

Guidelines for Start-up Programme

Preliminary note: We assume that organisations or initiatives applying for start-up already pursue a clear strategy and are able to name it (see requirements under 2.2). If initiatives and organisations haven't got a clear strategy yet of how to achieve these goals, we recommend that they first seek strategic consulting. Further information about this consulting offer can be found [here](#). **For the funding of campaigns, please also note our [Campaign Grant](#).**

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

We ask all potential applicants to carefully read these guidelines. A great number of applications we receive do not comply with the guidelines and are therefore already rejected in the preliminary examination. Changes to the guidelines can be decided by the Committee of the foundation at any time. The current version can be found on our website.

1. Contents of Start-up programme

In addition to established actors and measures, social and political changes also need new impulses from time to time. For this reason, Bewegungsstiftung offers start-up financing to initiatives and organisations.

1.1 Goals

The start-up programme addresses initiatives and organizations that want to create positive change in society or that directly support this cause. The programme is meant to enable them to take the first necessary steps. That could be: Preparing actions, promoting the development of a group, an alliance, an initiative or networking of different groups or contexts or set an important topic in the public and/or in the movements.

1.2 Activities – what will be funded?

Activities that can be granted by the start-up programme, can be:

- **Development of groups**, which organise or support social interventions and protest for social change and which (still) have a low degree of organisation. Supporting work (e. g. support or legal help for actions) can only be funded if the benefit for a third party outweighs the benefit for the workers.
- **Setting topics** that have little or no presence in the media or movements, or pursuing new approaches to already known topics.
- **Cross-cutting initiatives or networking activities within movements**

Although the dividing line between these three areas may be fluid, the group should refer to the possibilities mentioned here when applying.

1.3 Type of funding

We award fixed grants of between 3,000 and 10,000 Euros. In addition, each grantee receives project support from the foundation (see "[Principles of our Funding](#)") and access to the foundation's network, i.e. the opportunity to participate in specialist days and other networking offers of the foundation as well as the opportunity to participate in committees and working groups of the foundation.

2. Application process

Regarding the criteria for an application we ask you to carefully read the selection criteria in the [Principles of our Funding](#).

Information on other funding instruments: Those who apply for start-up aid cannot apply for institutional funding or campaign grants in the same funding round. We recommend that groups that are still in the early stages of their work check whether strategic consulting is suitable.

2.1 Formalities

Applications must be in 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 starthilfe@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 no German translation is 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 requests are mostly voluntarily 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 requests. 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

Initiatives or organisations who wish to be part of the programme, have to describe the following in maximum 4 pages (plus 1 page financing plan and a summary):

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 the applicant:

- Contact details: Contact person with telephone number and email address.
- Who is in the group? What is the composition of the group? What further group structure is planned, if any? How did the initiative come about?
- How is the networking with other groups and initiatives or within movement contexts or what kind of networking is intended?

C. Starting position: Factually sound but concise analysis of the social challenge and the current political framework on the basis of which the group or initiative has come together and/or on the basis of which a topic or a new form of action must be established or set in public or movements. Groups planning support work or cross-sectional activities must explain why they see a need for their activity in social movements.

D. Goals: Description of what is to be achieved. What visible political project is the group pursuing? Why is this important for society? What is the aim of the start-up funding? What is to be accomplished within the frame of the funding? What are your concerns for counseling? In the case of groups under construction, the organizational goal should also be formulated. In the case of networking activities, their precise objective has to be indicated.

E. Strategy: Why do you think that the problematic situation you described under “Starting position” can be affected through your activities? What is your strategy to bring about the desired changes?

F. First steps and measures: What specific first steps and activities are planned? Which types of activities listed under 1. 2. of this guideline are mainly intended?.

G. Financing plan: Listing of costs for the project. If available: Existing or planned sources of income (e.g. applications to other foundations). 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. Regarding cross-sectional tasks, it has to be obvious how much the offer / the service costs.

3. Procedural questions

3.1. How and when can I apply?

Initiatives or organisations may submit their application once per year. Deadline is the first Tuesday in September.

Note: The non-profit status (Gemeinnützigkeit) must be recognised under tax law. Associations with no legal status (initiative groups and others) can apply for subsidies together with a registered organisation that has charitable status. In this case, the registered organisation is the grantee vis-à-vis the foundation.

3.2 How will the application be decided?

The committee of the foundation decides once a year in autumn (2019: also in spring) on the granting of start-up aid. The application deadline is the first Tuesday in September.

Applications received by the deadline will be reviewed by two first examiners of the working group on application evaluation. Applications that comply with the funding guidelines and the funding principles policy will be submitted to the Working Group on Application Evaluation and, in the event of a positive decision, subsequently to the foundation advisory board. On the basis of the recommendations of the working group, the advisory board decides on the granting of start-up aid.

As a rule, it takes eight weeks after the application deadline until the funding decision has been made. We will then inform the applicants about the result.

3.3 Urgency procedure

In exceptional cases, start-up programme 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 and with it changed needs in social movements. These changes can be acute threats such as an imminent war contrary to international law. But they can also mean (as during the Corona Pandemic and the dramatic situation of refugees in Greece) the spread of creative forms of protest. 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. They are also rejected if the planned project is already covered elsewhere. We ask the applicants to explain that the planned project is not already being done or can be carried out by other structures. Start-up programme 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 trustees of the foundation then discusses the request. No more than 14 days should pass between application and decision.

3.4 AOB

Preliminary enquiry

If you are unsure whether an application meets the requirements of these guidelines, you can send a preliminary enquiry, by e-mail to lotsin@bewegungsstiftung.de, outlining the project in a few paragraphs. The enquiry should indicate which parts of these guidelines are unclear. Questions will usually be answered within six weeks.

Grants of start-ups 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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