

PROPOSAL TEMPLATE

Building Social Base and Embeddedness Program

Open Society Initiative for Europe

Please complete the questions on this application form in no more than 12 pages.

APPLICANT INFORMATION

Organization's name	<i>Please enter the full name of the organization seeking support.</i>
Project Coordinator/ contact person	<i>Provide title, first name, last name, and contact details (telephone, e-mail, fax).</i>
Address	<i>Use the full legal address of the organization, including postcode and country.</i>
Legal status	<i>Such as association, NGO, foundation, or charity; please include registration number (if applicable)</i>
Name of Executive Director	<i>Or the person authorized to sign contracts.</i>
Organization telephone number	
Organization e-mail address	
Organization website address	<i>Please indicate the address of your website and any other webpages related to your organization (such as Twitter, Facebook, etc.). Do not hesitate to provide information on the number of visits, followers, products that have been downloaded from your website, materials used by others, other websites/articles referring to yours, etc.</i>
Description of organization	<i>In approximately 100 words, provide a brief history of the organization, its expertise in the project area, the number of paid and unpaid staff, and their key qualifications. Please indicate the composition of the board and other relevant information about governance.</i>

PROJECT INFORMATION

Project name	<i>Please indicate the project name in English, also. If you are applying for general/core/institutional or program support, state it here.</i>
New project or renewal	<i>Please state here also whether the application is for a new project or for a renewal of support.</i>
Purpose of the grant	<i>The grant purpose should complete the sentence, "The purpose of this grant is ..."</i>
Country/region of benefit	<i>A list of the countries or regions that would benefit from the grant.</i>
Term	<i>Begin date/end date (DD/MM/YYYY–DD/MM/YYYY)</i>

BUDGET (in USD)

N.B. Please also fill out the Excel template provided. If you already have a budget in a different format, you may attach that, as well.

Total project budget in USD	<i>Enter the amount of the total project budget for which the organization is seeking support in U.S. dollars.</i>
Amount requested from OSF in USD	<i>Please note that the maximum OSF support is 30 percent of the NGO's budget (the total expenditure of the last fiscal year – 2017)</i>
Applicant's total organizational budget (incomes and expenditure)	<i>Enter the amount of the organization's total budget for the current fiscal year. This allows OSF to gain some context about the size of the organization. Please list your major funders and indicate their contribution to the organizational budget (in percent). Please add incomes, expenses, assets, and liabilities, as in the NGO's latest balance sheet.</i>
Partnerships and budgetary considerations	<i>Who are the partners for this project? Please list ALL partners (not only financial partners but all partners involved in the project). Is OSF in-kind support (for example, organizational support and trainings) rather than direct financial support under consideration? Are there co-funding or cost-sharing arrangements? Will implementation rely on coalitions or other outside collaborators? If so, what are the budgetary implications?</i>

PROJECT SUMMARY

Description of program/project for which funding is sought (Project Note): *Maximum of 250 words to include the geographic focus, project objectives, brief project description, and requested grant period. This project note should provide sufficient information about the project for a reader who is not previously familiar with its activities to become fully informed about what is planned.*

PROJECT ANALYSIS

(The structure and sequence of issues to be covered in this section do not need to follow the same order as below. Please follow your own internal logic if it differs as long as each of the issues is addressed.)

1. Problem statement: *Explain here the problem that you seek to address as it relates to your organization's sustainability and efforts to connect with its organic support base. The problem statement should reflect on how the limitations of broad social support affects the organization's ability to achieve its goals.*

2. Context and background: *How does the operational environment affect the core professional activity, sustainability, legitimacy, and social base of the organization? What are the main challenges in terms of fundraising, communication, and building social base?*

3. Core funding: *Describe why core funding is necessary for the organization and how this part of the funding would be used. Explain the goals, activities, and expected outcomes. Please share reflections on the overall medium-term sustainability of the organization. What are the scope of the NGO's work and its major ongoing activities? Summarize the organization's history, mission or objectives, principal areas of work, and current size and structure. Why is the organization important? What is its added value? What is the place of the organization in the field in which it operates? Do not hesitate to develop and indicate how your organization has been recognized by others, how your materials are used, etc. What are the organization's main goals in the next few years and what does it expect to accomplish? What is the staff and/or lay leadership of the organization and why are they qualified to advance the organization's goals? How could the NGO's structure and institutional capacity be strengthened? What are the capacity-building needs of the staff? What are the main actual and prospective sources of support for the organization? What are the organization's main goals in the next few years in terms of sustainability?*

4. Building Support Base and Embeddedness

4.1. Building support base: *Describe the broader support base of the organization, including main target groups, circle of volunteers, social media followers, support base, and donors (such as individual and microdonors, corporate partners and sponsors). How do you differentiate among different groups of your support base in terms of their level of engagement and modes of contribution (for example, circle of volunteers, microdonors, and in-kind supporters)? Please describe the organization's past efforts to enhance its social base. Please provide reflections on previous obstacles that prevented the organization from expanding its social support base.*

4.2. Target groups and outreach strategy: *Please define the new target groups the organization aims to reach throughout the project. Please describe the organization's strategy to strengthen ties to these target groups, increase social support, and build wider constituencies.*

4.3. Objectives and goals: *Describe the main areas of improvement in which your organization is seeking enhancement, with particular attention to the expansion of its support base, and the communication and fundraising strategy. Please describe the organization's capacity to carry out developments in these areas (that is, how they will be financially and administratively supported).*

4.4. Strategy and methodology: *Please describe how you will work to achieve these objectives (for example, through capacity building, structural changes, or strategy development). How do the organization's efforts to strengthen its social base relate to its professional work?*

4.5. Activities and timeline: *Please provide a summary of the planned activities (such as training and meetings) and outputs (such as work plans, strategies produced, and how they will be implemented) and indicate when and by whom (fixed staff, temporary staff, or external assistance) they will be completed.*

4.6. Expected outcomes: *Describe the change you are expecting to see regarding your organization's ties to its support base, ideally with details, as well as expected short-/medium- and long-term outcomes. How do you expect that the project will affect the organization's ability to increase its support from local sources?*

4.7. Indicators of progress and success for strategic learning: *By the mid-point of the project, how would you measure your success (the fact that you are achieving your objectives/goals or outcomes)? In qualitative and quantitative terms, how would you determine that the project is on track? Please link these indicators to the realistic outcomes set out before. At the end of your project, how will you assess the final impact and measure its success? Please provide exact indicator numbers.*

4.8. Risk analysis: *Explain here if you foresee any potential difficulties, obstacles, or problems that may prevent you from meeting your goals and how you will address them.*

5. Staff and management's involvement: *Describe the staff and leadership of the organization (you can refer to the short biographies attached) with specific attention to their role in building social base and embeddedness and why they are qualified to advance the organization's goals.*

6. Conflict of Interest: *If applicable.*

7. Security and other concerns: *If applicable, state here any security concerns you may foresee.*

8. Final statement:

I, the undersigned, certify that the information given on this form is correct and that I am legally entitled to represent the applicant organization.

Electronic/scanned signature:

Name and Position/Title:

Date: