



Dear Applicant,

You are about to fill out your application proposal for “The Israeli Story” fund.

For your convenience, in order to assist you in preparing your application, you can review all topics and sections which must be filled in in order to complete your application form and submit online.

Please note, you can save the information entered in the online application, but you must complete each section before proceeding to the next. After all the sections have been completed, you can go back to previous sections to edit them.

Good Luck!

### **“The Israeli Story” Application Form**

#### **General Information:**

- Organization name
- Registry number at the Registrar of Associations
- Founding year
- Address of the organization

#### **Organizations incorporated in Israel:**

- Certificate of association – upload document
- Articles of association – Upload document
- NPO certificate issued by the VAT authority – Upload document
- Certificate of proper book-keeping and tax withholding – upload document
- Valid conformation of signatory rights in the organization issued by an attorney – upload document
- Certificate of good standing (“nihul takin”)- yes/no
- Certificate issued under article 46 of the income tax ordinance – yes/no
- Financial Report from previous year – upload document



**International Organizations:**

- Certificate of association – upload document
- Articles of association – Upload document
- NPO certificate issued by the proper authority (for example 501c3) – Upload document
- Valid conformation of signatory rights in the organization issued by an attorney – upload document
- Last financial report – upload document

**About the Organization:**

- Year of establishment, background, main organizational activity and comparative advantages
- Relevant experience and professional advantage (including similar programs carried out in the past)
- Key officers

**Activity Category:** Choose one category from the list below and a type of activity:

**1. Promoting experiential, educational and professional activities in Israel or topics related to Israel.**

- Delegations to/from Israel with an emphasis on Western countries.
- International seminars, conferences, and trainings on various subjects (for relevant and influential target audiences).
- Activity encouraging direct dialogue between Israelis and their peers abroad.
- Meetings between influential Israeli entities, including those from sports/cultural/formal and informal education/ the humanities and academics with foreign influencers and public opinion leaders in their respective fields.
- Create digital platforms and online activities on the topic of Israel's multiculturalism, human rights, coexistence and minorities in Israel.
- Initiatives and collaborations with leading international media outlets to showcase the diverse and vibrant Israeli democracy and its contribution to the world.
- Any activity that will advance the objective listed in the headline.



## **2. Creating dialogues and coalitions with diverse audiences to strengthen positive perceptions of Israel and combat hate speech and incitement.**

- Establish collaborations and create dialogues on the topic of Israel and its values with organizations representing wide-ranging and diverse audiences.
- Create collaborative projects and initiatives with organizations, institutions, and associations representing diverse audiences for partnerships and to further establish the positive perception of Israel in their communities. These projects can include joint initiatives and ventures, promote a joint agenda, dialogue between influencers, assemble missions and delegations, conferences, symposiums, use of traditional media or cultural activity.
- Encourage thought leaders to promote tolerant, productive, and respectful inter-sectoral discourse to combat hate speech and incitement against Israel via media, trainings, articles, editorials, delegations.
- Collaborations with NGOs to combat hate speech in general, anti-Semitism, and anti-Israel incitement in particular on social media platforms.
- Any activity that will advance the objective listed in the headline.

## **3. Collaborating with and motivating the Israeli public to share the “Israeli Story”, reflect its reality, and create personal connections with counterparts worldwide.**

- Activities for raising awareness and expanding Israelis’ understanding of the challenge that Israel faces as a result of the delegitimization campaign in the international arena especially on social media platforms.
- Encouraging Israelis who speak foreign languages (specifically English, French, Spanish, and Arabic) to get involved in social media activity in order to take part in strengthening a positive perception of Israel and in combating hate speech and incitement in routine and in times of crisis, as needed.
- Mobilizing youth movements, preparatory programs ,and university students to become involved in activities supporting a positive perception of the State of Israel worldwide, in public opinion.
- Any activity that will advance the objective listed in the headline.



### The Project Proposal:

- Project Name
- Total cost of the project
- Date of project implementation
- Project goals and objectives
- Geographic area of target audience
- Geographic area for project implementation
- Project participants — number of participants and their profiles
- Expected results
- Project content (for example: schedule, program, supplementary materials, types of activities etc.)
- Project awareness element (public relations and advertising in various media outlets), if relevant to project.
- Project staff — project operators and coordinators (including partners and main vendors)
- Project uniqueness — the added value that the project brings to the field, including a mapping of the *status quo*
- Elements of originality and innovative aspects of the proposed project, or aspects of the proposal that increase substantially current activities of your project/organization
- Describe how with the help of Concert's funding the project will be enhanced/changed/grow
- Milestones – planning stage, establishing work plan and schedule for project execution, implementation, and quality control
- Project evaluation, quality control, and measurement plan for assessing the performance of the project
- Financing sources (matching donations) allocated for the implementation of this project
- Upload project budget