MEDIA ›FORWARD FUND

Application Form: Organizational Funding

1.) Basic Profile Information

*Title (*)	max. 150 characters
Request summary (*)	2-3 sentences or in bullet points (max. 400 characters)
*Organization size (*)	Small / large
*Type of funding (*)	Organizational or project funding
*Reporting focus (*)	Regional / local or national / supra-regional
*Grant amount requested (*)	EUR
Duration of request (*)	*Total months: Start (month, year): End (month, year):
Organization (*) *If the organization receiving the grant payment and the organization submitting the application are identical, only the left column has to be filled out*	Organization receiving the grant payment Organization submitting the application (Overall organization e.g. corporation, project owner (Sub-unit e.g. newsroom, news portal) , subsidiary organization) *Name: *Name: *Country of registration: Country of registration: Address: Address: Zip code / city: Zip code / city: *Legal form: *Founding year: Website: *Website:
Project lead (*)	First and last name: E-Mail address: Telephone number:
* Primary contact person (*)	*First and last name: *E-Mail address: *Telephone number:
Required attachments	Please attach the following documents to your application: - Timeline based on milestones - Detailed financial model (revenues and expenses) for the next 3 years (in euros or Swiss francs) - Traffic and audience marketing plan for the current year - Current year operating budget (personnel and material costs, revenues) of the next higher-level business unit within which the applying sub-unit (e.g. newsroom, portal) is organized (in euros or Swiss francs) - Annual financial statement or preliminary financial statement of preceding fiscal year relevant to the project (in euros or Swiss francs) - Latest annual report relevant to the project - Extract from the register of associations or commercial register (incl. list of shareholders) - Editorial code of conduct (optional) - Strategic plan or business plan (optional) - Evaluation report(s) (optional)
Date of application	

Note:

If the overall organization (e.g. corporation, project management agency, subsidiary organization) and sub-unit (e.g. newsroom, news portal) are not an identical entity, the following information should only be provided for the sub-unit submitting this grant application.

* The text fields marked with a red asterisk are information taken from the brief introduction.

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2) Your organization

2.1) Overview of your organization (*)

Please share important information about your organization and your work. Relevant information could include the following:

- Vision and mission
- Important milestones (history)
- Current programs and recent accomplishments
- Recent significant journalistic, organizational or financial developments

[Answers may be written out or provided as bullet points. Maximum response is 2,000 characters]

2.2) Strategy (*)

What long-term goals do you have for your journalistic work, your organizational structure and your economic sustainability?

[Answers may be written out or provided as bullet points. Maximum response is 2,500 characters]

2.3) Management and team (*)

What is your organization's personnel profile? Please indicate the number of journalists/editorial team staff members (each full-time equivalent counts as 1) over the last five years.

Please describe the composition of your entire management and team in terms of their functions and journalistic/professional expertise.

We are also interested in learning whether your target audience and the diversity of society at large are represented in the composition of your management and team, particularly regarding those groups that have been underserved by the media to date. Please also explain whether and how you as a team are committed to promoting diversity and inclusion in order to contribute to a media landscape in which everyone feels equally heard, represented and involved.

[Answers may be written out or provided as bullet points. Maximum response is 3,000 characters]

3) Your journalistic work

3.1) Ensuring journalistic quality (*)

Please briefly describe measures and structures you have implemented to ensure the quality of your journalism and content (e.g. journalistic/editorial standards, ethical guidelines, commitment to the principles of the German Press Code, AI guidelines, internal error culture, corrections, etc.). If editorial statutes are publicly accessible online, please provide the corresponding link here.

[Answers may be written out or provided as bullet points. Maximum response is 2,000 characters]

3.2) * Target audience (*)

In the brief introduction, you have already described the kind of journalism you produce and described your target audience(s).

[If necessary, you may revise or complete the information provided in the brief introduction here.]

3.3) * Serving target audiences that have been underserved by the media to date (*)

In the brief introduction, you have already described the extent to which your work specifically addresses target audience(s) that have been underserved by media to date.

[If necessary, you may revise or complete the information provided in the brief introduction here.]

3.4) Interaction with the target audience (*)

Using specific examples (e.g. collection of key figures/data, reader forums, exploring novel/innovative genres or channels, etc.) and quantitative data (e.g. number reader comments each day) please describe how you engage with your audience to ensure user-centered reporting, trustworthiness and proximity.

[Answers may be written out or provided as bullet points. Maximum response is 2,500 characters]

4) Your USP

4.1) * Gap (*)

In the brief introduction, you have already described the need you are filling with your work that no other outlet but your own is addressing at a structural level or in regional/local or supra-regional/national reporting.

[If necessary, you may revise or complete the information provided in the brief introduction here.]

4.2) Needs assessment and competitor analysis (*)

Please describe how you have identified the need that you are filling with your work. What user needs are you addressing and how does your offer stand out from existing offers/approaches? Who are your competitors?

[Answers may be written out or provided as bullet points. Maximum response is 3,000 characters]

4.3) Business model (*)

Please explain your (planned) business model in detail based on assumptions. Please focus in particular on the benefits of your offer for your target audience, how you intend to reach your target audience, how your offer is to be monetized and whether there is potential for scaling.

The viability of your (planned) business model, including its foundation on a broad mix of revenue and financial sources, should be clearly described in the explanation.

[Answer should be written out. Maximum response is 3,500 characters]

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5) Your funding request

5.1) Development stage (*)

The purpose of the organizational grant is to help you take the next step, not to fund business-as-usual. Please describe the stage of development in which your organization currently finds itself and why the grant would have a transformative impact. Please also refer to your overall strategy and business model in your explanation.

[Answer should be written out. Maximum response is 3,500 characters]

5.2) * Objectives and use of the grant (*)

In the brief introduction, you have already described how the grant will be used and what contribution it will make to strengthening your operational resilience, your economic sustainability and/or the impact of your journalistic work.

[If necessary, you may revise or complete the information provided in the brief introduction here.]

5.3) Timeline as attachment

Please draft a timeline in tabular form (e.g. Excel) based on clearly defined milestones (15–20 milestones) that you plan to achieve during the funding period.

The milestone should reflect your objectives during the funding period in terms of strengthening your operational resilience, your economic sustainability and/or the impact of your journalistic work.

We suggest assigning each milestone a title, a deadline (e.g. month or quarter of a year), a description and a possible proof of fulfillment. Milestones can also be structured according to categories (e.g. recruiting, increasing reach, strategic planning, training, expert consultation, etc.).

[The timeline based on milstestones must be attached to your application as a separate document]

5.4) Financial model (in euros or Swiss francs) as attachment

Please draft a detailed forecast in tabular form (in Excel) of your expected expenses and revenues over the next three years in either euros or Swiss francs. Eligible expenses based on receiving the grant should also be included.

The forecast should clearly demonstrate what difference the grant will make in terms of enabling your organization to generate (additional) revenue. If necessary, several scenarios (max. three) may be submitted within the same Excel sheet. Further explanations may be added in form of notes below the tables.

With regard to expenses, please differentiate between the various types of expenses (e.g. personnel costs, office and administrative costs, costs for services, etc.)

All (eligible) costs are understood to include any VAT and must be documented through invoices, receipts, travel expense reports, etc. An overview of eligible costs can be found on our website.

[The financial model must be attached to your application as a separate document]

5.5) Challenges (*)

What challenges and risks, if any, might you face when using the grant and implementing the planned benchmarks?

[Answers may be written out or provided as bullet points. Maximum response is 2,000 characters]

6) Impact

6.1) Effects on employment (*)

Is a cutback in the number of active full-time journalistic employees in the newsroom likely during the funding period? Can journalistic jobs be created or secured in the organization as a result of the grant? If so, how will the jobs created or secured by the grant be maintained once the funding period comes to an end?

[Answers may be written out or provided as bullet points. Maximum response is 2,000 characters]

6.2) Contribution to the value of journalism in society (*)

As an independent and successful quality media outlet with a business model based on a broad mix of revenue and financial sources, what do you think you can contribute to sustainably strengthening the role of journalism in society?

[Answers may be written out or provided as bullet points. Maximum response is 2,000 characters]

References

After a comprehensive review of all applications, we will continue the selection process with the most promising candidates. As part of the due diligence process, we will also be conducting reference calls. Please identify two references who will be willing to provide us with detailed and candid feedback on your work and your organization.

Reference 1:
First and last name:
Organization:
Role:
E-Mail address:

Reference 2:
First and last name:
Organization:
Role:
E-Mail address:

We agree to the terms and conditions set out below:

☐ We acknowledge that eligible expenses must be directly linked to the requested grant and may not already be funded by other grants. Double funding of expenses is not permitted. This applies in particular to personnel costs. The use of funding for a permanent position is therefore excluded if, for example, the position is already (partially) financed through other funding programs.

☐ We undertake to report immediately in writing any change in the intended use of the grant and other content, scope and length of request specified in the application, as well as any significant change in the conditions for the implementation of the planned and described undertaking. We also confirm in a legally binding manner that both the overall organization (grant payment receiver) and the sub-unit (applicant) – should the two entities not be identical – accept the funding conditions of the Media Forward Fund gGmbH in the event of funding approval. If false or incomplete information is provided, planned expenses are not met or expenses are accounted for twice, the Media Forward Fund gGmbH is entitled to revoke or reclaim the funding. Further details are set out in the funding agreement in the event that funding is approved.