

Guidelines for Campaign Grants

Preliminary Note: These guidelines specify which campaigns of social movements are considered for funding by the foundation. We define a campaign as a series of temporary and coordinated activities lasting from several weeks to several years. Its aim is to bring about political or social changes or counteract deterioration on the basis of an analysis of the starting position.

A detailed description of the foundation and its goals is not given here. These can be found in the [Funding principles](#). Among other things, the principles and selection criteria for grantees of Bewegungsstiftung that apply to all funding programmes are set out there.

We ask all potential applicants to carefully read these guidelines. Many requests we receive do not apply to the guidelines and are therefore rejected in the preliminary examination. The board of management of the foundation may decide on changes to the guidelines at any time. The current version can be found on our website.

1. Contents of campaign grants

Goal and purpose of campaign grants is not the support of single activities like a demonstration or a press conference but the financial support of strategic campaigns as defined above. Such campaigns may be local, national or international in character.

1.1 Goals

Often the goals defined by movements are very extensive and their realization exceeds the possibilities of an individual campaign. "Stop climate change" or "Residence permit for all refugees" are goal examples which can only be achieved, if any, by the long-time work of social movements. Apart from these long-term objectives, the campaign applied for should also specify achievable local objectives, such as „Fossil fuel phase-out of a municipal utility“ or „Abolition of residency requirement“.

The goals of a campaign shall not only be to the benefit of a small and closed group, but to the benefit of society as a whole or the entire group affected by a problem or discrimination (e.g. political commitment to the reform of transport policy as opposed to political commitment against the construction of an expressway on one's own doorstep).

1.2 Activities – What will be funded?

Due to the lack of other resources, public actions and protests are the key elements of movement campaigns. These can be formulated as "for" or "against" with regard to content and express themselves e.g. in demonstrations, online actions, signature collections, letter actions or direct non-violent actions. Bewegungsstiftung gives priority to supporting campaigns that use these means, because protests and public actions give the necessary attention to movements and only a few foundations support these action forms.

1.3 Type of funding

We provide fixed-amount grants, interest-free loans as well as guarantees or a combination of these three types:

- **Grants:** We provide fixed amounts as grant, i.e. the amount remains constant, regardless of whether the costs of the campaign rise or fall. We only reclaim the excess amount if the total expenditure of the campaign is less than the grant. The grant amount is between 3,000 and 15,000 Euros.
- **Loans:** We grant interest-free loans in particular when high donation income can be expected for the campaign and these are to be pre-financed by a loan.
- **Guarantee:** We assume guarantees in the event that planned but uncertain income cannot be achieved (usually donations, but also grants from other foundations or public donors).

Loan and guarantee can be combined. If a granted loan defaults, we also accept the guarantee in these cases and therefore speak of a loan with a deficiency guarantee. In such cases, our requirements rise above proving whether there has been sufficient effort to make donations and whether the expenses have actually been incurred.

In addition, each funded project will receive a project support by the foundation and have access to the foundation network, i.e. the possibility to take part in symposiums and other networking offers of the foundation as well as in boards and committees of the foundation.

2. Application process

Information on other funding instruments: Anyone requesting for campaign funding cannot apply for institutional or start-up grants in the same funding round.

In addition to the criteria stated in our [Funding principles](#) (please read carefully!) the following applies to campaign grants:

- The requested activities are embedded in a longer-term planning with concrete goals, strategies, and coordinated measures, actions and claims.
- Single measures which are not part of a campaign will not be granted. These are e.g. single or recurrent events, music events, parades etc. Furthermore excluded are: lobbying, encounter journey, seminars and congresses. As well as: education work, documentations and exhibitions, theatre projects, travel expenses, archives and video-, film-, music-, photo-, internet- or book projects.

2.1 Formalities

Applications must have the following format:

Font: Arial, **font size:** minimum 11 points, **line spacing:** minimum minimum 1.15 times Line height (approx. 0.6 cm), **page margins:** at least 2 cm top / bottom / right / left,

Paper format: A4 vertical,

Number of pages: maximum 4 pages application text plus 1 page budget plan,

File format: PDF, application and financial have to be submitted in one file,

File size: maximum 200 KB (do without pictures, digital signatures and elaborate design).

Not more: no additional information, no cover letter as PDF file or in the text.

The application must be sent as PDF file to kampagne@bewegungsstiftung.de. The file should be given the name of the initiative, organisation or campaign.

Each application must include a starting date, address data of sender, a campaign description as well as a finance and expenditure plan. An example for a plan like this is given under the heading "Funding" on bewegungsstiftung.de/en/documents

We also accept **requests in English** if a German translation is not possible for the applicant. We ask, however, to make use of this possibility only in exceptional cases since English applications must be translated for the selection procedure. Applications in English must also comply with our guidelines.

Strict adherence to the formal criteria should ensure that all applications have an equal chance to present themselves. The committees that decide on the applications are mostly voluntary and should not be overloaded by too much information. In addition, applicants who have adhered to the formal conditions demonstrate that they can present their concerns in a short but comprehensible manner. Last but not least, we want to save you too much work with the application. Applications which do not comply with these requirements will be rejected for formal reasons without regard to their content.

2.2 Structure of an application

An application must have the following structure:

A. Abstract: Half-page concise summary of the campaign which is based on the following questions:

- What's the campaign's name?
- Short information on the applicant: name of the group, has been existing since..., number of actors paid/not paid, total annual budget
- What change should the campaign contribute to? With which goal and which strategy?
- What measures should the campaign take to contribute to this?
- Total budget of the campaign (expenditures) and requested funding (amount)

B. Applicant: Essential information about applicant: (as initiative, organisation, network) and allied partners.

C. Starting position: Thorough but concise analysis of the social problems and the current political conditions that are the starting point for the campaign.

D. Goals: A description of both the long-term policy objectives and the partial or intermediate targets.

Attention! We repeatedly receive applications claiming that planned activities are goals: We do not regard the holding of a demonstration as the goal of a campaign, but as a means to achieve a goal – e.g. to create public pressure that results in political change.

E. Strategy: How, when and why can or should planned activities of a campaign lead to desirable, political changes?

F. Activities/measures: Brief description of the central campaign components with explanations of which public actions or forms of protests are chosen.

Notes on the expenditure and financing plan

The expenditure and financing plan provides information in tabular form on the planned expenditure of the campaign and the planned source of income, including the grant applied for from Bewegungsstiftung. The expenditure and financing plan is mandatory. If it is missing, the request is not processed. We provide a sample financial plan in the download area of our website.

Bewegungsstiftung wants to make a relevant contribution to financing the campaign with a grant. This means that the grant must account for at least 10 percent of the campaign budget. Grants of between 3,000 and 15,000 Euros are awarded. Higher funding amounts are possible in exceptional cases. The reasons for exceeding this amount must be explicitly stated in the application. The foundation reserves the right to grant less than the requested amount. From our point of view, a campaign is usually more successful if it can mobilise people who are also willing to donate for the campaign. In the application, we expect statements on how and to what extent donations for the campaign should be raised.

The expenditure plan should include not only the cost of the actions for which the subsidy will be used, but also the cost of all relevant activities of the campaign over the period for which the subsidy is requested. This is because a subsidy from Bewegungsstiftung is awarded for the campaign in general. We do not check the activities, for which our subsidy was used, but how the campaign was carried out and to what extent the goals it set itself could be achieved. Eligible are not only all costs directly related to the campaign, but also - measured against the total expenditure – up to 50 percent general expenditure, e.g. for office and personnel.

We do not need any receipts to account for a grant; a tabular overview of actual expenditure and income as well as a report on the progress of the campaign are sufficient.

3. Procedural questions

3.1 How and when can I apply?

The board of management of the foundation decides twice a year on the allocation of campaign funding. The deadline for applications is the first Tuesday in April and September each year. The requested campaigns must last at least four months after the deadline.

Note: Non-profit status (Gemeinnützigkeit) must be recognised under tax law. Associations with no legal status (initiative, groups and others) can request subsidies together with a registered association that has charitable status. In this case, the registered organisation is the beneficiary of the grant vis-à-vis the foundation.

3.2 How will the request be decided?

Requests received by the deadlines will be reviewed by two initial examiners of a working group that evaluates all applications. Applications that comply with the funding guidelines will be submitted to the working group for evaluation and, in the event of a positive decision, to the advisory board of the founders. On the basis of the recommendations of the working group and the advisory board, the board of management of the foundation decides on the granting of campaign funding.

Nach It usually takes eight weeks after the deadline for applications until the funding decision has been made. We will then inform the applicant about the result.

3.3 Urgency procedure

In exceptional cases, campaign grants can be requested outside the funding cycle in urgent matters. The prerequisite for funding in this case is that there have been unforeseeable and serious changes in the current political situation since the last regular funding deadline. These changes can be acute threats, such as an impending war contrary to international law. But they can also, as in the case of the ban on certain genetically manipulated foods, open a window of opportunity for more far-reaching action goals. Both situations can require quick and decisive action. Urgent requests will be rejected if the main features of the development of the political framework conditions justifying the urgency were already known before the regular deadline. Campaign requests in the emergency request procedure can be submitted at any time. The foundation first checks whether the conditions for an emergency grant have been met. If this is the case, the board of management of the foundation then discusses the request. No more than 14 days should pass between application and decision.

3.4 AOB

Preliminary Inquiry

If you are unsure whether a campaign complies with the requirements of these guidelines, you can send a preliminary inquiry, outlining the campaign in a few paragraphs, by e-mail to lotsin@bewegungsstiftung.de. It should indicate which parts of these guidelines are unclear. Questions are usually answered within six weeks. In order to receive a response in good time before the application deadline on the first Tuesday in April and September of each year, we must receive the preliminary request by the end of February or the end of July at the latest.

Grants of campaigns abroad

Bewegungsstiftung lacks the capacity to process applications directly from abroad. Applications in connection with foreign partners or activities abroad can only be processed by organisations based in Germany.

If a project primarily aims at a political decision abroad (i. e. not a decision of local politicians or banks / companies or similar in Germany, but to influence e.g. legislation in the target country or a company located there), the applicants must provide the following further information:

I. Information about the foreign partner organization and a summary of the history of cooperation as well as the practice of partnership.

The information should be suitable for gaining an impression as to whether the work of the foreign partner organisation (as well as that of the German partner organisation) meets the Bewegungsstiftung's funding criteria and whether it is an equal partnership.

The history of cooperation can be very brief and is intended above all to give an impression of what experience has been gained and what capacity for action has been achieved. Furthermore, it is important for us to know how communication between the partner organisations succeeds and whether and how they come to decisions together.

II. Description both of the situation in the target country and of the "Theory of Change"

In order to enable the foundation to assess the campaign, a concise description of the political situation in the target country should also be submitted. This should give a general impression of the situation as well as a political positioning of the campaign topic. In addition, the applicants should explain how their ideas about social change in the target country can be successful and how this fundamental consideration has been incorporated into their strategy.

The project application should include a source for checking this information. The indication of sources that can politically assess the campaign topic and/or the requester in the respective country should also be provided.

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