

## Al-Marsad Logical Framework 2013

Goals (Desired Impact)	Objectives	Strategies	Activities	Indicators
<b>Overall goal No 1:</b> As a human rights organization, Al-marsad has continually and professionally developed its organization	To secure core funds for 2013 and manage them efficiently and transparently	Identifying more potential donors	<ol style="list-style-type: none"> <li>1. Obtain and follow up with a list of international donors who are interested in Human Rights organizations</li> <li>2. Select and categorize donors according to Al-Marsad's strategy</li> </ol>	New Potential donors have been identified and selected
		Applying for three more funding opportunities by November 2012	<ol style="list-style-type: none"> <li>1. Contact selected donors that were agreed upon in strategic planning meetings of October 2012 and introduce Al-Marsad to discuss future possibilities</li> </ol>	At least three new applications for funding have been developed and proposed by November 2012
		Developing further the internal information system	<ol style="list-style-type: none"> <li>1. Follow through with regular staff meetings</li> <li>2. Take minutes on a regular basis and put them on an accessible place in the office</li> <li>3. include the point "donor relations" on the staff meeting agendas for regular review</li> <li>4. agreeing on a "TO DO" list after every staff meeting and save it in</li> </ol>	Meetings are being held regularly with written minutes

			written format	
	To execute the fund for 2013 in a professional and transparent	Developing further organizational and evaluation capacities	1. Develop clear job descriptions for new staff 3. Conduct a thorough evaluation by the end of 2013 (by outside facilitator)	Evaluation has been conducted by the end of 2013 and results are being used by Al-Marsad

	To maintain and further strengthen the existing program for national and international volunteers in 2013/2014	Further defining the volunteer strategy	<ol style="list-style-type: none"> <li>1. Assess and prioritize Al-Marsads needs in terms of volunteers on ongoing basis</li> <li>2. Identifying people in the local community who have certain abilities and contact them</li> <li>3. Assess their needs and abilities and then match it with own needs (ability to conduct fieldwork, research and various other needs)</li> <li>4. Keep names and contacts on server</li> </ol>	<p>Increased number of interested volunteers in al-Marsad</p> <p>. Increased number of people from local community who are interested in al-Marsad activities</p>
		Establishing a database and keeping track of local and international contacts through emails and various other forms of communication	<ol style="list-style-type: none"> <li>1. Keep track of all emails and answer them in a timely manner</li> <li>2. Get back to interested individuals on a regular basis (newsletter) and build an informal network</li> </ol>	<p>Clear strategy in place of how to outreach and communication.</p> <p>Set up a database of friends and supporters.</p>

<p><b>Overall goal No 2:</b></p> <p>Al-marsad is a resource for legal research and advise in the occupied Golan.</p>	<p>To publish 3 legal publications regarding various issues connected with Israel's occupation of the Syrian Golan:</p> <ul style="list-style-type: none"> <li>- Land mines</li> <li>- Appropriation or water resources</li> <li>- Legality of international intervention in Syria</li> </ul>	<p>Conducting the research</p>	<ol style="list-style-type: none"> <li>1. Decide on scope and researcher</li> <li>2. Collect the already existing material and facts and build a database</li> <li>3. Write and publish it</li> <li>4. Distribute results</li> </ol>	<p>Three studies researched and published by December 2013</p>
	<p>To establish a network of local volunteers and fieldworkers, who monitor human rights violations in the occupied Golan</p>	<p>Establishing a network of volunteers and fieldworkers</p>	<ol style="list-style-type: none"> <li>1. Appoint one paid international relation officer 2013.</li> <li>2. Identify local individuals by engaging students (visits in schools and universities) and utilize already existing networks</li> <li>3. Hire fieldworkers on a paid basis according to resources and needs</li> </ol>	

	Extend pro bono legal services during	Building a legal advise unit within the organisation and advocate Al-Marsad services in the community	<ol style="list-style-type: none"> <li>1. Define target groups</li> <li>2. Recruit a lawyer</li> <li>3. Advertise in local newspapers regarding Al Marsad's legal service</li> <li>4. Provide pro bono legal services to people in the Golan which would include advice and representation, test cases</li> </ol>	Full time lawyer during 2013.
<b>Overall goal No 3:</b> Al-marsad is further thriving within a regional and international network.	To develop an advocacy plan for raising awareness in the local and international community.	Developing and maintaining an international advocacy strategy throughout 2013/2014.	<ol style="list-style-type: none"> <li>1. Update and maintain the website and informational material, English and Arabic</li> <li>2. Distribute legal material through Al Marsad database via press release, communiqué and position papers</li> <li>3. Disseminate results from our legal research Attend conferences, seminars and international workshops</li> <li>4. Agree upon an international advocacy</li> </ol>	An increasing utilization of the website (more hits and traffic f. e.)

			plan 5. Assess the advocacy plan during the evaluation at the end of 2013	
	To carry out the advocacy plan	Reporting to various international mechanisms the practices of Israel's occupation of the Syrian Golan	<ol style="list-style-type: none"> <li>1. Report to United Nations committee for investigating Israeli practices in the Occupied Palestinian Territories including other Arab Territories</li> <li>2. Report to the United Nations Committee for Elimination of Racial Discrimination</li> <li>3. Report to the United Nations Human Rights Council Universal Periodic Report into Israel's human rights practices</li> <li>4. Report to the Committee against All Forms of Discrimination Against Women</li> </ol>	1. All reports are submitted to the various reporting committees by given deadline

	<p>To educate the local population by establishing and maintaining a circle of affiliates and friends, which work together with Al Marsad</p>	<p>Contacting potential stakeholders such as land mine victims, teachers, women's groups, youth leaders, farmers, local leaders and various groups</p> <p>Advertising in local media</p> <p>Creating a feeling of belonging to the organisation by regular meetings and social events</p>	<p>1. Holding at least 4 workshops in the office in 2013</p>	<p>A newspaper articles has been published in a local newspaper about the events</p> <p>New people have shown interest in the work of Al Marsad and contribute by participating in Al Marsad work in the local community.</p>
	<p>To maintain the already established network of supporters by visiting international conferences, obtaining consultancy status, joining various predetermined organisations, participating in trainings and guiding tourists and visitor delegations in the occupied Golan</p>	<p>Guiding visiting groups and keeping their names and addresses for the network database ( A sustainable programme: "Human Rights field Tour in the Golan".</p> <p>Participating in trainings and conferences</p> <p>Getting consultative status with ECOSOC</p> <p>Applying for membership to the Euro Mediterranean Human Rights Network</p>	<p>1. Conducting three human rights speaking tours (France, Germany, UK)</p> <p>2. Participate in the Geneva IHL training course</p> <p>3. Participate in the OHCHR fellowship on minorities and indigenous people rights</p> <p>4. Follow through with the accreditation process of ECOSOC</p> <p>5. Obtain membership with EUROMED</p> <p>5. Contact European Diplomats</p> <p>6. Provide Human Rights Tours in the Golan for</p>	<p>Participation in the mentioned conferences</p> <p>Membership EUROMED by 2013</p> <p>Membership ECOSOC by 2013.</p> <p>Human Rights tours established and conducted by 2013 (plus income generation)</p>

			intentionals and develop a business plan for this	



<p><b>Overall goal No 4:</b> Al-marsad has involved the local community directly in its work.</p>	<p>To raise awareness of the local population regarding their own individual and collective human rights.</p>	<p>Working in conjunction with other grassroots organisations and educational facilities within the area to promote human rights awareness and create professional ties between Al-Marsad and other local groups.</p>	<ol style="list-style-type: none"> <li>1. Working with children to learn about human rights principles</li> <li>2. Working with Women's groups. Promotion of gender rights and the principles espoused in CEDAW.</li> </ol>	<p>Strengthened connections with grassroots organisations within the Golan. Increased awareness amongst the local Syrian population of the occupied Golan of their rights under IHL and international human rights law.</p>
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