



GLOBAL GRANTS COMMUNITY ASSESSMENT RESULTS

Use this form to report community assessment findings to The Rotary Foundation when you apply for a global grant.

Assessing the strengths, weaknesses, needs, and assets of the community you plan to help is an essential first step in designing an effective and sustainable global grant project. See [Community Assessment Tools](#) for full instructions and helpful tips.

This form will help you report the results of your community assessment, and it's required when you apply for any humanitarian or vocational training team grant. Complete a separate form for each beneficiary community (e.g., school, health care system, or village), using information that is both current and specific to each community. Remember, you can't use global grant funds to cover the cost of doing an assessment, but you can use district grant funds.

Beneficiary community or institution

Rural Communities in Cartago Province (Santa Cruz, Turrialba and Mollejones) Costa Rica

Groups in the community that would receive a clear, direct, and immediate benefit from the project

Women Entrepreneurs who are developing an Ecotourism business.

About 200 children who will learn about environmental and sustainability stewardship through class work and field trips.

Women farmers and families who are helped through the Ecotourism packages led by the women entrepreneurs.

All 3 communities who will have a central location to sell their products and services to other locals, college visitors and tourists.

Beneficiaries' demographic information, if relevant to the project

Cartago is the capitol of this province. It sits at an elevation of 3,894 feet and is a tropical climate.

50.2% of the population is male and 49.8% is female.

The rural population in the communities around Cartago is about 18,000. The largest percentage of the population in this area is between 20-29 years old.

Who conducted the assessment? (check all that apply)

- Host sponsor members
- International sponsor members
- A cooperating organization
- University
- Hospital
- Local government
- Other [Click or tap here to enter text.](#)

Assessment dates

1st Assessment: Fall 2016.

2nd Assessment: Fall, 2017,

3rd Assessment: June & July 2018.

What methods did you use? (check all that apply)

- Survey
- Community meeting
- Interview
- Focus group
- Asset inventory
- Community mapping
- Other [Click or tap here to enter text.](#)

Who from the community participated in the assessment?

Young rural women who have formed a cooperative to provide ecotourism packages.

Young rural women farmers who are looking for better farming practices-especially aquaponic farming and butterfly breeding for export.

Community leaders (who are Rotarians)

Faculty from the Agricultural and Research Center for Higher Education (CATIE) in Turrialba

List the community needs you identified that your project would address.

1. A central location for offices and tour groups to meet for the Ecotourism business. Location has been identified.
2. Business, Marketing, Social Media and Financial training for the women of the ecotourism business.
3. A mini-van to transport tour groups and community school groups
4. Provide aquaponic garden set ups and training for rural women farmers & fish breeders.

List any needs you identified that your project would not address.

1. Road maintenance
2. Community ESL classes
3. Public place improvements (murals, gardens)
4. Better recycling programs
5. Registration of birds and plants
6. Reforestation projects
7. Youth (18-22 years) leadership academies

List the community's assets, or strengths.

1. The women have been working on their own as tour guides. By coming together and getting the right training, they believe they can be a global tourism operating company. Ecotourism is on the rise in Costa Rica.
2. The local Rotary Club is well established in the area. Individual Rotarians live and work in the rural communities and know the needs of the communities.

This Rotary club has done many service projects for this community such as: backpacks for students each school year, vision exams for adults & children, mammograms, rubber boots for children who walk to school, food collection for community that suffered a disaster, hearing exams and hearing aids (w/Rotary in Ohio), wheelchairs and more.
3. CATIE is a powerful training and research center that has been committed to sustainable agriculture in this area since 1942. The research they do, the seeds they provide to farmers and the transfer of technology training they offer has supported the coffee, cacao and fish breeding industries in this area for many years.

Considering the needs and assets you listed, explain how you determined the project's primary goal.

The rural women who have come together for the ecotourism business are already organized and supported by faculty at CATIE. By bringing “experiential” tour groups to their communities to learn how they work and live, the women are the strength in their communities.

Tourists will buy products, eat in restaurants, stay in homes, view historic and scenic sites and share their experiences when they return to their home countries.

The women make sure that the entire community benefits financially from their tour business. Further, they work with other young women who may want to join their business and the local schools to create leadership programs for children. We believe that by supporting and training these women, the all the communities will benefit.

How would your project’s activities accomplish this goal?

Refurbishing the Sustainability House on the CATIE campus gives the women a location to conduct their business, training and a home base to start and end tours packages. It is professional and gives them a sense of pride and empowerment to have “their own” offices.

The business, financial and social media training they will receive will teach them how to reach more customers, tell their “story” in a compelling way to international tour package providers and teach them how to manage the financial side of the business so they, the community and the business can profit.

The weak link is transportation. Currently as they begin, they must rent a vehicle to take the tour groups. By having their own transportation they would be more professional and able to conduct more and a greater variety of tours.

The rural women farmers who welcome tour groups very much desire to learn aquaponics gardening. They can grow food and fish for their families and sell to the community. Tour groups can learn how this type of agriculture benefits poor rural community farmers.

What challenges have prevented the community from accomplishing the project’s goals?

Lack of training on essential business skills

Lack of coordination and people to lead the various activities

As with many poor rural areas, they don’t believe they can do it or deserve it.

How is the community addressing these challenges now?

The women have been organized for about 18 months. They have been learning how to conduct eco/experiential tours and working with rural farmers and businesses where they take the visitors. It has been a struggle and, after all the bills are paid there has not been enough money left to made significant strides to achieve their goals. Recently, the Mayor or Turrialba has proposed some community programs

that will operate from the CATIE campus. He has asked the women to help launch this program. However, we have not received more details on that as of this writing.

Why are the project's activities the best way to meet this community need?

This is a large geographic area in the mountains and rainforest. Each community need can be slightly different. We believe that by supporting the women entrepreneurs and letting them support their own communities, they will be able to sustain these programs far better than if Rotary tried to work and follow each community for 3 years. Sustainability reporting is best led by the Host Rotary club with information and project tracking a collaborative effort between the Rotary host club and the women entrepreneurs. With (a minimum annual) travel requirement by the International Sponsoring club.