

## **‘Volunteering’ Idea Competition:**

### **Guidelines**

#### **Introduction**

The Social Affairs and Culture Department of the Federation of Migros Cooperatives (hereinafter referred to as ‘Migros Culture Percentage’) offers funding to projects and programmes as part of its Join-in Initiative. Its themes vary annually. In 2026, declared the International Year of Volunteers by the United Nations, volunteering takes centre stage.

With its ‘Volunteering’ Idea Competition, Migros Culture Percentage supports organisations with projects that strengthen the well-being of their volunteers.

Migros Culture Percentage is looking for associations, organisations and initiatives that seek to improve the framework conditions and cooperation with their volunteers. After all, volunteers who feel well looked-after tend to enjoy their work more and stay involved for longer.

The Migros Culture Percentage supports 15 projects with grants between CHF 10,000 and CHF 30,000 each. These grants give the recipients time and space to further their cooperation with the volunteers and strengthen their well-being.

In addition, ten coaching sessions worth CHF 2,500 each will be drawn. All submitted projects that meet the funding criteria can take part in this prize draw.

The ideas competition runs from 16 March to 10 May 2026.

#### **Contact**

The contact person for all questions relating to this call is Katrin Gehring (katrin.gehring@mgb.ch), Theme and Project Head, Social Affairs and Culture Department, Federation of Migros Cooperatives.

## Provisions

### A) Eligibility criteria

#### Formal criteria

##### Project owner

- The application comes from a charitable, non-profit organisation (e.g. association, foundation, cooperative).
- Public authorities can only apply for funding in partnership with a non-profit organisation.
- The organisation must be based in Switzerland and its activities offered to the population of Switzerland.
- The organisation must be managed according to the principles of [good governance](#) (transparency, balance of power, effectiveness).
- The organisation must have existed for at least 3 years.

##### Cooperation between the organisation and volunteers

- The organisation works with at least 30 volunteers who are active on a regular basis over several months.
- There must be a person responsible for coordinating the volunteers. This person must work on a voluntary basis or be employed for this purpose at a maximum of 50% FTE.

##### Funding

- A contribution of CHF 10,000 to CHF 30,000 can be requested from Migros Culture Percentage.
- The budget must be realistic and transparent. Any other income which the sponsoring organisation receives for the project (cash and non-cash benefits) must be declared.

##### Time frames

- The project described in the application will start no later than January 2027. The project steps described must be implemented within 18 months.
- Projects that have already been completed cannot be supported. For ongoing projects, a clear trajectory for further development must be apparent.

##### Completeness of documents

- The online application form must be completed in full. All required documents must be submitted on time.
  - Online application form incl. project budget
  - Articles of association (for associations)
  - Last annual report and annual accounts (if available)
  - Organigram (list of all persons on the board of directors, foundation board, team or executive board)
  - Project organisation (people involved and their roles)
- Supplementary documents that can be submitted:
  - Own project description
  - Own budget

- Presentation, photos or other documents relating to the project

## Content criteria and quality criteria

### Project title

The project aims to achieve changes in one or both of these areas:

#### **Area A: Strengthening the well-being of volunteers, for example, through the following aims:**

- Community and belonging
- Freedom and self-determination
- Volunteers' expectations and skills match the tasks
- Volunteers feel able to make a difference
- Volunteers derive purpose from their activity
- Recognition and appreciation
- Personal development

#### **Area B: Reducing volunteers' stress, for example, from the following issues:**

- Excessive time burden
- Emotional or social stress, such as conflicts or difficult conversations
- Pressure to perform or too much responsibility
- Excessive workload
- Lack of knowledge or skills
- Unclear structures or lack of communication
- Lack of support and contact persons

### Effect

- The procedure is based on an identified need for improvement. The project aims to improve cooperation with the volunteers and strengthens their well-being.

### Implementation

- The goals and milestones are clearly defined.
- The project plan must be realistic and achievable.

### Procedure

- The project procedure is clearly described: analysis of the current situation, development of ideas for solutions, implementation and review of the results.

### Volunteers' participation

- The volunteers' perspective is systematically included. The volunteers are involved in planning and implementing the project.
- In preparation, an exchange with the volunteers has taken place. The organisation has heard their views and learned what measures positively influence their well-being, where they see room for improvement and what burdens they may experience.

**Optional but desirable criteria:**

If a large number of good projects are received, the following desirable criteria may be used for weighting.

- **Networking:** The organisation exchanges ideas with other organisations and individuals in order to learn from their experiences and gain inspiration for possible approaches and solutions.
- **Innovative solution:** The project attempts to tackle existing challenges in a new way. Other organisations will be able to learn and benefit from this.

**Criteria for participation in the prize draw for project coaching**

- Fulfilment of all formal criteria
- Good project to strengthen the well-being of volunteers according to content and quality criteria
- No identification of exclusion criteria
- No support through project funding of the join-in initiative
- Consent to participate in the prize draw

**Exclusion criteria****The following types of content cannot be funded:**

- Pure thank-you activities for volunteers (e.g. drinks receptions, gifts)
- General operating costs without project relevance
- Pure infrastructure projects (e.g. purchase of devices or software without project reference)
- One-off events
- Individual financial assistance
- Projects or organisations which pursue ideological, undemocratic or unethical goals

**These sponsorships are not subsidised:**

- Individuals
- Profit-oriented projects and organisations
- State institutions which are not collaborating with a non-profit organisation
- Projects abroad

**B) Provisions for multiple entries**

- Each organisation can submit no more than one application to this call for ideas.
- Only projects that are not being funded by other Migros Culture Percentage grants in 2026 are eligible. This excludes the following funding schemes: coaching, project space, mini-grants from 'ici. here together.', thank-you dinner.

**C) Communication of the funding decision**

- A written, definitive response to the application will be sent by the following deadlines:
  - Rejection letter following a jury review: mid-July 2026
  - Notification of inclusion in the voting: mid-July 2026
  - Notification of project funding: mid-September 2026
  - Notification of winning a coaching session: mid-September 2026
- All decisions are communicated in writing. They are final, and no further explanation will be provided. There is no entitlement to funding and no right of appeal.

#### Please note:

- You give Migros Culture Percentage your consent for the public to vote on your idea at [engagement.migros.ch](https://engagement.migros.ch).
- If your project is selected for the top 25 and, as such, the public voting, you consent to our reporting on your project and funding across various Migros channels. If possible, you will provide us with pictures. Projects that make it to the final selection but are not selected for funding in the voting will receive an expense allowance of CHF 2,000 from Migros Culture Percentage for participating in the voting.

#### D) Primary obligations of the funded organisation in the event of acceptance

#### Measures

- If your project is selected and funded, you undertake to carry out the measures detailed in the application and to implement the activities described. If any problems or delays prevent you from implementing the project as intended, you must inform Migros Culture Percentage. We will work with you to find a solution. In the event of any improper use of the grant, Migros Culture Percentage has the right to reclaim its contributions in whole or in part.
- Representatives of the funded projects (including 1–2 volunteers) must take part in two half-day networking events (project room), one at the start and one at the end of the funding period. They receive an expense allowance of CHF 1,000 per organisation and event.
- You agree to share your feedback and findings with Migros Culture Percentage as part of the funding programme.
- About six months after the start of your project, you will have a telephone conversation with Migros Culture Percentage with the aim of producing an interim report.
- At the end of the funding period, you will submit a short final report. You will be informed by email and will receive a template for this. The final report also includes feedback from your volunteers.

## Communication

- You undertake to include the Migros Culture Percentage logo prominently in your online and offline communication. Details on branding, wording and editorial integration can be found at <https://engagement.migros.ch/en/media-contacts-logos>. The funding recipient commits to complying with these.
- On all communication materials, a clear visual and textual distinction must be made between the funding provided by Migros Culture Percentage and any other partners and sponsors.
- You grant Migros Culture Percentage the right to communicate about the funded project and, in the spirit of an open learning culture, publicly discuss project successes, findings and changes in the direction of the project.
- If necessary, you undertake to provide image material from your project free of charge for communication purposes. You must ensure that all rights required for use by Migros Culture Percentage have been obtained (in particular, the consent of any persons depicted) and that no third-party rights are infringed. Any naming or editorial integration requires prior consultation with the funding recipient; the editorial sovereignty of Migros Culture Percentage remains unaffected. Migros Culture Percentage is not obliged to include the sponsored project in its own communication.
- You grant Migros Culture Percentage the right to communicate about the grant and the services provided by Migros Culture Percentage within the scope of the grant at its own discretion, even after the end of the project (without any additional compensation).

## E) Primary obligations of Migros Culture Percentage in the event of acceptance

- Payment of the awarded grant. The amount is inclusive of any value added tax due. Please inform Migros Culture Percentage if you are liable for VAT.
- Payment is made in one instalment.

## F) Insurance

- Insurance against any risk (accident, illness, liability) and payment of social security benefits and other social security contributions for any employees and/or external agents remain the sole responsibility of the project organisers.