

ICAN Rapid Action Fund

Application Guidelines

Background

With public attention and concerns over nuclear war at an all time high, 2023 is the year to take our campaign to the streets. While our movement has been working on policy and advocacy solutions to the nuclear threat, now is the time to help rally and channel public pressure to support the TPNW. The more we can show - through powerful photos and videos- that the opposition to nuclear weapons is a shared global concern and that people support an end to nuclear weapons through the TPNW, the larger our impact.

Public activities with a strong visual component and a solid outreach plan behind them significantly increase the visibility of a campaign, generating hooks to engage media and providing new people with a chance to see and get involved. We're trying to generate more powerful images that emphasise broad public support for the campaign, and get people excited to connect with us. As a global movement, we can amplify actions around the world, and increase public pressure on decision-makers, strengthening our advocacy and political campaigning to promote the TPNW and nuclear disarmament.

That is why we have set up the [ICAN Rapid Action Fund](#), to enable partner organisations to **apply for funds (up to 2000 USD) to support their rallies, photoshoots, stunts and other planned public activities in 2023**, strengthen their visual appeal and create a snowball effect around these different activities by sharing them globally.

Eligible Activities

ICAN partners can apply for a grant (**up to 2000 USD**) to support their planned public activities with stronger visual elements. ICAN's contribution would give partners some financial freedom to **be creative** and bring in outside support or create new materials that elevate the photos and videos that come out of the action. Examples of ways to use this grant include:

- Create, rent or borrow large visual props or other materials that will create a strong visual component to your photos
- Renting (mobile) billboards
- Collaborating with artists and lighting collectives
- Hiring professional photographer or video teams to help elevate the final image's composition and capture. Bring them in from the start. (reminder: check out our webinar on actions & photos [here](#)).

Please note that we will give preference to activities that were already planned, fit within your broader national strategy and have a clear target in mind. We will also give priority to actions focused on key international opportunities (like the 26th of September, or the second MSP).

There is no regional limitation to apply for these funds, the idea of this fund is to showcase the diversity of the campaign.

Important note:

ICAN does not have the resources or capacity to support partners or individual activists with any legal fees or legal processes associated with any types of actions. Partners must make their own assessments of what is an appropriate or acceptable level of risk they are willing to entertain for an action. **ICAN will only fund legal, non-violent actions** (non-violence is part of ICAN's [Partnership Pledge](#)) and applicants are also responsible for checking if they can receive international funding for their proposals. Also, if working with third parties such as volunteers, photographers, etc, they must be informed of the parameters of the action.

How to apply

ICAN will be receiving applications for the fund throughout the year, see **Application Form attached**. Applications should be sent to: photovid@icanw.org and include the following information:

- A project description, that clearly describes the action and expected impact, includes a short outline of a communication/ distribution plan that covers media and social media outreach, and an estimated timeline (maximum two pages). Focus on:
 - What's the visual story you are telling?
 - How will your action support ICAN's goals (universalisation, stigmatisation, etc) and what is the target / goal you have in mind for your action ?
 - How will you disseminate these images and/or videos to increase the movement's visibility?
- A one-page budget with a breakdown of costs, which must explain what ICAN's contribution will pay for concretely.

Reporting

A picture is worth a thousand words. While a brief, one-page report on activities and a final financial report of expenses will be required within 2 months of finishing the project, our focus will be on the visual deliverables: the images and videos created with your action. These photos will be licensed for ICAN to use.

Here are some ways we expect you to share the impact with us:

- Tag us in at least one social media post from your own accounts on the day of the event
- Send us a selection of the best photos (high res and web).
- Share your action to the campaigners' list
- If you've made a video, share it with us and let us know your timeline for posting, if you'd like us to co-post.

We may further amplify this content to include on our website, email lists, etc.

Permissions

By receiving funds from the ICAN Rapid Action fund for your action, you are granting ICAN permission to use photos/ images/ recordings, and/or submitted reports to amplify your action, promote the campaign publicly and for donors' requirements, as well as allowing other ICAN partners and media to use these materials to promote the campaign.