

C27

IMPACT 1,000

Join C27 in transforming 1,000 lives in Cameroon.

CONCEPT NOTE & CALL FOR PROJECTS

Proposal for presentation to the C27 Convention Committee

One Convention. Multiple Communities. One Thousand Lives.

Our commitment is 1,000. Our impact can go beyond 1,000.

1. Executive Summary

C27 Impact 1,000 is proposed as the flagship social-impact initiative of the 2027 C27 Convention. Its purpose is to unite members, sponsors, partners and communities around one clear and measurable commitment: to mobilize the resources and partnerships needed to directly and meaningfully improve the lives of at least 1,000 unique people in Cameroon through projects implemented following the C27 Convention.

Rather than depending on one large project, C27 Impact 1,000 would build a carefully selected portfolio of practical microprojects. Members would be invited to submit credible opportunities from communities, schools, health structures, nonprofit organizations and other qualified local partners. The C27 committee would evaluate and select projects using common standards for need, feasibility, budget, accountability, sustainability and measurable impact.

The initiative would also give C27 a compelling sponsorship story. Sponsors would not simply be asked to support a convention; they would be invited to participate in a documented mission with visible outcomes in Cameroon.

2. Vision and Core Message

Vision

Mobilize the C27 community and its partners to deliver a portfolio of high-impact, locally grounded interventions that create measurable improvements in health, nutrition, water, education, dignity and opportunity.

Public Campaign Message

“Join C27 in transforming 1,000 lives in Cameroon.”

Operating Principle

The number 1,000 is the minimum public commitment. If sponsorship and partnerships allow C27 to exceed that goal, the program should continue beyond 1,000 while preserving rigorous measurement.

3. Why a Portfolio of Microprojects?

- It allows members from different communities to contribute ideas and relationships.
- It reduces dependence on a single organization or project.
- It creates multiple entry points for corporate, institutional and individual sponsors.
- It makes the overall goal measurable while allowing diverse forms of impact.
- It enables C27 to start with a small core team without waiting for participation from every member.
- It creates a common framework into which future proposals can fit.

4. Illustrative Microprojects

The following examples are illustrative only. They show members the type and scale of project that could qualify. They are not the final C27 Impact 1,000 portfolio.

Illustrative Project	Intervention	Indicative Reach	Indicative Budget
C27 Healthy Meals – Tiko	Nutrition support and food-storage equipment through a verified local partner such as MCEHF.	150 children	\$5,000
C27 Safe Water School	A durable safe-water, storage, treatment and/or handwashing solution for a selected school.	250 children	\$7,500–\$12,000
C27 School Ready	Essential school kits and targeted support for vulnerable children identified with schools/local partners.	200 children	\$4,000–\$6,000
C27 Healthy Child Day	Preventive health activities delivered with qualified health professionals, including screening, education and referral.	150 children	\$3,000–\$5,000
C27 Girls Dignity & Education	Menstrual-hygiene support and education designed to help girls remain in school with dignity.	150 girls	\$3,000–\$5,000
C27 Digital Start	Basic digital access and structured introductory digital-skills training for underserved youth.	100 youth	\$5,000–\$8,000

Illustrative total: 1,000 direct beneficiaries, with an indicative program budget of approximately \$27,500–\$41,000. Actual targets and budgets would be established only after project validation.

5. Call for Impact Projects

C27 members would be invited to submit microproject ideas for consideration. A proposal may originate from a member's knowledge of a community need, school, nonprofit organization, health structure or other credible local opportunity in Cameroon.

Each proposal should answer:

- What problem or need will the project address?
- Where in Cameroon will the project take place?
- Who are the intended beneficiaries?
- How many unique people are expected to benefit directly?
- What exactly will C27 fund or help deliver?
- What is the estimated budget and what evidence supports it?
- Who will implement or supervise the project locally?
- How will C27 verify that the project was completed and the beneficiaries were reached?
- What, if any, impact will remain after the initial intervention?

6. Proposed Eligibility and Selection Criteria

Criterion	What C27 Looks For
Direct human impact	The project should create a clear benefit for identifiable beneficiaries.
Measurability	The number of unique direct beneficiaries and principal outputs must be reasonably verifiable.
Feasibility	The intervention should be practical within the available time, budget and local capacity.
Accountability	A responsible local implementing party and basic financial documentation must be available.
Value for money	The proposed cost should be proportionate to the expected impact.
Safety and compliance	Health, child-related and other regulated activities must be delivered through appropriately qualified or authorized partners.
Sponsor appeal	The project should be understandable, communicable and suitable for responsible sponsorship.
Sustainability	Where possible, preference should be given to interventions that leave a continuing benefit.

7. Project Lifecycle

1. PROPOSE — Members and partners submit potential microprojects.
2. EVALUATE — C27 reviews need, credibility, budget, risk, feasibility and expected impact.
3. SELECT — The committee approves a balanced portfolio toward the 1,000-life goal.
4. SPONSOR — Approved projects are packaged into clear sponsorship opportunities.
5. IMPLEMENT — Qualified local partners execute the approved activities.
6. MEASURE — C27 documents outputs, unique beneficiaries, expenditures and evidence of completion.
7. REPORT — Sponsors and members receive a transparent impact report.

8. Counting 1,000 Lives: The Integrity Rule

C27 should count unique direct beneficiaries, not interventions. If one child receives both nutrition support and a health service, that child represents one life reached, not two. This rule protects the credibility of the campaign and prevents inflated impact claims.

A simple C27 Impact Registry or project-level beneficiary tracking system should therefore be established. For child beneficiaries, C27 should minimize personally identifying information, use appropriate consent and privacy practices, and rely on local partners to maintain any sensitive records needed for verification.

9. Sponsorship Architecture

C27 Impact 1,000 creates a stronger sponsorship proposition because donors can support a mission, a specific microproject, a category of impact, or the overall portfolio. Contributions may be financial or, where appropriate, in-kind.

- Project Sponsor — supports a defined microproject or major component.
- Impact Partner — supports several projects or a significant share of the portfolio.
- In-Kind Partner — contributes equipment, supplies, connectivity, transportation or professional services.
- Community Supporter — contributes toward the pooled C27 Impact 1,000 fund.

Final sponsorship levels, benefits and recognition should be developed separately as part of the C27 sponsorship package so that program expenditures and convention sponsorship benefits remain transparent.

10. Governance and Accountability

- The C27 committee retains authority to approve or reject proposed projects.
- No project is approved solely because it was proposed by a member.
- Local organizations and implementing partners should undergo proportionate due diligence.
- Budgets should be supported by estimates, quotations or other reasonable documentation.

- Disbursement should be tied to approved purposes and, where appropriate, project milestones.
- Completion evidence may include invoices, delivery records, partner reports, beneficiary counts and appropriate photographs.
- A consolidated C27 Impact 1,000 report should be prepared after implementation.

11. Proposed First Candidate Project

Candidate Project #001 — Healthy Meals / Child Health, Tiko

The proposal involving MCEHF in Tiko can serve as the first candidate project and as a practical example for members. The concept would be reframed around beneficiary outcomes rather than simply purchasing equipment: improving reliable access to nutritious meals for vulnerable children, with any health component implemented through qualified health providers.

Before approval, C27 should confirm the local implementing structure, beneficiary target, detailed budget, equipment quotations, implementation period, health-service arrangements, reporting method and evidence of completion.

12. Immediate Decisions Requested from the C27 Committee

- Approve C27 Impact 1,000 in principle as the proposed social-impact framework for the 2027 Convention.
- Authorize an open Call for Impact Projects to C27 members.
- Adopt the principle of counting unique direct beneficiaries toward the 1,000-life goal.
- Establish a small project-review team to evaluate submissions and perform proportionate due diligence.
- Use the illustrative microprojects as examples, not as predetermined commitments.
- Develop a separate sponsor-facing package once the first group of candidate projects has been identified.

13. Closing Statement

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14. Program Timeline

The 2027 C27 Convention is the mobilization and fundraising platform for C27 Impact 1,000. During the convention cycle, C27 will identify and validate projects, build partnerships, secure sponsorships and raise the resources required for implementation.

Approved projects may begin after the Convention as funding, local readiness and implementation conditions permit. C27 Impact 1,000 therefore does not promise that 1,000 lives will be transformed within calendar year 2027; it commits C27 to mobilizing the means necessary to reach at least 1,000 unique beneficiaries through the resulting project portfolio.