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Stories' Store. Crowdfunding for investigative media projects

General Information

Opportunity Record Type	UNDEF Proposal	**Year of Application / Round**	R13 - 2018
Created By	Portal User - English, 16/01/2019 06:59	**Application Stage**	Submitted
Close Date	17/01/2019	**Recommended Amount**	
Last Modified By	UNDEF Assessors, 20/02/2019 03:33	**Project Focus**	
Opportunity Owner	Portal User - English	**Edit Flag**	✓
Project #			

Proposal Information

Proposal Name	Stories' Store. Crowdfunding for investigative media projects	**Score**	12
Proposal Name Original (EN/FR)		**Proposal Validity**	Valid
Project Location	Local - Russian Federation	**Proposal Status**	
Region	Europe	**Type of CSO**	
Receipt #	46517_RUS		

1. APPLICANT ORGANIZATION INFORMATION

Organization Name	The 4th Sector	**Type of Applicant**	Civil Society or Non-Governmental Organisation
Organization Acronym	4S	**First Time or Prior Applicant**	Applied before but not awarded a grant
Address	Gagarina st., Perm, Permsky region 614077 Russia	**Annual Expenditure**	less than $50,000
Website	http://sector4media.ru/	**Number of Staff**	4
Social Media Page(s)	https://www.facebook.com/sector4media/, https://vk.com/sector4media	**Year of Legal Constitution**	2017
		Financial Audits	No
		Organization Annual Reports	No

Organization Contacts Information

Head of Organization Prefix	Ms.	**Key Contact Prefix**	Ms.
Name of Head of Organization	Anastasiia Sechina	**Name of Key Contact**	Anastasiia Sechina
Title of Head	manager	**Title of Key Contact**	manager
Phone of Head	+79963230689	**Phone of Key Contact**	+79963230689
Email of Head	ansechina@gmail.com	**Email of Key Contact**	ansechina@gmail.com

Organization Experience and Affiliations

Organization's Vision

We act as 1) an independent group of journalists who create texts on complex topics and in complex genres and are published in various media, 2) as a virtual resource and informational center for regional Russian investigators.
Our main goal for the next five years is to avolve as a resource center that helps to develop regional (non-capital) investigative journalism in Russia through education, collaboration and searching for alternative financing methods.

Prior Experience of Your Organization

As a group of independent journalists, in less than 2 years of existence, we have created 24 investigative texts. On our web-site (http://sector4media.ru) we accumulate tools for investigators, keep calendar of deadlines and creat a list of regional investigators. We conducted a nine-day offline investigative school "Access point". It received more than 700 applications. Training has passed 60 people. Now we are implementing an international media project "We accept", dedicated to the openness of LGBT people in Russia and CIS countries, and creating a project for virtual collaboration of regional investigators.

Prior Experience with the UN

"We Accept" project is the winner of "EuropeLab" competition (the forum was held in summer of 2018 in Pitesti, Romania). The results of its implementation will be presented at United Nations General Assembly in spring-2019. Last year we also applied for funding with the project "DEEP Journalistic Network", but it was not supported.

Affiliation

The founders of non-profit organization "The Fourth Sector" are three individuals: journalist Anastasiia Sechina, journalist Mikhail Danilovich, writer Pavel Selukov. We cooperate with expert group "Fighting Transborder Corruption" of
Civil Forum EU - Russia, Tak-Tak-Tak foundation (Novosibirsk, Russia), Perm Civic Chamber (Perm, Russia), community Muckrackers Russia.

Other Grants

In 2018 we received a grant from Friedrich Naumann Foundation (Anna.Ayvazyan@fnst.org).
Now we are in the final stage of negotiations about financing the creation of regional investigative journalists database (but I can't name the organization).

2. PROJECT PROPOSAL INFORMATION

Project Title

Stories' Store. Crowdfunding for investigative media projects

Requested Grant Amount

$42,756

Project Summary

We want to launch three crowdfunding campaigns for regional or interregional investigative media projects. In order for them to be successful, we want to create a series of step-by-step instructions, conduct training for participants in the form of online marathon with webinars, and supervise campaigns from creation to completion.

Crowdfunding campaigns will be held on one of existing crowdfunding platforms or on separate web-pages (we will decide after additional consulting with experts).

Journalists will implement media projects with the help of funds raised. This work also will be carried out under professional supervision.

Based on this experience, we will create, post in the Internet and promote among the professional community a multimedia guide with case studies and examples designed to teach and inspire regional journalists to raise funds for their investigation projects through crowdfunding and with involving interested local community.

Project Location

Project Geographic Scale

Local (Country)

Local Scale: select country

Russian Federation

Regional Scale: select region

N/A

Regional Scale: select countries

N/A

Global Scale: select countries

Project Theme and Initiative

Project Theme	Media and Freedom of Information
Previous Initiatives in this Theme	Today in Russia there are almost no examples of raising funds for investigative projects through crowdfunding. At the same time, examples of The New Times and interregional media project 7x7 show that society is ready to support high-quality media products. We believe that the time for regional investigative journalists to try themselves in this area has come. However, they should have examples of success and simple instructions that take into account the specifics of investigative journalism.
Innovation	
Lessons Learned and Innovation	Thus, the proposed project is innovative in itself. Existing examples of fundraising for media projects are still rare, but they show potential. The most inspiring example is crowdfunding campaign for interregional project 7x7 in critical cituation. It shows that people in Russia are ready to donate money for high-quality media projects. For us, this was the main lesson: we supposed that society in Russia is not ready to donate for journalism yet, but the situation with 7x7 showed the opposite.

3. PROJECT PROPOSAL DESCRIPTION

Democratic Context	In Russian journalism there is an opinion: all high-quality journalists moved to capital and federal media. There are no good journalists in regions. Our experience refutes this. There are 56 journalists from 19 regions of Russia in the list of high-quality journalists-2018 that we keep on our website. They work in complex genres, on complex topics and argue that it is possible to be a regional journalist and maintain a high professional level despite censorship and financial difficulties.
Problem Analysis_P	(1) A poll among three dozens regional investigative journalists showed that one of the main problems they face is lack of funding for investigations. (2) Regional media is unprofitable and uninteresting to support investigators: it is too expensive, with high risks and unclear advantages. However, there are journalists who want to work in investigative journalism in their native region. Their main motivation (the most popular answer in the above-mentioned poll) is: "It is my way to enjoy life" and "Investigative journalism gives meaning to my life". (3) We want to provide for these journalists - people deserving recognition and support - an alternative source of financing of their investigative projects. To do this, we want to create successful and inspiring examples of crowdfunding campaigns for regional and interregional investigative media projects, and based on this experience (both positive and negative), create and publish in the Internet step-by-step instructions about conducting crowdfunding campaigns for media projects.
Project Beneficiary	Journalists & Media organisations
Project Objective_P	Inspire regional Russian journalists to raise funds for their investigative projects through crowdfunding and give them clear step-by-step instructions on how to do this.

Expected Results and Key Deliverables

Outcome 1	Collection of applications from journalists who want to take part in the project and become pioneers
Performance Indicators for Outcome 1	1. Number of applications 2. Applicants geography
Outputs for Outcome 1	We don't suppose that we will get many applications, because regional journalists are not confident in their abilities. We expect that there will be at least 20 applications from 12-15 regions of Russia.
Key Activities for Outcome 1	1. Creating a landing page describing the essence of the project. 2. Promotion the project through the communication channels of "The Fourth Sector" and communication channels of partner organizations, thematic publics in social networks, thematic newsletters via e-mail and messengers, targeted advertising. 3. Selection the most promising socially significant projects. 4. Conclusion contracts with journalists.
Outcome 2	Conducting crowdfunding campaigns. Implementation of media projects.
Performance Indicators for Outcome 2	1. Mumber of people covered by crowdfunding campaigns 2. Number of donors for each media project 3. Average donation amount

4. Money collected
5. Number of reads of published media projects
6. Any impact of published media projects (on public awareness or problem solving)

Outputs for Outcome 2
1. The crowdfunding campaign of each media-project covers at least 200 thousand people.
2. An average of 500 people donated to each campaign
3. The average donation amount is $ 4.5.
4. Money collected: on average - 2-2.5 thousand dollars
5. Number of reads: 15-30 thousands.
6. There is a reaction of the authorities to the publication, discussion of the raised problem in social networks.

Key Activities for Outcome 2
1. Conducting an online training marathon for project participants with practical tasks and webinars.
2. Creating step-by-step instructions for conducting crowdfunding campaigns for investigative media projects.
3. Supervision of campaigns by an expert, from planning to completion.
4. Creating media projects with funds raised as a result of campaigns under professional supervision as well.
5. Track government and public reaction

Outcome 3
Create, place on the Internet and promote among the professional community a multimedia virtual guide about conducting crowdfunding campaigns for investigative media projects

Performance Indicators for Outcome 3
1. Number of people who visited web-section with methodical recommendations.
2. Percentage of visitors who returned to the site (visited it two or more times)
3. Number of journalists who decided to conduct their crowdfunding campaign
4. The number of links to the project in social networks and professional journalistic sites
5. Positive feedback

Outputs for Outcome 3
1. The page was visited by 2000 people at least.
2. 30% of them returned to the site again at least once
3. At least 20 links appeared in social networks and various professional resources.
4. At least 20 people reported in feedback that they intend to use the recommendations received.

Key Activities for Outcome 3
1. Creation of a multimedia virtual methodological manual for conducting crowdfunding campaigns for investigative media projects
2. Promotion of this manual through the communication channels of "The Fourth Sector" and partner organizations through newsletters, professional social media posts and professional resources, targeted advertising.
3. Motivation for feedback and feedback collection

Monitoring and Evaluation, other Key Considerations

Monitoring and Evaluation
The results are easy to track. We will see how many applications we have received. The amount of funds collected and donors will be displayed online. We will see each donor and the amount transferred. All site metrics are tracked using web analytics. To get feedback, we will motivate visitors to leave their contacts in exchange for additional materials, and then contact these people and ask them to take part in the poll. Responsible for fixing indicators will be the project administrator.

Sustainability
The product that will appear as a result of the implementation of projects will be relevant for a long time and will not require additional investments. At the same time, we intend to seek grant funding for the creation of a specialized crowdfunding platform focused on regional investigative media projects.

Gender Considerations
Gender considerations are taken into account in the project design

Explain
We will strive to an adequate gender balance among the project participants.

Marginalized or Vulnerable Groups
The needs of marginalized or vulnerable groups are taken into account in the project design.

Explain
Preference will be given to media projects that will investigate violations of rights of vulnerable groups.

Why UNDEF?
We believe that UNDEF is focused on system work and system changes, and not one-time results. Today, many foundations allocate grant funds to support different regional media projects, that is, they give "fish". But we want to give "fish-rod", and it is system work.

4. PARTNERS INFORMATION

Proposed Implementing Partner(s)
Expert group "Fighting Transborder Corruption" of Civil Forum EU - Russia, Tak-Tak-Tak foundation (Novosibirsk, Russia), Press Development Institute - Siberia (Novosibirsk, Russia), Perm Civic Chamber

(Perm, Russia), Foundation "Center GRANI" (Perm, Russia), community Muckrackers Russia

Other Donors/Sponsors

Project Budget by Output

Output 1	4 legal advice about specifics of crowdfunding in Russia	**Output 2**	Creating 1 landing page with project description and application form
1 - Amount in US$	$3,639	**2 - Amount in US$**	$3,529
Output 3	Landing page promotion, collection of applications and selection of the best projects	**Output 4**	Monthly training for applicants through online marathon, including 2 weekly practical tasks and 4 webinars during the month
3 - Amount in US$	$3,644	**4 - Amount in US$**	$4,680
Output 5	Creating 5 step-by-step instructions for conducting crowdfunding campaigns for investigative media projects	**Output 6**	Expert supervision of the creation and conducting of 3 crowdfunding campaigns
5 - Amount in US$	$3,868	**6 - Amount in US$**	$6,110
Output 7	Expert supervision of 3 media projects	**Output 8**	Creation and publication the methodological recommendations for conducting crowdfunding campaigns for investigative media projects
7 - Amount in US$	$7,456	**8 - Amount in US$**	$5,662
Output 9	Promotion the multimedia virtual methodological manual on 10 thematic sites and in social networks	**Output 10**	
9 - Amount in US$	$4,168	**10 - Amount in US$**	
		Total Project Costs (TPC)	$42,756.00

Project Budget by Input

Staff/Personnel Costs - Amount in US $	$21,979
Supplies - Amount in US $	
Equipment/Furniture - Amount in US$	
Travel - Amount in US $	
Contractual Services - Amount in US $	$14,353

Direct Activity Costs - Amount in US $	
Transfers/Grants - Amount in US $	
Office/Admin Costs - Amount in US $	$2,537
Audit - Amount in US $	$3,887
Total Project Costs (TPC)	$42,756.00

6. COMMITMENTS

Develop Project by Deadline	✓
No intent to support violence/terrorism	✓
Aims/Purposes conform with Charter of UN	✓
Statutes/By-Laws for Transparent Process	✓
Provide Annual and Financial Reports	✓

UN System Comments

UN RC Commentator

UN RC Comments Received

UN RC Comments

PCG Entity and Commentator

PCG Comments Received

PCG Comments

UNDEF Comments Submitted

UNDEF Comments

Organization Information

Organization Name	The 4th Sector	**Phone**	+79963230689
Organization Acronym	4S	**Fax**	
Migration ID - Organization		**Website**	http://sector4media.ru/

    Number of grants   0

Address Information

Address	Gagarina st.
	Perm
	614077
	Permsky region
	Russia

Description Information

Description

System Information

Created By	Portal User - English, 16/12/2017 14:44	**Last Modified By**	Portal User - English, 17/01/2019 03:49
		Organization Owner	Portal User - English

Activity History

Email sent: new proposal submission (english)

Name	
Task	✓
Due Date	**17/01/2019**
Assigned To	**Christian Lamarre**
Last Modified Date/Time	**17/01/2019 03:49**
Comments	

Deadline Extension Email Sent

Name	
Task	✓
Due Date	**16/01/2019**
Assigned To	**Christian Lamarre**
Last Modified Date/Time	**16/01/2019 19:00**
Comments	

Scorecards

SC-33421

Proposal Validity	**Valid**
Proposal Status	
Total Score	**12**
Project Focus	**Media and Freedom of Information**
Scorecard Date	**20/02/2019**
Name of Assessor	**Kevin Lyne**