



ROOTS MICRO- GRANTS 2025

APPLICATION PACKAGE



WHAT IS THE MICRO- GRANTS PROGRAM AND WHO IS IT FOR?



The Micro-grants Program provides funding of up to \$10,000 USD per group to help support youth-led projects, initiatives, or campaigns that advocate for climate justice through an intersectional lens.

The grants are accompanied by ongoing mentorship. The program will provide grants for between 10-15 grassroots youth-led initiatives, with a focus on groups in the following regions:

- * Middle East and North Africa
 - * Southeast Asia
 - * South Asia
 - * The Caribbean
 - * Latin America
 - * Sub-Saharan Africa
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WHO IS ROOTS?

Roots is built on the philosophy of “community born, community led, and community owned” solutions. We create a platform for young people in the Global South to build power and scale impact that drives transformative political and social change. Through a holistic approach that adapts and responds to evolving community needs, Roots is focused on bolstering skills and capacity; providing resources and tools; and building community through connecting people to a growing network of other young leaders working to improve the lives of those around them.



WHO WILL WE SUPPORT?

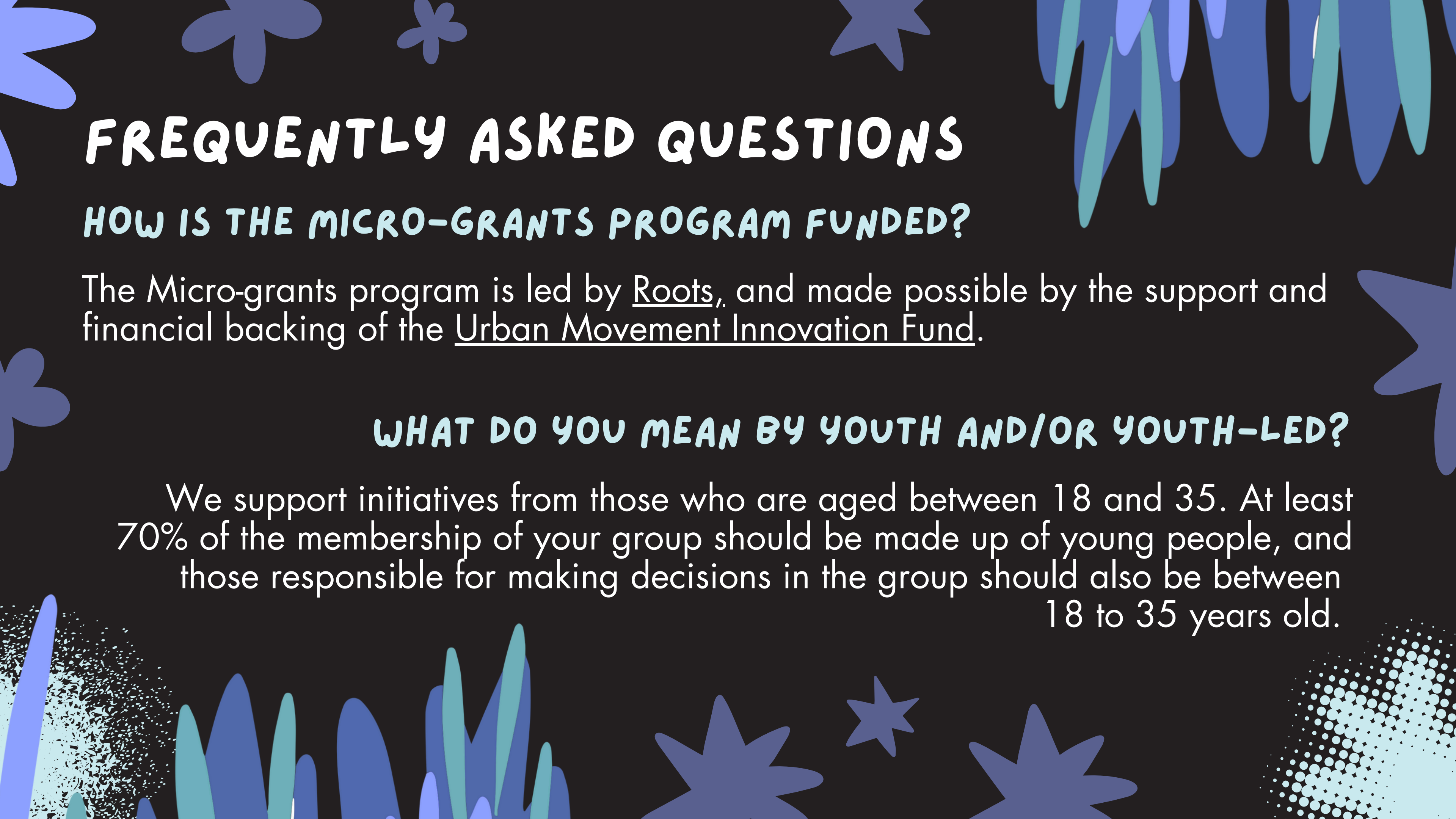
We will offer micro-grant support for youth-led projects, initiatives, or campaigns that advocate for climate justice through an intersectional lens; have strategies rooted in radical systemic change; and reach new, persuadable audiences.

Concretely, successful candidates and initiatives would meet the following criteria:

- ✱ **Community-driven approach:** Projects, initiatives, research, or campaigns originating from grassroots efforts at the local level, driven by the community.
- ✱ **Wellbeing:** Groups that put an emphasis on the wellbeing of their membership and building resilient structures within their groups and communities.

WHO WILL WE SUPPORT?

- ✱ **Ambitious and transformative community solutions:** Applicants should demonstrate innovative strategies focused on transformative, intersectional, and equitable solutions to address the root causes of the climate crisis.
- ✱ **Support for marginalized communities:** Initiatives actively engage and provide assistance and aid to marginalized communities, including but not limited to sharing activist knowledge, capacity-building, facilitating leadership workshops, organizing networking events, and hosting climate-focused programs.
- ✱ **Promotion of intergenerational collaboration:** Priority will be given to initiatives that address and foster relationships across generations, seeking to bridge the intergenerational gap and reach audiences beyond existing echo chambers.



FREQUENTLY ASKED QUESTIONS

HOW IS THE MICRO-GRANTS PROGRAM FUNDED?

The Micro-grants program is led by Roots, and made possible by the support and financial backing of the Urban Movement Innovation Fund.

WHAT DO YOU MEAN BY YOUTH AND/OR YOUTH-LED?

We support initiatives from those who are aged between 18 and 35. At least 70% of the membership of your group should be made up of young people, and those responsible for making decisions in the group should also be between 18 to 35 years old.



FREQUENTLY ASKED QUESTIONS

I NEED HELP WITH MY APPLICATION! WHO CAN I TALK TO?

You can email us at people.power.roots@gmail.com and someone will help you with any issues or answer any questions. You can also reach out to us on our Instagram [@roots.people](https://www.instagram.com/roots.people), [our Facebook](#) and [our LinkedIn](#).

WHEN IS THE LAST DAY TO APPLY?

The last day to apply is April 14, 2025! Please avoid waiting until the last minute to submit your application. We've experienced issues with the form crashing when large numbers of people access it simultaneously, which also makes it challenging for us to be able to respond to all questions in time for the deadline.



FREQUENTLY ASKED QUESTIONS

DO APPLICATIONS NEED TO BE IN ENGLISH? CAN I SUBMIT MY APPLICATION IN OTHER LANGUAGES?

We will be accepting and reviewing applications in four languages: Spanish, French, English, and Arabic. You can access application forms and application packages with the language that you speak [here](#).

DO WE NEED TO BE A LEGALLY REGISTERED ORGANIZATION IN OUR COUNTRY TO APPLY?

No. Your group/organization does not need to be legally registered in order to be eligible to apply. Roots is open and committed to supporting both unregistered groups, as well as those that are legally registered as non-government organizations in their countries. However, we will not consider applications from for-profit groups or business ventures.

FREQUENTLY ASKED QUESTIONS

CAN I USE AI FOR MY APPLICATION?

We understand that grant applications can be complex, and while AI is a useful tool for translations, enhancing formality, and offering additional support, we want to hear directly from you and your community! We will not judge applications based on language ability, formality or structure. What matters most to us is understanding your project and the impact it will have on your community, expressed in your own words. While AI is not prohibited, we strongly encourage you to avoid using AI-generated responses.

WHEN DO APPLICATIONS OPEN?

Applications will open on March 14, 2025, and will remain open until April 14, 2025.



FREQUENTLY ASKED QUESTIONS

HOW WILL I KNOW IF I AM SELECTED?



Prospective grantees will be notified by June 2025. If you do not apply by the deadline of April 14th, 2025, you won't be eligible for the program.

CAN I APPLY AS AN INDIVIDUAL LEADING MY OWN PROJECT?



While we believe in the power that an individual person can hold, at this time we will only consider support for youth-led groups who have projects that involve grassroots/local communities. However, we will consider your application if you are an individual working towards starting a collective, a group, or a campaign.

CAN I APPLY TO START SOMETHING NEW?



Yes! We will consider applications for both already established groups and initiatives, and those who wish to establish themselves.

FREQUENTLY ASKED QUESTION

ARE THERE ANY RESTRICTIONS TO APPLY FOR THE GRANT?

We will not consider applications for:

- * Proposals from groups that are not youth-led, meaning groups where less than 70% of the members are between the ages of 18 and 35
 - * Proposals that are for profit, governmental, and from the Global North
- However we can consider:

- * Proposals from GN but are based in a Global South
- * Proposals from BIPOC communities in GN
- * Proposals with no video submission and budget proposal
- * Proposals for attending high-profile meetings (such as COPs) or those that focus on building individual profiles

FREQUENTLY ASKED QUESTION

ARE THERE ANY RESTRICTIONS TO APPLY FOR THE GRANT?

We will not consider applications for:

- ✿ Proposals that prioritize personal choice theory of change or do not have a systemic approach to problem-solving
- ✿ Proposals that prioritize mobilization tactics over strategy or do not have a clear path towards building sustainable power in the community
- ✿ Proposals that do not have a clear plan for how to meet people where they are or reach people outside of the echo chamber
- ✿ Proposals solely focused on one-off activities (e.g., tree-planting, beach clean-up activities, etc.)
- ✿ However, if the activity is just one of the tactics and the overall project or organizational objectives are strong, we can consider it, provided that a significant portion of the budget is not allocated to this activity.

FREQUENTLY ASKED QUESTIONS

**DO WE NEED TO SUBMIT A DETAILED BUDGET PROPOSAL?
HOW DO WE SUBMIT IT?**

Yes. Please provide an estimated budget through this [budget template](#) for your project, including any expenses related to equipment, transportation, professional services, research/training, and campaign efforts that this grant would be directed to.

**WE CAN'T ACCESS THE ONLINE FORM, CAN I SEND MY
PROPOSAL VIA EMAIL?**

Roots strongly encourages all applications to be submitted through the online form. If you experience any difficulty accessing the form, please write to us at people.power.roots@gmail.com to discuss alternatives. Applications sent through email will not be considered, unless previously agreed with Roots.

FREQUENTLY ASKED QUESTIONS

IS THE VIDEO SUBMISSION REALLY NECESSARY?

Yes, video submissions are required because they really help bring your work to life and give us a better sense of your project. Don't worry about having professional gear—recording on your phone is totally fine! And if being on camera feels uncomfortable, you don't have to show your face. Your video will stay private and won't be shared publicly.

WHAT IS THE MAXIMUM AMOUNT OF MONEY THAT GROUPS WILL RECEIVE? CAN WE APPLY FOR MORE FUNDING?

The maximum grant amount available is \$10,000 USD per initiative, but please note that funding may be awarded at a lower amount. We aim to support as many groups as possible, so we won't be able to grant more than what is requested in your application. It's important that you apply for what you truly need, rather than automatically requesting the maximum amount. We will carefully review each application to ensure that the requested funding is justified and aligns with your project, while also allowing us to support as many impactful initiatives as we can.

FREQUENTLY ASKED QUESTIONS

IF WE GET SELECTED, WHEN WILL THE FUNDS BE RELEASED?

The funds for your project will be distributed in July, meaning your project should begin after that time. You'll have up to one year from when you receive the funds to complete it.

I RECEIVED FUNDING FROM THE ROOTS MICRO-GRANTS PROGRAM IN 2024. AM I ELIGIBLE TO APPLY?

Yes! As part of our ongoing support strategy, applications are open to programs that have previously received support from us. Your application will be assessed based on various factors, including the progress of your current project.

WHAT ARE SOME OF THE OTHER BENEFITS OF BEING OFFERED A GRANT?

CAPACITY BUILDING

Micro-grant recipients will have access to Roots training and workshops across our core program to boost their capacity around specific needs. These include our organizing, creative storytelling, resilience and wellbeing, and counter-disinformation training, as well as their affiliated communities of practice. We will also provide opportunities for recipients to take on leadership roles within these programs.

COACHING PROGRAM

We will allocate 1 coach to successful initiatives according to your project's needs. Coaches will be there to support you from project inception to implementation, with a six-monthly reporting cycle. They will offer project-specific advice wherever required, including strategic assistance around tactics, communications, public outputs, lobbying, networking, and outreach.

COMMUNITY BUILDING

Grantees will be integrated into the wider Roots network and have the opportunity to attend Climate Justice Camps in order to expand their connections with groups in relevant regions or who are working on similar initiatives.

MEDIA AND SOCIAL MEDIA SUPPORT

Grantees will be amplified through the Roots social media channels through storytelling opportunities, videos, and posts. We will also offer local media support to help amplify your initiative and your messages.

ROOTS OPENS THE MICRO-GRANTS PROGRAM CALL FOR APPLICATIONS:

Applications will open in March 14, 2025, and will remain open until April 14, 2025. Candidates can apply in English, Arabic, Spanish, and French, and are welcome to reach out to Roots in case of any questions or support needed.

APPLICATIONS ARE SHORTLISTED AND REVIEWED BY OUR SELECTION TEAM

The Selection Team will shortlist approximately 20 groups that meet eligibility criteria and values.

DELIBERATION & DECISION- MAKING PROCESS:

The shortlisted applicants will then be sent to the Youth Advisory group for review. The committee will use set criteria to provide input and feedback on these candidates. This will be then sent back to the Selection Team, who will be responsible for making final decisions based on the feedback, and criteria centered on values, key funding priorities, and impact.

OUR APPLICATION CYCLE:

GRANTEES ARE SELECTED

The Micro-grants team will reach out to inform successful applicants, and will provide follow-up logistical support around fund delivery and regional complexities that might arise related to receiving funds.

COACHING & TRAINING

Coaches will assist groups from project start to completion, offering support throughout the process. Groups will also have access to training and workshops within our core program to enhance their skills in key areas.

FUNDS ARE RECEIVED

Groups receive funding, and start working on their projects.

WHO ARE THE YOUTH ADVISORY GROUP AND SELECTION TEAM?

SELECTION TEAM

The Selection Team will consist of 8 members, drawn from Roots and key youth partner and activist groups. This team is responsible for coordinating the review process, identifying the shortlist, and making final grant application decisions.

YOUTH ADVISORY GROUP

The Youth Advisory Group is composed of 4 youth advocates from different regions. They will help assess applications, and ensure youth and regional inclusion within our selection process.

WHAT IS IN THE FORM?

APPLICANT INFORMATION:

- * First and Last Name
- * Email
- * Date of birth
- * Nationality
- * Where you are based (city, country)
- * Phone number/other ways to contact you
- * Position in the organization or group you are representing

WHAT IS IN THE FORM?

YOUR ORGANIZATION

- * Name of your organization or group
- * What is your organization or group's vision and how do you hope to achieve it?
- * What is the status of your organization or group?
- * Where does your organization or group operate? (city, country)
- * Staffing: How many people does your organization or group consist of?
- * What percentage of people in your group are youth (aged 18-35)?
- * How many of them are paid staff?
- * How many are volunteer staff?
- * Please share links to any online presence you have (website, social media, etc).
- * Provide a summary of your organization or group's annual budget and sources of funding.
- * Did you receive Micro-grant funding from Roots in 2024?
- * Previous grants: Has your organization or group received grants or funding from other sources in the last three years? If yes, please provide details on up to three of them.
- * If selected what will be the process of depositing and accessing the funds (e.g. BACS, wire, PayPal, etc)?
- * Are you applying for...: A specific project or core funding for your organization?

WHAT IS IN THE FORM?

YOUR PROJECT

- * Are you applying for a new or ongoing project?
- * Project title
- * Where is the project based? (city, country)
- * Provide a brief summary of the project
- * Tell us the problem your project is trying to address.
- * What makes your project unique?
- * What is one specific outcome you aim to achieve by the end of the year?
- * How will this grant support your project's progress or completion?

YOUR STRATEGY

- * Give us a maximum of three project objectives, intended outcomes and the corresponding timeframe.
- * How will your project create and facilitate relationships across generations in the local community? Provide at least one activity.
- * Is there any other information you would like to share?

WHAT IS IN THE FORM?

YOUR COMMUNITY

- ✧ Tell us a bit about the community who will benefit from this project?
- ✧ How will the community benefit from this project? Tell us how your project will impact and support them.
- ✧ How will you engage the community in this project?

ORGANIZATIONAL CORE SUPPORT

- ✧ What is your organization or group currently focused/working on (initiatives, projects, etc.)?
- ✧ What specific gaps in the community does your organization or group address?
- ✧ How will your organization or group create and facilitate relationships across generations in the community? Provide at least one activity.
- ✧ What is one specific thing you aim to achieve by the end of the year?
- ✧ How will this grant support your organization or group?



WHAT IS IN THE FORM?

YOUR ORGANIZATION OR GROUP'S COMMUNITY

- * Tell us a bit about the community you engage with.
- * Tell us about how your organization or group creates change and benefits the community.
- * Tell us about how you engage the community.
- * Is there any other information you would like to share?

CHALLENGES AND BARRIERS

- * What are the potential challenges and barriers in your community, context or region that could prevent your project from being implemented?
- * How do you plan to mitigate and overcome these challenges?

WELLBEING

- * List the actions you are currently taking or plan to take to safeguard the mental and emotional health of your group and community.

* WHAT IS IN THE FORM?

BUDGET

Please provide an estimated budget proposal, including expenses for equipment, transportation, professional services, research/training, and campaign efforts that this grant will support. Be specific on how the funds will be allocated, and how and when will it be spent.

Steps to submit your budget proposal:

- * Step 1: Make a COPY of this link >> [BUDGET PROPOSAL TEMPLATE](#)
- * Step 2: Fill in the spreadsheet.
- * Step 3: Share the link to your budget proposal in the space below
- * Step 4: Ensure that the link to the budget proposal can be viewed and accessed by the evaluators. If the link cannot be viewed, your application will not be considered.

TIMELINE

Please provide an estimated timeline of your project. Please take into consideration that funding will be released on July 2025. Provide a list of relevant milestones.

WHAT IS IN THE FORM?

VIDEO SUBMISSION

Along with your written application, you are required to submit a video of 3 minutes or less to elaborate on the following:

1. Tell us a bit about you, your journey to climate activism, and what sparked your passion!
 2. Tell us what inspired the creation of your project/organization/group. Explain why it matters to you and your community.
 3. Tell us what climate justice means to you. How does your project/organization advocate for it?
The video does not need to be recorded with a professional camera or any resources you don't have access to - recording on your phone is fine!
- * Additionally, if being on camera makes you uncomfortable, there's no need to show your face in the video.
 - * Please note that this will remain private and won't be shared publicly.

To submit your video, you have two options:

1. Upload your video in a cloud storage platform (e.g., Google Drive, Dropbox, OneDrive etc.), and then copy and paste the video link into the space provided below.
2. Upload your video to YouTube and set it to 'unlisted', so only people with the direct link can view it. (Your video won't appear in search results, recommendations, or on your channel.) Once uploaded, paste the video link into the space below. Setting the video to unlisted: After uploading your video (or editing an existing one), go to the visibility section. Select unlisted under the visibility options.

Regardless of which option you choose, please ensure that the link to your video is accessible by the evaluators. If they are unable to view the link, your application will not be considered.

READY TO APPLY?

APPLY HERE

If you need any help, have any questions or requests, as well as any issue or technical problems with your application, please contact us at people.power.roots@gmail.com

