

FIFA Foundation Community Programme

Grant Guidelines

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Introduction

The aim of the FIFA Foundation Community Programme is to support projects which drive social development through football in underprivileged communities around the world, and which thereby contribute to the below mentioned Sustainable Development Goals. To this end, the Foundation provides financial support to cover a wide range of costs, including programmatic and institutional costs, as well as costs related to projects, initiatives, events and workshops.



Eligibility Criteria

Submission of applications for the FIFA Foundation Community Programme are on invitation only. Invited organisations must have successfully completed the FIFA Foundation eligibility process.

With their application, organisations confirm that they continue to meet the following eligibility criteria:

- Be a legal and registered entity with non-governmental status (NGO, CBO, charity, FIFA Member Association, etc.) in the country where the proposed activities are implemented;
- Be politically and religiously independent and not-for-profit;
- Not be discriminatory in any way (social, ethnic, racial, religious, financial, gender-based, based on talent, etc.);
- Be direct implementers of the proposed activities that use football to address social issues and provide development opportunities for vulnerable people;
- Be committed to transparent practices (accounting, administration and governance);
- Be financially sustainable and have a long-term approach;
- Have a Child Protection Policy in place;
- Have not received more than 500,000 USD from FIFA through its Support Programmes.

Grant Categories

The FIFA Foundation Community Programme aims to support organisations in the field of development through football, according to their capacity and needs. It therefore offers **two different grant categories**, differing in terms of organisational capacity requirements, including M&E processes, reporting requirements, and the types of projects/programmes supported:

1st Division Grant:

- Who can apply:
 - Applicants who have already implemented programmes funded by FIFA in the past

- Applicants whose last audited annual turnover is higher than 100,000 USD
- Applicants who have advanced M&E processes in place and are able to demonstrate impact of the funded activities.
- Funding amount: max 40,000\$/year
- Funding period:
 - 24 months
 - Contracts and disbursement of funds for the second year are subject to a positive evaluation of the final report of the first year
- Scope of funding:
 - Support of development through football programmes/projects with activities planned over two years
 - Requirement for regular activities with high frequency, limited support for (one-off) events in the context of the project
- Not within the scope of this grant
 - Support of player development initiatives or any projects linked to professional football
 - Projects for male participants only (needs justification)
 - Travel of staff or team without clear link to core project activities
 - Isolated initiatives like infrastructure development, research projects, events, toolkit development, which are covered by the 2nd division grant
 - Projects without a clear development through football approach
- Mandatory documents:
 - Application Form using the FIFA Foundation template
 - Budget using the FIFA Foundation template
 - Audited accounts for last completed financial year (if available; otherwise please provide the audited accounts from the previous year)
 - Programme materials which are relevant for the proposed activities (e.g. curriculum, manual or other resource; can be provided in form of online links as well), incl. an index in English, French, Spanish or Portuguese if the materials are in a language other than these
 - Samples of M&E guidelines and tools presented in the proposal (can be provided in form of online links as well)
 - Last annual report or impact report (can be provided in form of online links as well)
- Reporting requirements
 - Mid-term report after one year of project implementation. Final report at the end of the second year
 - Financial audit required at the end of the 24 months funding period

2nd Division Grant:

- Who can apply:
 - First time applicants to the FIFA Foundation Community Programme
 - Applicants whose last audited annual turnover is lower or equal to 100,000 USD.
- Funding amount: max 20,000\$

- Funding Period:
 - Maximum 12 months. If less than 12 months, the project should contain a clearly defined beginning and end point.
- Scope of funding:
 - Development through football projects and programmes with regular, on-going activities
 - One-off activities or events, research projects, toolkit/manual development, pilot projects, training courses/capacity development workshops for staff in the context of development through football
- Not within the scope of this grant:
 - Support of player development initiatives or any projects linked to professional football
 - Support of long term initiatives without clear outcomes within the funding period
 - Travel costs of a limited number of participants to a football tournament not organised by the applicant
- Mandatory documents:
 - Application Form using the FIFA Foundation template
 - Budget using the FIFA Foundation template
 - Audited accounts for last completed financial year (if available; otherwise please provide the audited accounts from the previous year)
 - Additional material to increase comprehensiveness of your presented activities and M&E plans highly welcomed
- Reporting requirements
 - Final report at the end of the funding year with simplified report requirements
 - No financial audit required for reporting

General Conditions applying to both grants:

- Organisations, which operate in more than one country, can submit a **maximum of two proposals in two different countries**; these proposals can be in the same grant division or in two different grant divisions. Please note that the information for the regional office/set-up (with regard to organisational and financial capacity, M&E processes and impact) will be requested and taken into account.
- Each proposal can only cover the implementation of programmes in **one** country.
- In accordance with the overall strategy of FIFA Foundation, organisations are asked to align their project proposal with the United Nations **Sustainable Development Goals (SDGs)** (for more information on the SDGs see here: <https://www.un.org/sustainabledevelopment/>). Out of the 17 goals, FIFA Foundation has identified the following five as pillars for its work:
 - SDG 3: Good Health and Well-Being
 - SDG 4: Quality Education
 - SDG 5: Gender Equality
 - SDG 11: Sustainable Cities and Communities
 - SDG 16: Peace, Justice and Strong Institutions

Organisations are asked to clearly outline how their project is contributing to the achievement of **one** of these goals. This also includes designing the M&E process in a way that clearly measures the project's contribution to the respective SDG.

- Proposals including **Train-the-Trainer and/or Peer-to-peer** elements will only be considered if the beneficiaries are participants of the applying organisation or participants of organisations which are part of the FIFA Foundation community. Please contact the FFCP team for any request on which organisations are part of the FIFA Foundation community.
- FIFA Foundation does not support any activities, where football skills and/or talent are the deciding factor for participation.
- Funded activities cannot be co-funded by competitors of FIFA commercial affiliates (adidas, Coca-Cola, Hyundai/Kia, Visa, Wanda Group, Qatar Airways); the use of the terms "partner", "partnership" and "cooperation" is prohibited in the proposal. Instead, the terms "supporter" and "support" or "collaboration" and "collaborator" should be used.
- The indicated bank account has to be registered to the organisation, not an individual person. In addition, the indicated bank has to be located in the country provided as the address.

Application Guidelines - how to fill in the application form

General advices

- Start your application writing process early enough and read through all guidelines.
- Thoroughly select the most fitting grant category for your proposal depending on the type of project and the financial capacity of your organisation. First time applicants can ONLY apply for the 2nd division grant. Contact the FIFA Foundation Community Programme team early enough if you are uncertain about the grant category.
- Use simple, clear and precise language, especially in the activity description. Put an emphasis on the use of football for social change when describing your approach.
- Avoid general descriptions that are not relevant for the specific proposal you are submitting
- Note character limits. Some questions have a maximum number of words indicated. Please respect such limits!
- Provide reference to relevant additional documents and make sure to submit all relevant additional documents along with your application. Make sure that the evaluation team can easily identify the attachments.
- Review your whole application form before submitting it.

Logic of the application form:

“Context”

In order to submit a successful funding application it is crucial to provide clear information about the *context* in which the programme/project/activity is going to be implemented. Therefore, we ask you to provide a comprehensive description under 2.5.1 in the application form regarding why the project is needed, ensuring to outline the critical issues that it addresses in your community. Make sure to provide a clear, concise and evidence-supported statement of the problem you are addressing and its roots.

Positive example:

While country x has seen an improvement regarding the general access to education over the last ten years, government data shows that only 50% of school-aged girls attend school regularly (Government Report on Education, 2019). Girls continue to face multiple barriers including child marriage, gender-based violence and a lack of inclusive learning environments, which impedes equal access to quality education. A regional level pilot study showed that discriminatory learning materials, a lack of female teachers, as well as safe infrastructure, including gender-segregated toilets and access to sanitary products, constitute major barriers regarding girls' education (University study, 2018). Based on these findings it is necessary to implement a nation-wide project to address these issues and ensure girls' right to education on the basis of non-discrimination and equality.

Negative example:

There is a lack of equality when it comes to education in country x. Girls do not have access to education and more than 100.000 girls do not go to school. This is based on several different reasons, which we want to address in our project.

“Goals/ objectives”

The goals/ objectives refer to the concrete change you want to accomplish with your project. It is important to link the goals/ objectives stated under 2.5.2 in the application form to the needs stated in the context section. The objective description should state what you plan to do, for whom, where and when. Objectives need to be precise, tangible and measurable.

Positive example:

Provide further training and education to 400 women to become teachers, contributing to a nation-wide increase regarding the percentage of female teachers in country x by the end of 2022.

Negative example:

Support women to become teachers to have more female teachers.

“Sustainable Development Goals”

Of the 17 Sustainable Development Goals (SDGs), FIFA Foundation has identified 5 as pillars for its work. Indicate *one* of the provided 5 SDGs to which your programme is contributing. In addition, consult the targets provided in the additional overview document and explain how your activities and goals are linked to them.

Positive example:

The programme contributes towards the achievement of gender equality (SDG 5). By training female teachers and providing inclusive learning environments, the project contributes towards the goal of ending all forms of discrimination against women and girls everywhere (target 5.1).

Negative example:

We contribute to gender equality.

“Description of activities”

Activity descriptions under 2.6 in the application form should not just list the planned activities but explain them with proper details. Activities represent tasks or work you are going to perform in order to reach your project goals. Consequently, the activities section has to be closely connected to the objectives.

Positive example:

Content of the activity	<i>Capacity building workshops on inclusive pedagogical approaches with 40 female young leaders from three different provinces.</i>
Frequency	<i>The capacity building workshops last five days and will take place on a bi-monthly basis from March until December, during both years of funding.</i>
Target group	<i>200 trained young leaders per year (40 persons x 5 cohorts per year); age 18-25 years, gender split: 100% female</i>

Negative example:

Content of the activity	<i>Capacity building workshops</i>
Frequency	<i>20 workshops throughout the year</i>
Target group	<i>women aged 18-25 years</i>

“Logic Model” (only relevant for the 1st Division grant!)

The logic model links programme activities with the expected outputs and outcomes that contribute towards sustainable change. It displays the internal logic regarding programme design, activity implementation and what you want to achieve with your programme. Please make sure to include all activities mentioned under 2.6 as part of your activity descriptions. The expected output can be considered the direct result of your activity and usually consists of services or products that result from project activities. Precise output information should contain what is produced, by when, how many (e.g. number of people reached) and ideally by whom. The expected outcomes refer to measurable changes regarding skills, knowledge, attitude and behaviour. Based on the delivered outputs, these effects can be long-term or short-term. Indicators are precise measures to verify effects on output as well as outcome level. There are quantitative and qualitative indicators. Assumptions explain the programme logic and how outputs and outcomes are linked with each other. The outlined assumptions need to hold true for that particular activity, output or outcome to occur - if not, they represent a project risk.

Positive example:

Activity	<i>Capacity development workshops on inclusive, non-discriminatory pedagogical approaches for future female teachers</i>
Expected output/ result	<i>By the end of 2020, twenty 5 day-long capacity development workshops have been delivered by senior pedagogical experts (external consultant)</i>

Expected outcome/ impact	<i>200 participants have increased their knowledge regarding gender barriers to education and non-discriminatory educational approaches</i>
Indicators	<p><i>Qualitative indicators: satisfaction among workshop participants (output indicator), increased knowledge regarding gender barriers to education, comparing to pre-intervention knowledge level (outcome indicator)</i></p> <p><i>Quantitative indicators: number of trained women (output indicator), number of women working as teachers at public schools one year after programme completion (outcome indicator), increased rate of female teachers at public schools (impact indicator)</i></p>
Assumptions	<i>The long-term goal/expected impact is to increase girls' participation rate in formal education in country x. Based on previous findings (see <i>The Impact of Women Teachers on Girls' Education</i>, UNESCO, 2006) and the assumption that increasing the number of women teachers has a positive impact on girls' education, we propose the implementation of bi-monthly capacity development workshops for young women aiming to become teachers. By the end of 2020, we plan to have trained 200 young women by teaching them non-discriminatory educational practices. With the additional knowledge acquired, we expect them to enter the labor market and serve as role models for girls, breaking down harmful gender stereotypes. These women may act as advocates for girls, representing their perspectives and needs, and promoting gender-equal access to education.</i>

Negative example:

Activity	<i>Capacity development workshops</i>
Expected output/ result	<i>20 workshops delivered</i>
Expected outcome/ impact	<i>Participants are aware about gender inequality and the lack of inclusive learning environments</i>
Indicators	<i>Number of women trained</i>
Assumptions	<i>Increased rate of women teachers impacts the access to education for girls and women</i>

“Monitoring and evaluation (M&E)”

With the aim to show project progress and impact it is of crucial importance that all activities are accompanied by comprehensive M&E measures. M&E provides a consolidated source of information, contributing to transparency and accountability. It allows to test assumptions and learn from mistakes as well as successful interventions.

Positive example:

Who is collecting data (if you receive external support please mention the institution/ name of external consultant)	<i>We have an in-house M&E expert that dedicates 70% of its time to implement M&E measures (incl. designing M&E tools, data collection and analysis). In addition, we receive external support by the University of x, supporting us in developing adequate measures, drawing on existing literature and scales from community psychology.</i>
Which tools do you use (e.g. questionnaires, focus group discussions etc.)	<i>Prior to project implementation we conduct a qualitative baseline study/ needs assessment through focus group discussions and interviews (see attachment x). During project implementation we use attendance sheets to monitor participant development (see attachment y). At the end of programme implementation we conduct a mixed-methods endline study (see attachment z) that draws on the same items as the baseline study to assess changes in knowledge and attitudes.</i>
Frequency of data collection (weekly, monthly etc.)	<i>Baseline and endline studies: one-off (before and after programme implementation) Monitoring sheets: data collection on monthly basis</i>
How will you use the FIFA FOUNDATION funds set aside for M&E (i.e. min. 5% of the funds received from FIFA FOUNDATION)	<i>We will use the FIFA FOUNDATION funds set aside for M&E to pay 20% of the salary of our internal M&E officer.</i>
How will you use the collected data?	<i>We will use the collected data to improve program implementation. Based on the results of the pre/post testing, we will establish which topics we need to focus on more during our capacity development workshops, in order to maximize knowledge improvements regarding gender barriers to quality education.</i>

Negative example:

Who is collecting data (if you receive external support please mention the institution/ name of external consultant)	<i>The coaches speak with all participants after each training.</i>
Which tools do you use (e.g. questionnaires, focus group discussions etc.)	<i>Surveys</i>
Frequency of data collection (weekly, monthly etc.)	<i>Weekly</i>
How you will use the FIFA FOUNDATION funds set aside for M&E (i.e. min. 5%	<i>For monitoring and evaluation purposes (developing a M&E manual)</i>

of the funds received from FIFA FOUNDATION)	
How will you use the collected data?	<i>We use the data for our impact report.</i>

Financial Guidelines – how to complete the budget template

Please ensure to fill out the budget template carefully, providing clear and detailed information. FIFA Foundation funds can be used to cover a wide range of costs including human resources, office costs, programmes, projects, new initiatives, events and workshops, etc., but should not be transferred to third parties for programme implementation. If you are applying for funding covering 24 months, please make sure to fill out both budget templates, for 2020 and 2021 respectively.

Prior to completing the budget template, please read carefully the following information:

- The requested funds should not represent the sole or major source of income for your organisation, and should **not exceed 50% of the last audited annual turnover**.
- Matching funds are not mandatory, but will be positively taken into consideration in the evaluation.
- Please note that you only have to complete the cells that are in **white**.
 - **Name of organisation:** please insert the same name as in the application form question 1.1
 - **Last audited annual turnover (in USD):** please insert the amount. This amount should also correspond to the amount we can find in your financial statements if we use the exchange rate inserted in the cell C5.
 - **Exchange rate used and date:**
 - **In cell C5** please insert the amount corresponding to 1 USD in your own currency and use the three-letter acronym or abbreviation. *For example 0.89 EUR = 1 USD.*
 - **In cell D5,** please insert the date of the exchange rate used. It should follow the format DD.MM.YY
 - **Total project costs:** this should be the total costs of the project, including the amount requested from FIFA Foundation. If the amount requested from FIFA Foundation is the total amount for this project please insert the same amount as in cell C7.
 - **Amount requested from FIFA Foundation (in USD):** this amount will be filled in automatically according to the total expenditures you will have listed.
 - **Additional costs covered by:** please list the other partners, funders for the project (if applicable).
 - **Project period (DD.MM.YY):**
 - **In cell C10** please insert the start date. The earliest possible date is 01.04.20.
 - **In cell D10** please insert the end date. The latest date is 31.03.20 (Second Division) or 31.03.21 (First Division).
 - The **Overview table** is filled automatically according to the information you will provide in the Expenditure table.

List of expenditures:

- **Budget category:** please select one of the following categories:
 - Eligible **direct costs** are those specific costs directly attributed to implementation of the project's activities. These include:

- **Human Resources/Staff** costs of the staff and personnel (internal and external) working on the proposed activities;
- **Travel, transport:** international, national, local travel and transport costs;
- **Accommodation and catering:** accommodation, food during events; nutrition during activities;
- **Maintenance and repair:** These costs cover maintenance and repair of infrastructure if the need is closely linked to successful implementation of presented activities;
- **Equipment/material:** This includes all equipment/material costs related to regular programme activities, e.g. training equipment, educational equipment, etc.;
- **A minimum of 5%** of the total FIFA Foundation funds have to be allocated **to monitoring and evaluation purposes**. Please clearly indicate in the application form (under question 1.6) how you plan to use those funds;
- **Other costs:** Publications, dissemination and translations related to the implemented activities; charges for financial services (fees for bank guarantee, etc.); audit costs for reporting, etc. Please make sure to describe every single item that falls under this category clearly and in a detailed manner.
- **A maximum of 5%** of FIFA Foundation funds can be planned for **contingency**. This amount can cover unexpected costs during the project period. In the final financial report, the amount that had been listed under contingency in the application form needs to be allocated under the respective categories for which the funds have in the end been used for.
- **A maximum of 10%** of FIFA Foundation funds can be planned for **indirect costs/overhead**. Indirect eligible costs represent costs which cannot be identified as specific costs directly linked to the implementation of the programme, but incur in connection with the eligible direct costs. They may not include any costs identifiable or declared as eligible direct costs. Indirect costs include:
 - Administration: e.g. consumables, supplies, PCs, portables, photocopying costs, telephone costs internet access, office supplies, postage, etc.;
 - Infrastructure: e.g. rent, electricity, etc. of the premises where the project is being carried out.
- **Description of item:** please clearly describe all items in detail and explain precisely how they are linked to the different proposed activities.
- **Unit:** Please insert the unit of your item (e.g. month, pieces, people, flight, etc.). If no unit makes sense, describe it as precisely as possible under **description of item** and leave 1 as **number of unit**.
- **Number of Unit:** Please adapt the number of unit (pre-set to 1) according to the budgeted item.
- **Amount per unit in USD:** please insert the amount of a single unit.
- **Total USD:** The total is automatically calculated by multiplying the number of unit by the amount per unit.

Example of a well completed budget line

List of expenditures						
Budget category	Description of item	Unit (staff position, days, rights, tests, etc)	Number of	Amount per unit in USD	Total USD	Additional information
Human Resources (Staff)	Trainer for Capacity Development Workshops	Staff position	20	\$150.00	\$3,000.00	The national consultant that leads our capacity development workshops receives 150 USD per implemented workshop. In 2020, we plan to implement 20 capacity development workshops (20x150 = 3,000 USD).
			1	\$0.00	\$0.00	
			1	\$0.00	\$0.00	

Example of a budget line that lacks clarity

List of expenditures						
Budget category	Description of item	Unit (staff position, days, rights, tests, etc)	Number of	Amount per unit in USD	Total USD	Additional information
Human Resources (Staff)	Trainer	Staff position	20	\$100.00	\$2,000.00	

Evaluation

Diversity within the group of supported organisations will be kept and supported in order to enable global reach of the FIFA Foundation Community Programme, and to support local solutions based on different contexts in countries across the world.

The evaluation criteria includes formal aspects regarding completeness, as well as an assessment of:

- **Operational capacity:** competence and experience of the applicant, including their operational resources such as human resources
- **Relevance of the proposal:**
 - Purpose: The application is relevant to the objectives of the call and contributes to one of the aforementioned Sustainable Development Goals.
 - The application is based on an adequate analysis of challenges and needs, and the objectives are realistic and address issues relevant to target groups.
 - Consistency: The different components of the application are mutually relevant and consistent.
- **Strength and feasibility of proposed activities:** clarity of link between proposed activities and defined goals; provision of detailed information about content of activities, target group, frequency and duration.
- **Monitoring and evaluation:** the overall quality of the M&E tools and process is considered, as well as the feasibility and clarity regarding the use of FFCP funds spent on M&E purposes.
- **Quality of the budget:** proposed budget is relevant, balanced, accurate and feasible. The planned human resources appear appropriate to the project requirements.

- **Financial capacity:** sustainability of the applying organisation in terms of annual turnover, matching funds, diversity of partners.
- **For TOT applications/capacity development:** participating organisations are part of the FIFA Foundation community; capacity development activities are based on a comprehensive needs analysis, contributing to a constant improvement of relevant organisational capacities.
- **For Research project:** proposal offers a clearly stated rationale for the study, research questions are clearly stated, the results are likely to be published and contribute to the field of development through football.
- **For event/one-off activities:** one-off activities, such as tournaments etc., form part of a larger strategy aiming at sustainable change at community level.

Reporting guidelines

Should your organisation receive FIFA Foundation funding, you will be required to submit **final activity and financial reports 6 weeks after the end of every funding year**. The templates will be sent with the project agreements. For 1st Division Grants, the report will be used as the basis for renewed contracts for the second funding year.

Note: Please do not share any of these documents with third parties. Thank you!