



HOW TO APPROACH A FOUNDATION

**STEPHANIE REUTER | @STEPH_REUTER
DATAHARVEST 2021 | 2 JUNE**

THE RUDOLF AUGSTEIN FOUNDATION ...

... is committed to **critical journalism and freedom of the press.**

... is guided by the question of **how we can best support the journalistic ecosystem in the digital age.**

... provides **structural funding** and looks for projects and initiatives that can have **leverage effects.**

Focus areas:

- Investigative journalism (local & cross-border)
- Innovation
- Promotion of young talents & diversity

... in **German speaking countries**



RESEARCH: BEFORE APPROACHING POTENTIAL FUNDERS

It is a **relationship business**.

Building trust is key! Start networking.

New to the field?

Foundation databases can be good starting points
– relevant categories for your search:

- Operational vs. grant-giving
- Geographical focus
- Thematic focus



PREPARE: CONTACTING POTENTIAL FUNDING PARTNERS

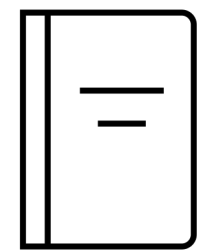


First contact:
Make a **clear and compelling** case



Soft pitch: concept note

- Goal: What? **Why this?**
- Needs analysis: **Why now?** Sense of urgency
- Team: **Why you?** Diverse team & skill set
- Budget & timeline



Invitation to submit a formal application



ALIGN: WHAT FOUNDATIONS LOOK FOR IN AN APPLICATION

A successful proposal must closely align with a foundations' **strategic goals**.

- Be passionate about your idea
- Stick to your idea
- Be honest → point out challenges & obstacles
- Financial perspective (sustainability)
- Cooperation partners

After handing in your application: **Be persistent!**



FOLLOW-UP: IF YOUR APPLICATION IS REJECTED

Keep in mind: Foundation funding is complicated.

Things beyond your influence:

- Limited budget
- Similar project already funded
- Wrong timing

Ask for feedback – in the best of all worlds it will be a door-opener.



COLLABORATE: IF YOU RECEIVE FUNDING

Congratulations!

Just keep in mind:

- **Communication is key:** Clarify expectations
- Agree on success criteria (impact) & reporting
- Inform about progress, adjustments & problems





**RUDOLF
AUGSTEIN
STIFTUNG**

STEPHANIE REUTER | @STEPH_REUTER
STEPHANIE.REUTER@RUDOLF-AUGSTEIN-STIFTUNG.DE