



# Shine A Light on Antisemitism

## Grant Application Criteria

### Overview

In May 2021 the Israel-Hamas conflict reverberated throughout Jewish communities worldwide in more dangerous ways than ever before, Jews experienced antisemitism online, in the streets, in corporations, and on campus. Antisemitic incidents were more frequent and more violent.

During Chanukah 2021, Shine A Light coordinated a multi-organizational and multi-media campaign, demonstrating that strategic focus, investment, and community buy-in can garner national attention. The return of the Shine A Light campaign throughout December 2022 is a renewed opportunity for communities across North America to engage with present and future allies and raise awareness of the rising tide of antisemitism.

Prior to the Jewish High Holidays, the Jewish Federations of North America will work through its Israel Action Network to encourage local communities to take action for Shine A Light 2022. Drawing on relationships with 146 Federations and Jewish Community Relations Councils, alongside the hundreds of network communities, Jewish Federations will focus on expanding the initiative's impact and reach. Utilizing microgrants, Jewish Federations will help communities increase their participation and explore ways to engage their communities. For this year's month-long effort applicants can plan multi-day campaigns rather than focus on a single event. Last year, a challenge for many communities was trying to create a new, unique event in a short amount of time, solely during Chanukah. This year's format, coupled with a longer lead time, will offer greater flexibility and more opportunities.

### Categories of activities for the Shine A Light campaign could include:

- Coordinating and building common strategies among the Federations and JCRCs to address key challenges and identify opportunities to engage civil society allies in to combat antisemitism and to help people understand modern day antisemitism.
- Sharing and supporting strategies among organizations of local Jewish, interfaith, or non-religious, organizations who share the mission.
- Tapping national expertise, resources, and inter-group voices to serve as ambassadors to key organizations such as interfaith places of worship, professional associations, and trade unions.
- Sharing and utilizing Shine A Light resources.

### Examples of successful events in 2021:

The most powerful and effective events made possible through the Shine A Light initiative, were engagements in smaller and non-traditional communities. The most successful efforts during the first Shine A Light initiative were both innovative and focused on going beyond a one-off effort. They included follow up strategy and were meant to serve as catalysts for ongoing efforts. They went above and beyond to reach beyond conventional audiences within the organized Jewish community – this included non-Jewish community partnerships as well as unaffiliated and lesser-populated Jewish communities.

- [Miami intergroup art project](#)
- [South Carolina statewide events](#)
- [Kansas City play about antisemitism](#)
- [Atlanta intergroup/interfaith community event](#)
- [Philos Project, 8 Cities 8 Days](#)

### Application criteria and participation requirements must include:

The application will be an online form and request the following information. No applications submitted outside this online format will be accepted. Applications will go live on September 6, 2022. Applications will be due no later than October 3, 2022. Award notifications will be sent *on a rolling basis* with all notices sent no later than November 9, 2022.



**Applying Institution:** Jewish Federations will be the primary convener for all Shine A Light community events. Therefore, we recommend any communal institution first connect with their local Jewish Federation or network affiliate to see if there are similar grants in progress. Organizations applying must have at least one full-time staff person able to dedicate sufficient time to this project, with the support of lay leadership. They should have an established constituency for whom shining a light on antisemitism can be educational, engaging, and/or motivating.

*We recognize that some communities have many institutions whose strategies and target audiences might overlap. This is why we depend on Federations to help navigate communal dynamics. Rather than look at each individual application as eligible for grant funds or pooling grants in a community, we encourage collaboration to maximize the grant impact. If, however, a community wishes to host a very large-scale event (such as the Menorah lighting on the White House lawn) that would be meaningful to and further the message of the campaign, they can contact Jewish Federations directly with their request.*

**Community-Wide Programs:** Applications must be for events and initiatives that will have community-wide impact and action. While we encourage events and campaigns open to all to join and are broadly publicized, we recognize some efforts are more targeted. More exclusive and VIP events are OK but the outcomes and impact must be publicized.

**Communal Partnerships and Allies:** Programs must partner with local organizations (Jewish or allied) and prioritize the broadest inclusion across the community. Applications must include at least 2 organizations. Applicants who identify diverse local organizations as partners/participants below will be given greater weight in the review process.

**Concrete Plan of Action:** While plans for the month will evolve as communities work together, applicants should demonstrate a strategy grounded in experience with their constituents. *If a community is applying for repeat funding, it must demonstrate the success and lessons learned from the first event and how the 2022 event will be an evolution and improvement from 2021.*



**Marketing:** Participating organizations will provide logos and agree to be listed on website, materials and other media platforms, and will promote the Shine A Light on Antisemitism Initiative through their media and social media activities, including the use of the #shinealight hashtag. Jewish Federations will provide marketing toolkits that must be followed and used throughout the creation, promotion, and execution of any events. *NOTE: This year the Jewish Federations will use the Shine A Light campaign in place of a Chanukah campaign.*

**Cohort Meetings and Support:** Microgrant recipients will be required to participate in 1-2 planning cohort meetings leading up to December, which will be facilitated by Jewish Federation's Israel Action Network. To maximize participation, these cohort meetings will be offered a number of times and may also be segmented based on the focus of the microgrants.

**Staffing:** A singular point of contact responsible for execution of the plan must be identified as part of the application process.

**Lay Support:** Lay leadership (individual or committee) are encouraged to be established in order to ensure broad community support.

**Continued Engagement:** Organizations should create a plan to develop a continuing relationship with the partner organizations they work with on any grant. For further questions, please reach out to the Shine A Light team.

[Click here to apply!](#)

