

# Guidelines for preparing a proposal

TUI Care Foundation Impact Fund

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## TUI Care Foundation Impact Fund

The TUI Care Foundation Impact Fund is an impact-focused fund for extraordinary entrepreneurs in tourism destinations. Offering expertise and finance, it supports scalable solutions for meaningful and positive change. It allows entrepreneurs who make a real difference to communities and the environment to tap into funding opportunities and an international network of supporters. The fund targets entrepreneurs in destinations who implement market-based solutions that can become a sustainable business whilst creating both social and financial returns.

TUI Care Foundation's experts support the chosen entrepreneurs by raising awareness for the solutions and attracting further funding from donors and investors. In addition, the beneficiaries of the fund have access to the TUI Care Foundation's Changemaker network which offers professional mentoring from TUI Group experts.

### Craft a Problem Statement

In your proposal, we want to learn about your funding needs and how you aim to create impact for tourism destinations, the environment and communities. What are the main financial barriers for your businesses growth? What interventions do you propose to create an enabling environment for growth? Please include references, figures, and their sources to support your proposal. Describe the community, context, challenge, and solution.

#### Location

Tell us about the region, geography and proximity to a tourism destination. Please note that TUI Care Foundation's mandate is to advance sustainable development in tourism destinations for which location is an important aspect when reviewing your proposal. Describe the location and target area of your project.

#### Project duration

Projects should have a duration of at least two years. Proposals should consider enough time to set up the project, engage key stakeholders, carry out the planned activities, see a visible impact and establish an economically sustainable model to continue addressing pollution beyond the grant. Propose a timeline.

#### Beneficiaries

Please describe who your main beneficiaries are and why it is important to provide assistance to them. Who are they, what barriers do they face, and what age groups and socio-economic background do they have? Describe your direct and indirect beneficiaries.

#### Budget

The budget lines should include project activities, visibility and communications, like shirts and signs, and can include staff and investment materials (e.g. equipment). Propose a budget plan.

## Outcomes, outputs and indicators

The project proposal should include at least two of the three outcomes listed below, but additional outcomes may be crafted by the project applicant. It is important to note that at least two of the listed Outcomes and their respective indicators need to be applied to the programme design and its Monitoring and Evaluation (M&E). When crafting your proposal, please choose a target for your chosen indicators. Describe the activities that will help achieve the outcome and set a target number for each associated impact indicator.

### Outcome 1: Increased income for the business

- Indicator 1: Number of customers
- Indicator 2: Amount of revenue made

### Outcome 2: Enabled social impact

- Indicator 3: Number of livelihoods supported (male/female)
- Indicator 4: Number of jobs created (male/female)

### Outcome 3: Increased access to finance

- Indicator 5: Fundraising target (debt/equity/grant)

## Visibility

Communicating the successes of the project and the people involved is essential. It's how TUI Care Foundation displays to their donors that their donations make a real impact in tourism destinations. All communication materials should be developed with respect towards the beneficiaries and with their consent. Read the basic guidelines and share your feedback.

Some guidelines:

- The project would be called: TUI Impact Fund [insert destination]
- Communicate through positive narratives
- Regularly communicate about our joint project using several channels
- Regularly send high quality photos that can be used
- Regularly send testimonials from beneficiaries that can be used (translated to English)
- Produce at least one co-branded item such as signs, shirts or other
- Produce a professional summary video of our joint project
- Support the organisation of at least one international press trip

## Eligibility Criteria

We are looking to partner with social and sustainable businesses in tourism destinations to support the protection of cultural heritage and the empowerment of creatives. The right organisation and team will help ensure the success of the project, so it's important to share the expertise and roles of key team members. We also welcome proposals to co-fund projects and jointly apply to institutional grants.

- 🕒 Registered Non-profit, Foundation, or social enterprise
- 🕒 Diversity in the organisation is valued
- 🕒 Local organisations are preferred
- 🕒 No religious affiliation and act free of discrimination

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