

## Guidelines for campaign funding

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Social movements transform society. Bewegungsstiftung supports their striving for democracy, peace, ecology, emancipation and social justice. To achieve this aim, Bewegungsstiftung works with different funding programmes: organizational funding, (see respective guidelines), the movement workers programme (see document 'Criteria for choosing and assessing movement workers') and campaign funding.

These guidelines explain which campaigns are eligible for funding from Bewegungsstiftung.

We define 'campaign' as a series of temporarily limited and coherent activities that last between a few weeks up to several years. The goal of a campaign is to work towards political or social change, or to counteract a deterioration – taking the analysis of the political circumstances as a base-line.

The Board of Trustees can make modifications to these guidelines at all times. You can find the most up to date version on our website:

[www.bewegungsstiftung.de/antragstellung.html](http://www.bewegungsstiftung.de/antragstellung.html)

We kindly request all potential applicants to read these guidelines carefully. We receive a lot of proposals which do not comply with the guidelines and which are rejected before even entering the assessment procedures.

Please look especially at (4) 'Projects the foundation does not support'

1. Principles of funding.....	2
2. The content of campaign funding.....	3
2.1 Objectives.....	3
2.2 Activities.....	3
2.3 Criteria.....	3
2.4 Grants, interest free loans and bonding guarantees.....	4
We allow fixed amounts of grants, interest-free loans and fallback guarantees or or a combination of the three forms.	
2.5 Structure of the proposal.....	4
2.6.Campaign description.....	5
2.7 Expenditures and financing plan.....	6
3. Questions of procedure.....	6
3.1 How are proposals decided upon?.....	6
3.2 Expedited proceeding.....	7
3.3 The possibility of preliminary enquiries.....	7
3.4 Cooperation between campaign and foundation.....	7
3.5. Funding for campaign in countries outside Germany.....	8
4. Projects the foundation does not support.....	8

# 1. Principles of funding

Bewegungsstiftung supports social movements whose objectives comply with at least one of the charitable purposes laid down in our statutes (§ 2). We define social movements as networks of individuals, civil society groups and organizations, who – based on common goals and values – want to promote or prevent social and/or political change with collective public actions and protests. The network character of social movements implies that a social movement as a whole cannot be funded but only campaigns, groups or organizations within movements as well as individuals („movement workers“).

We preferably support movement organizations and campaigns which have difficulties to receive funding from other foundations or public institutions because of their objectives or their working methods. That is the case, e.g., if the purposes of campaigns are new or highly controversial.

We mainly support medium- and long-term strategies for political and social change complying with the above named goals. In some some well-considered exceptions, e.g. if an urgent political situation makes it necessary, we give funds to short-term activities (see information about expedited proceedings).

The foundation supports the work of existing initiatives and organization as well as the formation of new movement organizations. Setting up new organizations can become necessary because political and social developments might lead to new problems (e.g. the risk of genetical engineering) or to new levers for political change (e.g. the potentials of the internet) which cannot be taken up by existing organizations.

Due to limited financial resources Bewegungsstiftung can only approve a small number of proposals received, and can therefore only support a small part of the challenges social movements are concerned with. The foundation feels obliged to use its resources in a way that we consider to be the most effective.

## **Charitable status (Gemeinnützigkeit):**

For fiscal reasons we can only give grants to organizations that are registered charity organizations. Outside the foundation, some founders have joined together to set up a fund administered by a lawyer as trustee : the Fond Zivilcourage. This fund supports projects which do not meet the strict charity criteria, or Gemeinnützigkeitskriterien because their work is based on the the principle of civil disobedience. However, the funding-decision on these projects is based on the same criteria that are valid for charitable projects. The procedure of application and selection follow the same procedures described in these guidelines. The contact address for exploratory enquiries and proposals is [fonds-zivilcourage@jpberlin.de](mailto:fonds-zivilcourage@jpberlin.de)

If you want to send your proposal encrypted, please ask for the pgp key of the Fond Zivilcourage by email.

## 2. The content of campaign funding

Social and political transformation take up much time and commitment and therefore need a lot of perseverance. That is why campaign funding does not support single activities such as one rally or one press conference but aims to give financial support to strategic campaigns according to the definition named above. Such campaigns can be focused on regional, national or international level.

### 2.1 Objectives

We only give funding to campaigns whose objective is targeted towards changes within society, economy, politics in order to achieve more democracy, social justice, peace, emancipation, ecology and human rights or to prevent setbacks in these areas. Funding is given preferably to campaigns that are devoted to goals we consider especially important.

Often the objectives that movements are working towards are very far-reaching and it is not possible to realize them with a single campaign. 'Nuclear phase-out' or 'right to residence for all refugees' are examples for objectives that can only be realized after many years of campaigning - if they can be realized at all. Apart from these visionary goals the campaign should also spell out 'smart' objectives that can be achieved in a shorter time, such as 'preventing nuclear power plant Belene' or 'abolishing the residence obligation'.

The objectives of a campaign should serve not only an exclusive group but the whole society, or an entire group that is affected by a problem or by discrimination (e.g. political commitment for the reform of traffic policy versus political commitment against building a high-way in one's own backyard).

### 2.2 Activities

Due to the lack of other resources, public actions and protests are the key elements of movement campaigns. These can be framed 'in favour of' or 'against' something and can be expressed, e.g., as rallies, online-actions, petitions or non-violent direct action.

Bewegungsstiftung prefers to fund campaigns that use these methods because protests and public actions give movements the necessary attention, and are supported only by few other foundations.

### 2.3 Criteria

The objectives that are supposed to be funded should be pursued via means that match the objectives. The following criteria define the character that a campaign must have to be eligible for funding.

- **Non-violent:** The campaigns must not violate the right to life, the physical integrity or the dignity of human beings.
- **Transparent:** The campaign presents goals and activities in public and is prepared to be held responsible for them.
- **Equitable:** It must be possible for all people to take part in the campaign, independent of their origin, sexual preferences, gender, ethnic group and religion. In exceptions (e.g. with existing discrimination) campaigns can be funded in which only one certain group can participate.

- **Ecological:** The campaign should not over-use natural resources.
- **Democratic:** Within the campaign, decisions should be made in a democratic way.
- **Fair:** The campaign should respect the integrity and rights of the political enemy and behave in a fair manner.
- **Participative:** Campaigns should encourage people to act themselves («empowerment») and offer opportunities to participate. The campaigns should involve the directly affected people and avoid every kind of paternalism or incapacitation.
- **Self-critical:** Mistakes offer the chance to learn from them. Therefore, the activists of a campaign should be willing and take the time to reflect critically on their own activities, on possible conflicts within the group and the campaign work.
- **Strategic:** The activities of the campaign must be suitable, in regard to the political situation, to achieve or come closer to the objectives of the campaign.
- **Competent:** the activists of the campaign must be competent both in respect to the content and to areas such as fundraising and media work. At least they should be willing to acquire the lacking competence.

## 2.4 Grants, interest-free loans and bonding guarantee

We allow fixed amounts of subsidies, interest-free loans as well as bonding guarantees, or a combination of these three forms.

- **Grants:** We allocate fixed amounts as grants, i.e. the amount is fixed, regardless if costs of the campaigns are rising or decreasing. Only if the overall expenditures of the campaign are lower than the grant, we demand that you pay back the surplus amount of money.
- **Interest-free loans:** We assign interest-free loans, especially if the campaign can expect a high revenue of donations; and the loan is supposed to pre-finance this revenues.
- **Guarantee:** We offer guarantees if planned or insecure revenues could not be obtained (mostly donations, but also grants of other foundations or public institutions).

Loan and guarantee are often combined. If a paid loan fails, we take over the guarantee, this is why this instrument is called a **guaranteed loan**. In these cases we have higher demands and expect you to give evidence that sufficient effort has been made to obtain donations; and that expenditures were really spent.

## 2.5 Structure of the proposal

We carefully assess all proposals received. Before your proposal may be accepted, it is assessed in a four-level-assessment procedure. For those involved this entails a high workload twice a year, especially as we get more and more proposals each year. Therefore we only accept proposals which are not too long and which are easy to read.

This means:

Font: Arial, minimum 11 point

Spacing: min. 1,15-times line height (ca. 0,6 cm)

Margins: min. 2 cm to all sides

Paper format: A4 longitudinal

Length: max. 4 pages proposal text, plus one page finance plan

File Format: pdf

Proposal and finance plan must come together in one file.

File size: max. 200 KB (please do not use pictures and elaborate layouts)

**Do NOT add:** additional information, cover letter (neither as a pdf nor in the proposal)

The proposal must be sent digitally to: [antrag@bewegungsstiftung.de](mailto:antrag@bewegungsstiftung.de)

If you want to send your proposal encrypted, please use the pgp key accessible under [www.bewegungsstiftung.de/antragstellung.html](http://www.bewegungsstiftung.de/antragstellung.html)

Or send us an e-mail and ask for the key: [antrag@bewegungsstiftung.de](mailto:antrag@bewegungsstiftung.de)

Each proposal for funding must contain the mailing address of the sender, the campaign description as well as an expenditure and financing plan. You can find a model financing plan under the menu item 'Support'

<http://www.bewegungsstiftung.de/downloads.html>

The file should be named by the name of the organization or the campaign. The strict compliance with the formal criteria should guarantee that all proposals have the same chance to present themselves. The committees that decide about the proposals are mostly volunteers and should not have to deal with too much information. Moreover, by sticking to these criteria, applicants show that they can present their purpose in a succinct but understandable way. Last but not least we don't want you to have too much work with the proposal.

Proposals that do not meet with these requirements will be rejected for formal reasons without consideration of the content.

## 2.6 Campaign description

The proposal should have the following structure:

1. **Summary:** Succinct summary of the strategy of the campaign, aligned around the questions who, what, how, why, when, and where. The summary should not exceed more than 20 lines, because it will appear in our internal assessment sheets.
2. **Applicant:** Key information on the applicant (initiative, organization, network) and coalition partners. According to tax law, only organizations registered as a non-profit charity (gemeinnützig) can receive grants from Bewegungsstiftung.  
Applicants that do not meet these requirements should name in their proposal a non-profit cooperation partner whose account can be used for the money transfer.
3. **Political situation:** Well-founded but succinct analysis of the political situation and the current political context that are seen as the starting point for the campaign.
4. **Objectives:** Description of the long-term political objectives as well as of short and middle-term project objectives.

**Please note:** We receive a lot of proposals which present planned activities as objectives. However, to us, organizing a demonstration is not the objective of a campaign but a means to achieve these objectives – e.g. to build up public pres-

sure which will lead to political change.

5. **Strategy:** How, when and why should the planned activities lead to the desired political changes?
6. **Activities:** Short description of essential campaign elements with explanations which public actions and protests will be chosen.

## 2.7 Expenditures and finance plan

The expenditures and finance plan informs in tabular form about the planned expenditures of the campaign and the planned origin of revenues including the funds that you asked for at Bewegungsstiftung. This plan is obligatory. If the plan is missing the proposal will not enter the assessment procedure.

We provide a model finance plan among the resources on our website.

By funding your campaign, Bewegungsstiftung wants to make a relevant contribution to your campaign. This means that the support should amount for at least 10 percent of your overall budget. There are no maximum limits for funding campaigns. So far we have assigned grants between 3,000 and 15,000 Euros. In well-explained exceptions this can be exceeded. The foundation reserves the right for itself to allocate less than the applied amount of money.

According to our experience, a campaign is often more successful if people can be mobilized to donate money to the campaign. We expect you to state in your proposal, in which way you are planning to raise donations for the campaign, and how much. In the plan of expenditure you should not only list the costs for activities, on which you want to spend the grant, but the costs for all relevant activities of the campaign in the time period for which the funding is applied for.

That's because the subsidies of Bewegungsstiftung will be given for the campaign in general. We do not check for which activities our money will be used, but we have a look at how the campaign is realized and in how far it achieves the objectives that you have set yourselves.

We do not only fund the costs connected immediately with the campaign, but also up to 50 percent – compared to the overall costs – of the general expenses, e.g. overheads for office and staff.

When sending in your final report we do not expect you to hand in receipts; it is sufficient to send actual expenses and revenues in a tabular form in addition to a general report about the campaign.

## 3. Questions of procedure

### 3.1 How are proposals decided upon?

Twice a year, the Board of Trustees decides which campaigns will receive funding. Application deadlines are, respectively, the first Tuesday of April or September each year.

The campaigns must continue at least four months after the application deadline. The proposals that we receive until these closing dates will be looked at by two initial examiners of the Assessment Working Group. Proposals that comply with the campaign guidelines will be passed on the Assessment Working Group, and, after a positive decision, presented to the Advisory Council of Founders. The Advisory Council gives a recommendation to the Board of Trustees. On this basis the Board makes a decision

about the assignment of campaign funding. After the application deadline it takes about eight weeks until the decision is made. Then we inform the applicants about the result.

### 3.2 Expedited proceedings

In some exceptions campaigns can apply for an expedited proceeding. The preconditions for such funding is that unpredictable and grave changes in the current political situation have occurred since the last regular application deadline. These change can be acute threats such as a war that breaks the rules of international law. It could also be changes that open up a window of opportunity for more far-reaching action targets, such as the ban of certain genetically engineered food. Both situations can demand to act in a fast and determined way. Expedited proceedings will be rejected if the development of the political context that is used to explain the urgency was already known in outlines before the regular deadline.

Campaign proposals for the expedited proceedings can be sent in at any time. The foundation will check at first if the requirements for the expedited grants are met. Afterwards, the proposal will be passed on to the Board of Trustees for decision. Not more than 14 days should pass between application and decision.

### 3.3 Possibility for preliminary enquiry

If you are uncertain whether or not your campaign complies with the requirements of these guidelines, you may send a preliminary enquiry to us in which you describe the campaign in a few paragraphs. Write to: [voranfrage@bewegungsstiftung.de](mailto:voranfrage@bewegungsstiftung.de)

In this e-mail you should explain in which respect the guidelines seem unclear to you. Usually, preliminary enquiries will be answered within six weeks. To receive the reply in just time before the deadline at the first Tuesday in April/September of each year, you should send your enquiry to us no later than end of February or end of July respectively.

### 3.4 Cooperation between campaign and foundation

Bewegungsstiftung sees itself not only as a grant giving institution, but also as a partner for social movements. Therefore, the foundation offers its grantees seminars, consultancy, coaching as well as a participation in the committees of the foundation. It is important to us to be connected with the grantees, to learn from their political work and to promote contacts between grantees.

Therefore, we want activists of the projects to take part in the events and the committees of the foundation. Important, but not binding, is the participation at the strategy workshop (usually the first weekend of March) and the grantee seminar ("Fachseminar", usually the last weekend of November).

We expect grantees to be willing to report about their successes and failures (in written or oral form). We think that the reflection of your own activities can minimize later failures, and by asking you for reports we want to inspire you to enter into this process. An honest reflection about mistakes and failings has more significance to us than an embellished report about how great everything was.

### 3.5 Funding of campaigns outside Germany

Bewegungsstiftung does not have the capacity to process applications that come directly from abroad. Applications in connection with foreign partners or in connection with actions abroad can only be made by organizations that are based in Germany.

If a project primarily targets a political decision abroad (and does not want to influence a decision of German politicians or banks/companies or similar things, but e.g., impact legislation in a foreign country or a company that is based there), the applicants have to give the following additional information:

#### **I. Information about the foreign partner organizations and a summary about your cooperation and the practice of permanent exchange between the partners.**

The information should give sufficient insights as to whether or not the work of the foreign (as well as the German) project partners complies with the criteria of Bewegungsstiftung, and if you have a partnership on equal terms. The history of cooperation between partners can be held very short and should mainly give an impression about what kind of experience you have and to which extent you can achieve the capacity to act. Moreover it is important for us to know if the communication between the partners works and how the decision making process is done between partners.

#### **II. Description of the situation in the target country and description of the „theory of change“.**

In order to enable an assessment of the campaign from the foundation's perspective, you should deliver a clear description of the political situation in the target country. This should give a general impression of the political background and of the role the campaign wants to play in this context.

On top of this, the applicants should explain how they believe social transformation can be brought about in this country, and how these general considerations shaped their strategy. Your proposal should contain sources so we can verify your information.

## 4. What the Foundation does not support

The foundation does not give grants to:

- Proposals by individuals (apart from movement workers),
- foundations,
- institutions close to governments,
- parties,
- profit-orientated organizations

We do not support the following actions:

- Financing of direct services (e.g. social work, medical help)
- Financing of formerly governmental welfare services that are no longer offered because because of budget cuts.
- Development aid,
- Singular or regular events, festival, concerts, parades etc.)

Also, we do not fund applications to specifically financing:

- lobbying,
- intercultural journeys,
- workshops, conferences
- educational work in schools and out of schools
- documentaries and exhibitions,
- theatre projects,
- travel costs,
- archives,
- video, film, music, photo and book projects, although they can be part of a campaign that complies to our criteria.

We only support entire campaigns. Please consider this when writing your proposal.