

Fig Tree Foundation Camera Initiative

Initiative Description & Logic Model

September 14, 2008



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Initiative Description

In collaboration with Vistek Ltd, a Canadian-based camera store, used digital cameras will be collected from the public and provided to the Fig Tree Foundation (FTF) Roundtable Participants (RTP) for use on various projects. Over the next year, the feasibility of this initiative will be assessed.

The short and long-term objectives for this initiative are:

- To assess the feasibility of collecting cameras by FTF
- To increase awareness of FTF amongst Calgarians and engage them through the donation of cameras and other follow-up activities
- To create an opportunity for dialogue amongst the roundtable participants
- To provide means for roundtable participants to more effectively document their projects and organizational work
- To provide benefits (such as resource savings) and other potential unforeseen benefits, to roundtable participants

For the first phases of the initiative, 3 organizations have been chosen based on their willingness to participate, availability and variation in project types:

1. Africa Book Project
2. Fontaine Children's Charity Foundation
3. True Vision Ghana

Initiative Activities and Timeline

The initiative will be rolled out in the following phases beginning October 1, 2008 and ending September 30, 2009

Phase 1a

Advertising of initiative and collection of cameras – Oct 1, 2008 – Dec 31, 2008

The initiative will be advertised through the FTF website, in-store placards and signs, media and other appropriate means. The cameras will be collected, cleaned, sorted and checked for usability, durability and value. The following criteria will help guide the selection of cameras for use in the projects:

- Low maintenance
- Durable
- Easy to use (point and shoot)
- Uses batteries that are readily available at the community level (for example AA batteries)
- Rechargeable digital camera with accompanying charger
- In good working order

Those cameras that are completely unusable or not in working order, will be recycled through Technotrash Ltd, who has ensured a minimum 99.5% recyclability of the cameras. Those cameras that have a resale value or are not deemed to be appropriate (such as a digital SLR camera) will be sold with funds going back into the initiative and/or to FTF.

Phase 1b

Development of projects - Oct 1, 2008 – December 31, 2008

In collaboration with local communities, participating organizations will design projects that address or meet the following guidelines:

1. Avoid hand-outs and give-aways at the community level

Whenever possible, the project should try to avoid hand-outs. Handouts create dependency, diminish dignity, are unfair, are not sustainable and leads to underutilization of items donated. Efforts should be taken to encourage the community to use the cameras to make a meaningful contribution, rather than just give out free cameras.

2. Project creates opportunities at the community level

The project should try to create various opportunities in the community including economic, business, educational/vocational, personal, community and social.

3. Project is as fair and equitable as possible

The project should strive to be fair on all fronts including the micro-level: distribution of cameras; and the macro level: in the community as a whole. The project should not distort the local business environment, displace existing business, or take away from useful activities currently occurring in the community.

4. Project is sustainable

The project should be able to withstand the “walk-away” test,¹ meaning the project can continue on its own after the organization has removed its involvement.

5. Project is potentially scaleable and replicable

The project should be replicable in like communities and/or projects. This does not mean that a “one size fits all” model be created but rather that there is the potential for use or application in other projects.

6. Demonstrated grass roots participation and/or input

The project should ask “Whose idea is this?” While it is fine to introduce the concept, it is a mistake to manage the direction of the project without involving the community in a meaningful way. A participatory approach to design, implementation and operation of the project is recommended. The project should be based on the needs and wants of the community and not the organization or donors.

Phase 2

Distribution of cameras to organizations and implementation of projects at the community level – Jan 1, 2009 – Aug 31, 2009

¹ Fisher, Martin J and Kevin Star. “A Brief Guide to High-Impact Philanthropy.” September 2005.

The cameras will be distributed to the participating organizations for implementation of their projects. The roles and responsibilities of FTF and the participating organizations is provided in appendix 1. The organizations will also gather appropriate data and information on their projects for the assessment of the initiative.

Phase 3

Assessment of the Initiative – Aug 31, 2009 - Sept 30, 2009

Information related to the expected outcomes will be collected and analyzed to determine the feasibility of this initiative. Based on the findings the model will be refined and/or a decision will be made to continue the initiative.

Phase 4 – Oct 1, 2009

Introduction of the model to the remaining roundtable participants

If the initiative is to continue, the results of the assessment as well as the proposed model will be introduced to the remaining organizations participating in the FTF roundtable. Each organization will be provided the opportunity to develop their own project.

Monitoring

A working group of 6 individuals has been formed including a representative from each of the participating organizations, a FTF representative, a local photographer, and a consultant that implemented a photo project in Ghana. The working group will meet regularly throughout the initiative to exchange information and address any issues as they arise.

Assessment

In order to determine the feasibility of this initiative data will be collected on an ongoing basis during the first 3 phases. This includes, but is not limited to:

- Financial costs of operating the initiative
- Number of volunteer hours to collect, sort, and distribute the cameras
- Number of cameras collected, recycled, distributed, and/or sold (if applicable)
- Number of inquiries about the initiative

- Number of website hits and other website tracking information
- Value of funds coming from sale of any unusable/inappropriate cameras
- Feedback from Vistek staff

A sample tracking form is provided in Appendix 2.

In addition, the participating organizations will provide feedback on their respective projects including:

- Strengths and weaknesses in the project design, implementation and operation
- Lessons learned
- Unexpected outcomes
- Additional opportunities and/or threats
- Other comments and/or suggestions

Each project will also collect relevant outcome data on their projects and provide a summary to FTF.

Figure 1 illustrates the logic model for the FTF Camera Initiative.

Figure 1. Fig Tree Foundation Camera Initiative Logic Model

