# **REQUEST FOR FUNDING**

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|  | | **Project code:** | ***(Leave this field blank)*** |
| **Applicant** | | | |
| **Name of the Organisation/Media** | |  | |
| **Link to website** | |  | |
| **Links to Social Media** | Facebook |  | |
| YouTube |  | |
| Telegram |  | |
| Instagram |  | |
| TikTok |  | |
| Other |  | |
| **Location**  (country, region, city) | |  | |
| **Address** | |  | |
| **Date (year) of establishment** | |  | |
| **Representative** | | Name, Surname (as written in passport)  E-mail | |
| **Funding** | | | |
| **General aim**  (Please describe briefly, *obligatory to fill in*) | |  | |
| **Place of implementation**  (region, city) | |  | |
| **Duration of the support**  (number of months) | | **XX months** | |
| **Start date** | | DD/MM/YYYY | |
| **End date** | | DD/MM/YYYY | |
| **Requested grant amount (EUR)** | | **XXX EUR** | |
| **Contact Information** | | | |
| **Responsible person** | | Name, Surname (as written in the passport) | |
| **Position** | | e.g. Project Coordinator | |
| **Contact details** | | E-mail (protonmail)  Phone (Signal) | |
| **Contact person**  (if different from the responsible person) | | Name, Surname (as written in the passport)) | |
| **Position** | | e.g. Project Assistant | |
| **Contact details** | | E-mail (protonmail)  Phone (Signal) | |

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| **Partners**  (in caseyou plan to cooperate with other organisations) | |
| **Partner 1** | Name of the Organisation |
| **Partner 2** | Name of the Organisation |

# **PROFILE OF THE ORGANISATION**

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| 1. **Organisation** |

* 1. **Please briefly describe your organisation/media.**
  2. **Please describe the management structure of your organisation.** If you have an organigram, please attach it.
  3. **What is the proportion of men/women** in the management and decision making body of your organisation/initiative?
  4. **Do you have an editorial policy?** If yes, briefly indicate its key points.
  5. **How many people work for your organisation/initiative and on what basis** (permanent (full time, part-time), temporary, flexible)? **What is the proportion of men/women?**

* 1. **What is the salary scale in your organisation?** (In case you were invited to apply for 45 000 EUR or more, provide us with anonymised list of salaries, indicating position of the person and whether it is male of female (M/F)

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| 1. **Specialisation and Partners** |

* 1. **What niche in the media market do you occupy?**
  2. **Is your media thematically specialised?** If yes, please describe in a few sentences.
  3. **Does your publication cover problems of specific communities or groups?** If yes, please describe in a few sentences.
  4. **Do you collaborate with other media, including foreign ones?** If yes, please describe the nature of cooperation (content sharing and cross posting of materials, joint work on reports, sharing of technical resources, etc.)
  5. **Share with us a few publications from the last 12 months that** 
     + **have been the most popular** (links + short comment).
     + **that brought about a concreate development or change.** (links + short comment).

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| 1. **Strategic vision** |

* 1. **What are your main priorities for the next year?**

* 1. **What would indicate that you have achieved these goals?**

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| 1. **Audience** |

* 1. **Give us quantitative information about your recent audience.**

**Important: Please provide Google Analytics print screens for average monthly views, monthly unique users and proofs of subscribers on all social media platforms.**

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| **Average monthly views of your website** | |  |
| **Average monthly unique visitors** (specify the most common age category, gender and geography of readers) | |  |
| **Number of subscribers and followers on social networks.** | Facebook |  |
| YouTube |  |
| Telegram |  |
| Instagram |  |
| Tiktok |  |
| Other (specify) |  |

* 1. **Briefly describe your audience.**

**4.3 What is your target audience for the upcoming year?**

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| 1. **Innovations** |

* 1. **What are the main publication formats that you use?**
  2. **Are you considering some adjustments /changes of the formats?** f yes, describe in a few sentences.

* 1. **Do you experiment with technology and new media tools?** If yes, describe in a few sentences.

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| 1. **Sustainability and income generation** |

* 1. **What are your main ways of income generation aside from grants?** (crowdfunding, native advertising, other ways of fundraising, etc.)
  2. **Indicate your average annual sales and / or crowdfunding income. What percentage is this of the total annual budget?**

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| **2021** | **2022** | **Plan for 2023** |

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| 1. **Capacity Building** |

* 1. **What support, expertise or resources (apart from grant support) would your organisation need to further develop its capacities?**

# **REQUEST FOR FUNDING DETAILS**

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| 1. **Description**   1 page (max. 750 words) |

* 1. **Why do you apply for the support? (Describe your needs, expected goals and results)**
  2. **What are the main risks of this intervention and how do you plan to mitigate them?**