Application Form

MoveNow Impact Funds

Please be advised MoveNow Impact Fund criteria has to be in line with the **Allianz Guidance for Corporate Citizenship activities**. Make yourself familiar with the Guidance before you fill out the fund submission to answer requested information most accurately. Our strong focus on [**Financial Literacy**](https://www.allianz.com/en/economic_research/financialliteracy.html) and[**MoveNow**](https://www.allianz.com/en/about-us/brand/partnerships/olympic-paralympic-movements/movenow.html) activation have been included to the funding categories.

**Please submit this form by May 30th , 2025.**

We can only accept applications written in English using this form. Therefore, we will not accept any other application formats including documents or videos.

**1. Name of Partner Organization**

Please provide the name of the partner organization. For MoveNow sports activities, please provide details of partners such as Athletes, Sports Clubs/Organizations, Schools etc, For other Social Impact programs Partner Organizations must be legally registered as NGOs with official registration certificate and must pass an Allianz integrity check prior to funding.

Click here to enter text.

**2. Partner Organization Contact Person (if applicable).**

e-Mail Address of main contact at the your organization (also signatory for legal agreement/contracts).

Click here to enter text.

**3. Partner Integration**

Is your organization, the National Olympic/Paralympic Committee or other external partners actively involved in the activity?

☐ Yes

☐ No

Please select what applies (single choice)

☐ Existing partnership

☐ New partnership

Is there any other stakeholders involved in the project? (professional athletes / Allianz ambassadors, etc.)

☐ Yes

☐No

Who are they?

Click here to enter text.

**4. Name of Program**

If program is completely new, please propose a working name. It should ideally have MoveNow for example "MoveNow Grassroots Champions".

Click here to enter text.

**5. Program Description**

Please provide a short description of the program objectives. Which systemic challenges or issues will this program address in the long term? Which key achievements are expected once the program has been implemented?

Describe why your organization is the ideal partner to achieve social impact. Please explain the credibility of your organization. Is it a well-known international NGO, does it have many other supporters, what's its relationship with Allianz?

Please indicate the number of years your organization has been working with children, youth, people with disabilities, and the number of beneficiaries the organization has impacted in the last 2 years.

Please provide the previous year's financial statement and the percentage of your organization's total income from the previous year's grant request.

Please elaborate how you plan to create MoveNow activation in alignment with the partnership with the Olympic and Paralympic Movements. You can familiarize yourself with the MoveNow program by clicking [here](https://one.allianz.com/document/761#/movenow-program/templates-toolkits-assets/toolkits) and getting some more ideas on how to create your MoveNow activation.

MoveNow initiatives are always to be seen in the context of sports, but besides bodily movement, mind and soul also play an integral role. Which sport activities are you planning to conduct? Does your initiative include educational elements? Is it stimulating imagination and creativity, sharpening the perception, motivating and enabling to learn? Does your initiative coney positive feelings, confidence and/or support identity formation and strengthening mental health?

**6. Program Pillar**

In which MoveNow pillar does your program fit? (multiple answers possible)

☐ Body (e.g Sports and other Activations)

☐ Mind (e.g Financial/Risk Literacy)

☐ Society (e.g Resilience or Innovative Program)

☐ Other

**7. Program Period**

Please select overall period of your program (number of months). One-off: an activity/project that is completed once and not recurred. Recurring one-off: an activity/project that is completed once every few months/year.

☐ One-off

☐ Recurring one-off

☐ < 18 months

☐ 18-36 months

☐ >=36 months

**8. Target group**

Please select the target groups of the program (multiple answers possible).

☐ Children (0-14 y)

☐ Children (15-24 y)

☐ Female

☐ People with disabilities

☐ Refugees

☐ Individuals from poor/low-income households

☐ Individuals in rural/hard-to-reach areas

☐ Ethnic minority

☐ Allianz employees

☐ Other

**9. Program Topic**

Please select the main focus topic of the program

☐ Employability

☐ Basic literacy

☐ Financial literacy

☐ Risk literacy

☐ Digital literacy

☐ Climate and Environment

☐ Social diversity

☐ Social inclusion

☐ Gender equality

☐ Sports

☐ Food security

☐ (Mental) health and well-being

☐ Arts and culture

☐ Disaster response (relief, recovery, resilience)

☐ Other

**10. Number of direct individual beneficiaries expected in program**

Please provide your approximation of the number of direct individual beneficiaries expected for example between 1,500 – 2,000.

Click here to enter text.

**11. Project Activation & Engagement**

What kind of activation or engagement activities do you envision during the project period to ensure visibility and impact (beyond a one-time event)? (Tip: Consider how you will involve the community, partners, or employees throughout the implementation phase)

**12. Sustainability & Systemic Impact**

How will your project continue to create impact after the funding period and agreed project implementation ends—even without ongoing support from Allianz? Please describe how your approach addresses root causes of the issue and, where possible, contributes to more systemic or long-term solutions.

Impact must be described per focus area, namely: Basic financial and risk-based literacy; Resilience building; Climate adaptation; Sports enable project

**13. Financial contribution requested (EUR)**

Please provide the actual (EUR) amount of financial contribution you are requesting for from AZ SE MoveNow Funds. MoveNow Body/Sports a max of EUR 8,000 yearly, while for other Programs a maximum of 30,000 for a minimum of 2 years.

Click here to enter text.

**14. Type of corporate volunteering**

Is there any corporate volunteering from Allianz employees offered in the program? If more than one option applies to your program, please choose the more prominent one. Please only consider volunteering which takes place during working hours and is eligible for reporting.

1) Non-skill based: no specific skills necessary for volunteering (e.g. in MoveNow Sports camps)

2) Skill-based: relevant business/academic skills necessary for volunteering (e.g. mentoring and learning sessions)

3) Capability building: expert knowledge transfer for institutional support (e.g. expert consultancy)

4) Capacity building: high/in-depth expert knowledge transfer towards whole organizations.

☐ Non-skill based

☐ Skill-based

☐ Capability building

☐ Capacity building

☐ No corporate volunteering foreseen

**15. Please elaborate how your project contributes specifically to SDG 3, 4, 8, 13 targets**

For example, SDG 8.5 By 2030, achieve full and productive employment and decent work for all women and men, including for young people and persons with disabilities, and equal pay for work of equal value and/or SDG 8.6 By 2020, substantially reduce the proportion of youth not in employment, education or training.

**16. Please elaborate how your project´s objectives contribute to local social issues through SDG 3, 4, 8, 13 targets**

For example, Learning: Improve knowledge & awareness on an issue, Upskilling: Improve skills & personal effectiveness, improve access to services & support (including education)

Please provide evidence on local media coverage, insights on how the addressed social topic is relevant in the local market.

**17. Allianz´ engagement in project**

Please explain how Allianz's involvement creates leverage for the addressed social topic, project, or NGO in question. How does Allianz's presence make a difference compared to other organizations?

**18. Please elaborate how you plan to create Financial Literacy activation**

Please describe how you plan to include Financial Literacy into your proposed project. For example, in partnership with local chapters of Junior Achievement or Teach for All or your preferred local partner, you could offer financial literacy courses. The program can be further supported by volunteering employees with courses offered e.g through seminars at the local entity offices.

**19. Impact Measurement**

Do you plan to measure the impact of your project using the Allianz Impact Measurement Framework? See more information [here](https://connect.allianz.com/groups/the-cr-center/blog/2023/12/15/toolkit-for-cc-activities).

Yes

No

How are you measuring the success of your project?

Click here to enter text.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Input**  Resources committed to the project | | **Output**  Measure of the activities delivered as a result of AZ input | | **Short-term impact /Outcome**  Immediate effects achieved for society and OE | | | **Impact**  Long-term effect of the project |
| Indicator and Tools for Measurement (insert total planned community towards the project) | | Indicator and Tools for Measurement (insert expected output where appropriate) | | Indicator and Tools for Measurement (insert expected impact where appropriate; include also who measures them) | | | Impact Objective (Describe the long- term expected effects for society and for AZ and plans on measurement, if existing) |
| Total corporate giving (expected monetary donations) | EUR xxx | # of organizations supported |  | # or % of individual beneficiaries reporting improved a) knowledge and awareness, b) skills & personal effectiveness, and/or c) access to services & support | |  | . |
| Total time through Allianz employee volunteers (working hours) |  | # of direct beneficiaries reached |  | # of organizational beneficiaries reporting improved\* | |  |
| Total In-kind giving (if any, other than Allianz) |  | # of activities held |  | Allianz indicators specific to the project | # or % of beneficiaries in talent pipeline / employment |  |
| # of Allianz employees help your organization managing the project |  | # of employees participated |  | # or % Allianz employees who volunteer with positive experience |  |
| Other explain |  | Other explain |  | # or % of Allianz employees who volunteer experience improved skills |  |

**20. Resource Management**

Budget summary

|  |  |
| --- | --- |
| Total estimated budget |  |
| MoveNow Impact Fund contribution (EUR) |  |
| Other partner contribution (EUR), if applicable |  |
| Amount of funding requested (EUR) |  |

High-level project cost table, please add rows as needed

|  |  |  |  |
| --- | --- | --- | --- |
| **No** | **Item** | **Estimated Cost (EUR)** | **Description** |
| 1 | Example: Technology & Equipment (e.g. computer, software); |  | Example: new software required to support the project implementation |
| 2 | Personnel (Staff, contractors, consultants); |  | Example: New support personnel for the new program at the social organization |
| 3 | Example: Marketing, Communications |  | Example: Teaser video, Posters; T-shirts |
| 4 | Example: Facilities costs |  | Example: Cost of renting event location |
| 5 | Example: Employee Engagement Activity |  | Example: Transportation costs for employees to participate in the project |
| 6 |  |  |  |
| 7 |  |  |  |

**21. Communication Plan**

Communication is a key tool for a successful project. Internally and externally stakeholders should be involved and informed about the activities. When planning communication messages and tools, this should be carefully thought out and placed in the project plan.

|  |  |  |
| --- | --- | --- |
| **Milestones (approximate dates)** | Name the specific milestones in the project you plan to actively communicate. |  |
| **Target Audience** | E.g., employees, management, agents, external press, domestic market. |  |
| **Objective** | Describe the target that you want to reach with your planned actions. By formulating this in advance, it can ultimately be evaluated whether the desired target is reached.  Does the initiative have the potential to create mass audience communication and/or pay into brand likeability? |  |
| **Format & Media** | Communication format & selected channel (blog, tweet, presentation etc) |  |

Will you be able to share communication materials (pictures, anecdotes, articles) with the Global Sustainability Team for communication purposes?

Yes No

Please confirm that you are aware of the following requirements:

* 1. MoveNow and Financial Literacy assets provided by AZSE are used as per [guidelines](https://creators.allianz.com/document/385#/movenow)
  2. #MoveNow is used whenever communicating digitally
  3. Initiative is ‘Olympisized’, which means Triposite logo is used

For MoveNow activations please refer to the Communications Toolkit which you can find [here](https://one.allianz.com/document/761#/movenow-program/templates-toolkits-assets/toolkits)