



Dear Applicant,

You are about to fill out your application proposal for the Restart 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!

Restart Fund 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:

- Background, beginning of organizational activity, operating sectors, 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. Initiating programs designed to promote the idea of normalized relations between Israel and the Arab world as an acceptable concept in global and Arab public opinion**
 - Promoting and publicizing activities about the normalization of relations between Israel and Arab countries in international and Arab outlets, on social media platforms, and among influencers, reaching out to diverse audiences. Priority will be given to joint initiatives with groups and organizations from Arab countries.
 - Encouraging the Israeli public to initiate collaborations and activities with organizations and entities in Arab countries, accompanied by media exposure, to promote the idea of normalization as a concept contrary to that of boycotts, common in global and Arab public discourse.
 - Any other proposal that may promote the purpose outlined in the headline of this paragraph.
- 2. Advancing activities and discourse with international institutions and organizations for strengthening positive perception of the State of Israel**
 - International seminars and symposiums on various topics, tailored to relevant target audiences and thought leaders, such as learning about Israeli and international law on issues regarding the international status of Israel.
 - Virtual visits of delegations to Israel, and when permitted, physical trips aimed at familiarizing visitors with subjects such as human rights, coexistence, minority rights in Israel, and international law.
 - Research, analysis, and evaluation of activities by international organizations concerning Israel as a basis for future activities to advance the Israeli narrative.
 - Any other proposal that may promote the purpose outlined in the headline of this paragraph.

3. Undertake initiatives to counter boycotts (economic, cultural, sports, etc.) against the State of Israel

- Creating dialogs and positive public impact campaigns. Leading international conferences with a variety of diverse influential audiences (including liberals, progressives, and non-aligned conservatives) of opinion leaders, labor unions, the economic press, ethical investors, and officials from the corporate responsibility sector in national and international umbrella organizations.
- Promoting advocacy campaigns and activities that receive exposure to important institutions as well as international and Arab audiences, showcasing Israeli companies that advance, improve, contribute to society and the environment, and demonstrate corporate and ethical responsibility.
- Creating campaigns and relevant content during international and important cultural and sports events where Israelis participate.
- Meetings between Israeli cultural, musical, and sport influencers and their international counterparts.
- Any other proposal that may promote the purpose outlined in the headline of this paragraph.

4. Combating hate speech and incitement against Israel

- Public projects to combat antisemitic expressions and expressions of delegitimization against the State of Israel both online and in public discourse, as well as directly targeting social media platforms.
- Raising the awareness of influential officials of the extent of the phenomenon and of the methods for combating it, using various tools, such as media exposure, seminars, articles, op-eds, and delegations.
- Direct engagement of social media companies demanding the implementation of clear policies regarding online hate speech, antisemitism, and incitement against Israel.
- Collaborations with civil society organizations to combat the phenomenon of hate speech in general, and antisemitism and incitement against Israel in particular.
- Creating the technological and research capabilities for monitoring, mapping, and presenting expert reports concerning the phenomena of hate speech, antisemitism, and incitement against Israel on social media sites.
- Any other proposal that may promote the purpose outlined in the headline of this paragraph.

5. Creating dialogs and coalitions with diverse audiences to strengthen positive perceptions of Israel and to combat hate speech and incitement

- Establishing collaborations and conducting dialogs with organizations that represent diverse audiences in order to support the State of Israel and its values.
- Creating joint projects with organizations, groups, and movements representing diverse audiences to create joint efforts with them to promote the positive perception of the State of Israel (including creating campaigns and discussions with influencers and delegations, and working with the traditional media, artists, film makers, researchers, organizers of conferences and seminars, and more).



- Campaigns promoting tolerant, productive, and respectful inter-sectoral discourse.
 - Any other proposal that may promote the purpose outlined in the headline of this paragraph.
6. **Collaborating with and motivating the Israeli public to be active in strengthening a positive public perception of Israel, and in the fight against hate speech and incitement, with emphasis on activity on social media**
- Expanding Israelis' understanding of the challenge that Israel faces as a result of the delegitimization campaign in the international arena.
 - Creating action plans to encourage digital involvement by Israelis in an ongoing manner, in times of emergency, and whenever needed, on social media sites. This includes encouraging social media users to create digital content (short videos, memes, photos, etc.) in different languages.
 - Establishing activity centers for training and mentoring Israeli social media activists.
 - 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.
 - Mobilizing youth movements, preparatory programs ,and university students to become involved in activities supporting a positive perception of the State of Israel.
 - Developing and integrating technologies for motivating the public to take part in digital activities in these areas.
 - Any other proposal that may promote the purpose outlined in the headline of this paragraph.
 -

The Project Proposal:

- Project Name
- Total cost of the project
- Date of project implementation
- Geographic area
- Project objectives and target audience characteristics
- Project participants – number of participants and their profiles
- Project goals and 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)



- 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 that increase substantially the current activities of your organization
- Milestones - planning stage, establishing work plan and schedule for project execution, implementation, and quality control; milestones for payments and budget use
- Project evaluation, quality control, and measurement plan for assessing the performance of the project
- Project financing sources
- Upload project budget