

## **The Natan Fund Request for Proposals New Media Grants**

### **About Natan**

[The Natan Fund](#)\* inspires young philanthropists to become actively engaged in Jewish giving by funding innovative projects that are shaping the Jewish future. Natan members pool their charitable contributions, set the philanthropic strategy and agenda for the foundation, and allocate funds to innovative organizations and individuals that are building new vision for the Jewish people and the State of Israel.

### **New Media\*\***

Natan's New Media grants will support cutting-edge projects that use new media to:

- create new access points to Jewish life and learning,
- build and strengthen Jewish communities,
- connect people to the State of Israel, and/or
- inspire and enable people to be a part of Jewish life and the Jewish people.

Examples of new media include but are not limited to mobile applications, social networks, online games, interactive content, and digital video and audio. (Applicants are encouraged to use existing technologies in new ways and do not need to develop new technology platforms.)

501(c)3 tax-exempt organizations and [individuals/groups with a fiscal sponsor with such tax-exempt status](#) may apply for one-time grants of up to \$40,000, which can serve as partial or full funding for the project. The New Media grants are a pilot, and Natan does not yet know whether renewal or follow-on funds will be available in future years. As with all Natan grants, the ultimate grant recipient (although not the fiscal sponsor) must have an annual operating budget of \$1.5 million or less.

Natan is especially interested in projects that are intended to reach a broad audience, and that can be completed and implemented quickly, without need for extensive maintenance or monitoring. Building on the [Jewish New Media Innovation Fund's categories of funding](#), Natan imagines that most grants will fall into the "Seed to Alpha" stage:

*projects that are preparing to launch and/or still in the proof-of-concept stage.  
Ideal applicants [have] an idea, a budget, and a plan to quickly launch once the*

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\* *The Natan Fund is named in memory of [JJ Greenberg](#) (1965-2002), a Jewish communal leader and a friend to many of Natan's founding members. "Natan" is derived from the verb "to give" in Hebrew.*

\*\* *In May 2011, Natan posted a draft of the New Media application materials to [www.natan.org/blog](http://www.natan.org/blog) and opened the materials up for public commentary. Natan is grateful to the many people who made comments on the draft, and we have incorporated many of those suggestions into the final application materials.*

*grant is received. Funds [will] be used primarily for design, prototyping, and alpha testing (testing with a select group of people).*

Given the size and timeframe of the New Media grant program, grants are not intended to support: website or technology upgrades in existing organizations, technology training programs, or major technology infrastructure projects.

### **Application Timeline**

- 1) Proposals must be received by **5:00pm EDT Thursday, June 30, 2011**. No extensions will be available.
- 2) Natan will choose finalists by **July 31, 2011**. Finalists will make live presentations to Natan's New Media Grant Committee in person or by video in **August/September 2011**.
- 3) Final decisions will be announced by **October 31, 2011**.

### **Application Format**

Please go to <https://www.grantinterface.com/natanfund/Common/LogOn.aspx> to submit an application.

Please do not send any additional materials unless Natan requests them.

The grant period for Natan's New Media grants will likely run from November 15, 2011- November 14, 2012. Individual grant payment schedules will be created with grant recipients based on each project's cashflow needs and the meeting of mutually agreed-upon benchmarks.

All questions about Natan's New Media grants should be directed to Jackie Fishman, Program Officer, at [jackie@natan.org](mailto:jackie@natan.org) or 212-764-5930.