## CALL FOR PROPOSALS

# Building Social Base and Embeddedness Program

## Open Society Initiative for Europe

### 1. Goal of the Call for Proposals

Open Society Initiative for Europe (OSIFE) announces a call for proposals that is open to nongovernmental organizations (NGOs) registered in Czech Republic, Hungary, Poland and Slovakia.

OSIFE aims to support key actors of civil society active in the field of human rights, rule of law, anti-corruption and investigative journalism to strengthen the organizational and social base of organizations that have proven their effectiveness at the local, regional, and national levels.

OSIFE strengthens NGOs by assisting them with their efforts to enhance their social support and embeddedness, with special focus on improving fundraising, communication, and base building.

### 2. Guidelines

OSIFE aims to support up to 8 projects in each eligible country under this call. We reserve a right to provide in-kind support in form of training or similar, rather than direct financial support to organizations should we see merit for such. Applicants should submit applications in English. Applicants should introduce their ideas and plans that aim to strengthen their social embeddedness and widen their social base and number of supporters. They should present the expected concrete results and impact of their projects.

OSIFE seeks projects that can develop concrete, well-designed, and detailed plans and ideas how the applicants reach, interact and involve those people who approve and support their values and goals, who actively receive and deliver their messages. The projects should

introduce how the planned activities strengthen public and professional visibility of the applicants, how to increase the number of their supporters, volunteers, Facebook followers, etc. Those projects are preferred which fit into the organizational strategy of the applicants. In addition, the projects should contain measurable indicators and the clear expected results and impact.

Specific content of the projects is not set: an applicant can design and develop any kind of idea and approach that serves the achievement of the above-listed goals. However, OSIFE prefers those projects that connect social embeddedness and base and support building to concrete, measurable indicators. These activities may include but are not limited to increasing and widening the number of members, individual supporters, online followers, and activists as well as volunteers of the organization; increasing the scale and scope of local support and sources from local fundraising; and engaging with new constituencies, including through communication campaigns.

OSIFE is primarily interested in projects that provide a clear analysis of the target audience and account for the differences among social groups — such as gender, age, economic and social status, geographic location, and ethnicity — that make up the circle of constituencies of the organization. OSIFE gives priority to projects that seek to engage women as a fundamental base of the organization. Specific attention to women and gender aspects and projects that target women's audiences with customized messaging are particularly welcome.

Applicants also may request core funding by presenting why core funding is necessary for the organization and how this part of the funding will be used to further objectives of this call. Applicants should reflect on the overall medium-term sustainability of the organization. A core-funding request cannot exceed 50 percent of the total request.

## 2.1. Eligibility criteria

OSIFE looks for key civil actors in Czech Republic, Hungary, Poland and Slovakia that have a proven track record of work for open society values and are active in the following professional areas:

- Human rights, including but not restricted to women, LGBTQ and minority, and disadvantaged groups' rights
- Rule of law
- Anti-corruption
- Investigative journalism

OSIFE regards an organization as a "key actor" of its professional field if the organization:

- works at the regional or national level in its country
- has a proven track record of work for open society values
- has achieved significant results in its professional field
- has a central position in its professional domain with demonstrable impact

- conducts activities that have significant domestic and international visibility and recognition

## Non-eligible costs and exclusion criteria

Any political activities, cooperation with, or support for political parties or elected officials are not eligible for our support, and we will not consider supporting them in any form. Political party-affiliated associations are not eligible to apply for our support.

## 2.2. Requirements during the grant period

- Grantees will submit financial and narrative progress reports as well as related documents after six months and a final report within 30 days after expiration of funding
- Grantees will submit separate, detailed documentation of the project

**2.3. Grant process**

2.3.1. Deadline

The deadline for submitting applications is April 30, 2018.

Applications should be submitted via e-mail to the following address:
supportbase2018@opensocietyfoundations.org

Questions regarding the application process can be directed also to the e-mail above.

2.3.2. Selection of grantees

Applications that are submitted by the deadline and meet the eligibility and administrative criteria (see 2.1.) will be reviewed.

2.3.3. Evaluation criteria

Administrative criteria

- Eligibility (see 2.1.)
- Completed proposal and budget template
- CVs of relevant staff members working on the project
- Last official annual report of the applicant

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- Financial report for 2017 (incomes and expenses)[1]

Evaluation criteria

- The main results of the applicant in the past five years in its professional area. If the applicant received support from OSIFE earlier for similar purposes, we expect a very clear report on outcomes of the previous support.

- Project relevance: how the planned project fits into the applicant's professional field and complements its organizational strategy.

- Social embeddedness: the organization understands and the project clearly interprets the concept of social embeddedness.

- Innovation: the project includes innovative elements (new elements or elements previously only tested in countries other than eligible countries) and clearly spells out the new element of the planned project

- Capacity: the capacity of the applicant allows the organization to properly implement the planned project.

- Target groups: the project identifies a concrete constituency/ies, base, and target groups that are relevant for its mission and activity.

- Tools and methods: the planned methods and activities are relevant and consider the specialty of the target groups.

- Indicators, results, and impact: indicators are clear, measurable, and relevant. The expected results and impacts are clear and measurable.

- Budget: the planned budget and its items are relevant and reflect the planned professional activities.

Applicants receive written notification of its decision. Please note that OSIFE is not obliged to provide detailed explanations of its decisions.

## 2.4. Duration and amount of grants

Applicants may submit one proposal per organization for a one-time non-renewable grant up to maximum of $50,000 using the attached proposal and budget templates. The duration of a grant is 12 months. Applicants can apply for grants up to one-third of their last year of total spending. There is no eligibility limitation on the budget items as far as they are relevant for

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[1] If the deadline for the official submission is later than April 15, OSIFE expects an unofficial financial report for 2017.

the implementation of the project, and comply with point 2.1. Items should be reasonable and relevant to the applied project.

**Expected starting date of the supported projects: July, 2018.**

**Annexes:**
Proposal template
Budget template
One pager about the concepts of building social base and embeddedness