**action/2015 Call for Proposals – First Round**

**Launch – getting the Campaign started**

**Overview:** This action/2015 call for proposals is for national and local level campaign and mobilization events in the Global South. The focus will be on the launch of action/2015 in January 2015 and to get the campaign started in the first three months of the year. There will be a second call next year for the rest of the action/2015 key moments.

Grants from 5,000 USD to 15,000 USD will be given to eligible and qualified organizations and networks demonstrating a strong commitment, clear action plan and budget, as well as a strong monitoring plan to assess the impact and reach of the activities. The total amount for this call is 300,000 USD. For transparency purposes, the final list of selected organizations will be published.

For more information about action/2015, please visit the action/2015 website at [www.action2015.org](http://www.action2015.org).

**Call Purpose:** To provide national and local-level financial support to organizations and networks participating in the 15 January launch of the action/2015 campaign and succeeding follow-up activities till the end of March.

**Key elements and time line:**

* Individual grant size: minimum $5,000; maximum $15,000
* Submission deadline: 14 December 2014, 24:00 GMT
* Send all applications to: [action2015proposals@gmail.com](https://profiles.google.com/?hl=en&tab=mX&authuser=1)
* A committee made up of 5 members will review the proposals. Decisions to be released by: 22 December 2014
* Grant period: 22 December 2014 – 31 March 2015
* Approved grants are required to submit narrative and financial reports by April 30, 2015, as well as an interim report by 31 January 2015 with the results of the campaign launch activities.
* Funds will be released in 2 tranches (75% upon signing of the contract and 25% upon submission of the grant report)
* These funds will be used to support new national cooperation wherever possible.

**Eligibility of Activities:**

Proposals for small grants will be welcome for actions related to the wider range of issues relevant to action/2015: from poverty eradication and inequality to climate change, gender justice and socially excluded people. Preference will be given to actions that show the connections among issues and foster cross-sectoral and multi-constituencies alliances breaking the work in silos.

Expenses must be part of public mobilization of action/2015 - either campaign launch activities per the Campaign Launch toolkit or other crucial actions activities to get the campaign started in early 2015. See the application form below for more information. The proposals can include the following categories:

* Campaign Launch activities (to implement stunts, organize media activities, coordination 15x15 delegations, etc.)
* Organize actions during other key campaign moments (e.g. International Women’s Day, national/local elections, etc.)
* Staff costs (wholly focused on action/2015 at the national level)
* National coalition-building activities (meetings)
* Participation in key meetings/other fora (travel, accommodation) for outreach to build national coalitions
* Campaign supplies/materials, transportation/lodging

Funds may not be used to pay for benefits and equipment such as computers.

**Eligibility of Organizations:**

Funds will be given

* Only to organizations/networks/coalitions based in the Global South.
* The bidding organization must be a [registered member](https://docs.google.com/forms/d/1x1GN7-5vIc-u9bmTvxScABLqFtZOm0OqtITmiAIloKw/viewform) of the action/2015 campaign, or an active national coalition.
* The network or coalition can be informal. In that case, a member organization needs to function as the legal holder of the project.

The preference will be given to those

* with limited resources
* who build alliances and collaboration among organizations, networks and coalitions across sectors and constituencies
* with proven ability to deliver strong in-person, media and/or digital campaigns.

Relevant due diligence will be undertaken on all applicant organizations. In order to ensure the impact of our program funds, other factors that shall be considered include: regional balance, size, diversity and density of population of the organization/network’s constituencies including gender balance; whether the organizations/networks plans activities in partnerships with local/national organizations; overall organization/network management support, etc.

**Application Process:**

To apply for action/2015 campaign launch funds, please complete the following application form and submit it to [action2015proposals@gmail.com](https://profiles.google.com/?hl=en&tab=mX&authuser=1) by 14 December 2014, 24:00 (GMT).

The grant selection committee will review the grant applications and notify the selected applicants by 22 December 2014. Funds will be released in 2 tranches (75% upon signing of the contract and 25% upon submission of the grant report).

**Expectations:**

Approved grants are required to:

* Share at least one blog post, 8-10 high quality photos, and 2-3 testimonials on the implementation of the activities – for the launch preferable on January 15, latest by January 31, 2015.
* Submit an interim narrative and financial report on the campaign launch activities by January 31, 2015, with details regarding the activities conducted and the progress made on the indicators mentioned in the grantee’s M&E application plan (question 9 below).
* Submit narrative and financial reports on the project by April 30, 2015. This report should be 2-3 pages long and should include details on program implementation, activities conducted, and project successes including report back on the indicators mentioned in the grantee’s M&E application plan (question 9 below).

Questions? Please contact the selection committee at [action2015proposals@gmail.com](https://profiles.google.com/?hl=en&tab=mX&authuser=1).

**APPLICATION FORM**

You may adjust the size of each box section but this application form cannot exceed 3 pages when submitted.

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| Country / Region: |  |
| Organization: |  |
| Contact Person: |  |
| Position: |  |
| Contact Details: (including focal point email and phone number) |  |

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| 1. What are your plans for action/2015 in general? (you may mention already completed actions as well). |
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| 2. What is the added value of the funding you are applying for? |
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| 3. What are the objectives and results you want to achieve with this project? |
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| 4. Please state what public actions you will organize for the action/2015 campaign launch or other actions from January to March 2015 with this financial support. |
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| 5. What is your constituency or target audience for the campaign activities you are planning? Identify specific individuals or segments of the population if applicable, and expected targets in terms of number of participants. |
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| 6. What are the key messages of your action? |
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| 7. action/2015 endeavors to be as inclusive and diverse as possible and we encourage cooperation of different organizations. Who are the organizations involved in your activities? Please also state their sectoral representation and how they are planning to engage in the campaign (i.e. explain division of roles & responsibilities among partners). |
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| 8. What does success look like? (identify key outcomes) |
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| 9. What are your plans to monitor and evaluate the activities? Please describe how you plan to monitor and evaluate the progress you are making on the implementation of the activities and goals laid in this proposal:   * How will you monitor progress on your activities and goals? * What specific information will you collect? * What mechanisms do you have to track information? |
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| 10. Budget Breakdown | | | |
| **Expenditure** | **Unit Cost** | **Units** | **Cost (in USD)** |
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