

Guidelines for Institutional Funding

Preliminary Note: Social and political changes need a lot of time, commitment and a long breath. With its institutional funding, Bewegungsstiftung aims to provide long-term and reliable support for key actors within social movements. In our view, flexibility and a long-term partnership between the foundation and grantees multiply the effectiveness of grants.

A detailed description of the foundation and its goals is not given here. This information can be found in the [Funding principles](#). Among other things, the principles and selection criteria for projects funded by Bewegungsstiftung, that apply to all grant programmes, are specified there.

We ask all potential applicants to carefully read these guidelines. Many applications we receive do not correspond to these guidelines and are rejected in the pre-examinations. Changes of guidelines can be decided by the board of management of the foundation at any time. The respective relevant version can be found on our homepage.

1. The contents of institutional funding

By providing **institutional funding**, the foundation aims to help organisations tackle a relevant challenge in their political work. This challenge can primarily lie in the organisational development or in the political campaign work of the organisation. Institutional funding can therefore be understood as operative support with pre-negotiated aims and objectives. Institutional funding is based on the philosophy of trust in the quality of the political work of organisations. As the name Institutional Funding implies: **It's about creating a solid and long-term basis on which supported movement organisations may operate effectively.**

2. The instrument of institutional funding

2.1 Conditions of institutional funding

We exclusively offer institutional funding to organisations which meet all the criteria listed in the [Funding principles](#). Only those groups, initiatives or organisations may apply who we have been working together with – usually within the framework of campaign or start-up support.

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

2.2 Type of funding

First of all, Bewegungsstiftung neither give instructions about what kind of costs (e.g. for human resources, office or actions) are subject to funding nor sets a certain distribution key according to cost element. Should the application be successful, cost types, distribution of costs as well as the entire financial plan will be developed by the applying organisation and coordinated with the accompanying group within the application development phase. The foundation does not ask for individual proof of the expenditure of institutional funding in the case of ongoing institutional funding. However, it expects to work systematically towards the agreed aims and milestones and – if necessary – to discuss changes with the foundation in advance.

Institutional funding is usually granted for a longer period of time of up to 3 years. Multiple funding is possible. A long-term partnership in the framework of funding shall allow organisations to focus on political discourse and its content programme work without the need to constantly apply for new funding.

As in the case of campaigns grant and the start-up grant programme, an important part of the support consists of project support and consultancy (see section 5 below).

3. Award procedures

In the case of institutional funding, it is important to **distinguish between the first and the second stage of an application. These funding guidelines initially serve as a guide when writing an application in the first stage.** After a successful first stage, the full application is worked out in consultation with a support group of the foundation, but essentially follows the structure given here.

The following steps are valid for institutional funding applications:

Step 1: Call and application

Whenever enough money is available for a new institutional funding, a call is sent via our website and to all projects with which the foundation already has cooperation experience to apply by the next regulated deadline. Prior to a written application a clarifying phone call between organisation and full-time project support or executive management are obligatory. In this telephone call, the organisation receives an evaluation of the basic eligibility of the project. Regardless of this evaluation, the organisation is allowed to apply for institutional funding. The application is described in more detail in section 4 of these guidelines.

Step 2: Evaluation by the working group for the evaluation of applications and the advisory board of Bewegungsstiftung's founders

The working group and advisory board discuss the weaknesses and strengths of the application or of the applying organisation from the view of the foundation and make recommendations which applicants should be forwarded for funding.

Step 3: Board of Management of the foundation

The board of management of the foundation decides which organisations goes to the second stage of the application process. The taking-up of talks does not automatically mean that funding has been granted.

Step 4: Talks

A support group consisting of a member of the board, a founder and a project support officer of the foundation conducts discussions with the selected organisation in order to commonly develop the political and/or organisational goals of the requested institutional funding and to define the need for support.

Step 5: Full Application

The applicants write a full application in cooperation with the supporting group. The aim is that all participants (support group and organisation) support the application. Should this not be possible, the request can nonetheless be submitted.

Step 6: Decision

The foundation's board decides about the applications. The board member of the supporting group is entitled to vote.

Step 7: Funding agreement

Once the foundation's board has accepted the application, a funding agreement is concluded between foundation and grantee.

4. Application (1st stage)

4.1 Formalities

Applications should 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).

Additional documents

Reports

If there is already a finished campaign or start-up aid, on which the application is based, the final report of this funding shall be attached to the application. These documents will be presented to the individual working groups and committees during above mentioned steps.

Attachments to financial planning

The most recent annual financial statements should also be submitted (for balance sheets including the profit and loss account). Income and expenditure of the organisation should also be attached as a plan over one to three years. Here, a detailed listing of single positions is not necessary, a rough classification into personnel costs, action costs etc. is sufficient. Should this not be possible for the whole organisation, we ask for a short explanation.

Submission

The application has to be submitted in written form as PDF file to basisfoerderung@bewegungsstiftung.de. The file should be named with the name of the organisation.

We also accept **requests in English**, if no German translation is possible for the applicants. We ask to make use of this option only in exceptional cases since we have to have English requests translated for this selection procedure. Also requests in English have to comply with our guidelines.

4.2 Structure of an application for institutional funding

A. The applicant organisation: structure, goals, strategy, financing (max. 1.5 pages)

- **Structure:** information on members, groups, decision structures within the organisation and committees.
- **Goals:** Which political goals are being pursued?
- **Activities:** What have been regular activities and the focus of your work in the recent years?
- **Strategy:** The organisation's "Theory of Change": What are the long-term goals of the organisation? How can these goals be achieved? What social problem should be tackled? What political instrument has been identified by the organisation to achieve political change?
- **Financing:** Out of which sources does the organisation finance its work? How is fundraising made? How is the financing embedded in the organisation's strategy as described above? What third-party funds are available?

B. Challenge and goal: Where and how basic funding would help (max. 2.5 pages)

With an institutional funding the foundation wants to help the organisation aim to master a challenge. This challenge can be mainly in the organisational development or in the content of campaign work. When it comes to organisational development in particular, it should be described which development chances, problems and / or difficulties the organisation sees for itself and how they are to be tackled with the help of institutional funding. When the focus lies on content campaign work, the social challenge, the conditions of the current political framework and own specific goals should be described.

It is therefore not only a question of presenting the challenge itself, but also of describing how it is to be tackled strategically. The following questions have to be answered:

- What are the concrete challenges to which the applicant organisation would like to respond?
- What goals and, if applicable, sub-goals arise from this, which should be addressed with the help of institutional funding?
- In which way are the goals of this project linked with the general strategy of the organisation (as described under A)?
- What measurements are thought to achieve these goals?
(A concrete catalogue of measures is only required in the full application.)
- Which assumptions about future developments are the objectives based on?
- What are the risks if a goal will not be achieved, and what measures are planned to address or minimize risks?

C. Financial planning

The financial planning within the framework of the application in the first stage only serves as rough orientation as no comprehensive plan of measures and activities is yet required. If the application is successful at this stage, these can still change and/or be supplemented in the joint development of the objectives with the support group. The rough financial planning over 3 years shall comprise the planned incomes and expenditures regarding the mentioned goals of institutional funding and corresponding activities. If necessary, the application can contain a short description of the financial planning.

5. Cooperation between grantee and foundation in the framework of institutional funding

We are interested in being in a real partnership relation to the grantees of the foundation, to learn from the political work and support contact among the individual projects. A special role is given to grantees of the foundation receiving institutional funding.

We therefore expect from grantees receiving institutional funding to actively participate in the foundation's offerings and take part in events and committee work. This is especially true for our annual strategy meeting and the expert seminar of the grantees.

We also expect the projects to be willing to report on their work, successes and failures (in the form of an annual report and a final report at the end of the funding period). We believe that an early and regular reflection on one's own work can help avoid later failures. An honest analysis of the mistakes and failures is more important to us than an embellished jubilation report.

Bewegungsstiftung not only provides financial support for institutional funding, but also offers advice and mentoring. Compared to campaigns grant and the start-up aid programme, however, the support provided to the organisations is even more intensive. In addition to an annual face-to-face meeting, we put emphasis on an exchange between the organisation and the foundation through telephone calls and e-mail contact, also between annual meetings.

Status: December 2022