democratie with a rigorous logic model. It describes the logic progression of the project from the mobilized resources to the target result.
<table>
<thead>
<tr>
<th>Inputs</th>
<th>Activities/Strategies</th>
<th>Outputs</th>
<th>Immediate results</th>
<th>Intermediate results</th>
<th>Target results</th>
</tr>
</thead>
</table>
| **Activity 1: Bamako**  
Session 1  
► $11,250 invested and 40 instructors recruited to educate 1,000 young Malians (18-25 years) on democracy and the importance of presidential and parliamentary elections  
  
Session 2  
► $11,350 invested and 40 instructors to educate 1,000 young Malians (18-25 years) on how to cast a ballot  | ► 15 days of intensive training of 1,000 young Malians on democracy and the importance of presidential and parliamentary elections  
► 10 days of intensive training of 1,000 young Malians on how to cast a ballot using election simulations  | ► 1,000 young Malians trained and aware of the importance of elections in democracy  
► 1,000 young Malians people trained on how to cast a ballot  | ► 1,000 young Malians motivated to cast their ballots in presidential and parliamentary elections.  
► 1,000 young Malians able to cast a ballot  |  
| **Activity 2: Sikasso**  
Session 1  
► $7,250 invested and 24 instructors recruited to educate 600 young Malians (18-25 years) on democracy and the importance of presidential and parliamentary elections  
  
Session 2  
► $6,280 invested and 24 instructors to educate 600 young Malians (18-25 years) on how to cast a ballot.  | ► 15 days of intensive training of 600 young on democracy and the importance of presidential and parliamentary elections  
► 10 days of intensive training of 600 young Malians on how to cast a ballot using election simulations  | ► 600 young Malians trained and aware of the importance of elections in democracy  
► 600 young Malians trained on how to cast a ballot  | ► 600 young Malians motivated to cast their ballots in presidential and parliamentary elections  
► 600 young Malians able to cast a ballot  | ► 1,000 young Malians participate in the presidential and presidential elections of 2018  
► 600 young Malians participate in the presidential and presidential elections of 2018  
► 2018 presidential and
parliamentary election voting turnouts increased by 2,000 young Malians who have never attended high school, but able to read and write, between 18 and 25 of age

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<thead>
<tr>
<th>Activity 3: Gao Session 1</th>
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<th>Session 2</th>
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<tr>
<td>$6,550 invested and 16 instructors recruited to educate 400 young Malians (18-25 years) on democracy and the importance of presidential and parliamentary elections.</td>
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