

ING Fund - What The Finance – 2025

Support for organizations in Belgium to build financial skills and resilience, making financial health accessible to everyone.

Some questions about your project

Give your project a title. *

This title will be used in our communication (jury, website, annual report). Therefore, be as clear and concrete as possible.

In no more than six sentences, briefly describe your project. *

This description will be used in our communication (jury, website, annual report). Therefore, be as clear and concrete as possible.

Timeline

When is your project scheduled to start or has it already started? *

What is the expected end date for your project? *

Budget

In which category does your project fall? *

(Please check)

- ☐ 0 - 10.000 euro
- ☐ 10.000 - 25.000 euro
- ☐ 25.000 - 50.000 euro

What will be the cost of executing your project? *

(Please enter the amount without dots or commas)

What amount of financial support are you requesting from the ING Fund - What The Finance? *

(Please enter the amount without dots or commas)

What expenses would you like to cover with the support from the ING Fund – What The Finance?

What financial resources do you already have to realize your project? *

(What amount of funding has already been promised and by whom?)

A budget template to complete is available below. Please download it, fill it in with the requested information, and add it as an annex to your application file.

[Budget template](#)

Your project in detail

How will you carry out your project? *

What concrete actions will you take to achieve tangible and measurable results? Describe them.

Where will your project be active? *

You can only choose one option.

Please indicate only the most specific option. For example, if your organization is active in a specific municipality, mention only that municipality (in this case, do not mention the province, community, or country). If your organization is active in a specific province, select only that province (and do not mention the municipality, community, or country).

- ☐ Your project is active in a single municipality in Belgium
- ☐ Your project is active throughout a province in Belgium
- ☐ Your project is active throughout a community/region in Belgium
- ☐ Your project is active in a single country

Enter the municipality or postal code. *

Select the province *

Select the Community or Region *

Enter the country. *

Specific questions

What media, tools, or formats will you use to implement your project? *

Please describe the channels, media, or devices you plan to use (e.g. participatory workshops, mobile apps, videos, podcasts, online publications, exhibitions, etc.) and explain why they are suited to your target audience and goals.

Describe your target audience as thoroughly as possible. *

Specify who are the direct and/or indirect beneficiaries of your project. Provide information on their age, gender, geographic location, socio-economic background, specific needs, interests, or any other relevant characteristics. Also explain why this audience is relevant to your initiative.

Describe the three main objectives of your project. *

What concrete outcomes are you aiming for? Explain how these objectives address the identified challenges and how they will be achieved.

Indicate three concrete measures for assessing the impact of your project. *

Specify how you will measure the results achieved in relation to the set objectives. These indicators can be qualitative and/or quantitative and should reflect the real effects of the project on beneficiaries, the target audience, or the intervention context.

Contact details

Practical details about the ORGANISZATION which is submitting this project proposal.

The number of characters you can enter is limited. Provide a concise and concrete description.

The organization

Official name *

Date of incorporation *

National number *

(if your organisation has no national number, enter 0)

General phone number *

(Write the number in international standard form, e.g. +32-2-511 18 40)

General email address

Website

Legal status *

- ☐ Commercial company
- ☐ De facto association
- ☐ Public sector - local
- ☐ Public sector - interlocal
- ☐ Private foundation
- ☐ Teaching institution
- ☐ Third sector company
- ☐ Public utility foundation
- ☐ University or college
- ☐ Not-for-profit organization

Registered office address

Street *

Number *

Box

Country *

Post code and municipality *

Postcode *

City *

Financial information

Name of your bank *

IBAN/Bank account number *

BIC code (SWIFT) *

Account holder

Contact person

Practical information about the CONTACT PERSON submitting this project proposal.

Salutation *

Last name *

First name *

Position in the organization

Phone number

(Write the number in international standard form, e.g. +32-2-511 18 40)

Mobile

Email address *

Responsible person

Practical details about the RESPONSIBLE PERSON authorised to sign the (financial) agreement

with the King Baudouin Foundation in case the file is selected

Salutation *

Last name *

First name *

Position in the organization

Phone number

(Write the number in international standard form, e.g. +32-2-511 18 40)

Mobile

Email address *

DRAFT

Annexes

Submit the completed annex(es) with your complete application. Without annex(es), the submitted application is not valid.

Annexes must be limited to what is strictly necessary.

Add the completed budget template here. *

[Use this document.](#)

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The King Baudouin Foundation of course complies with privacy legislation in this area.