



UNITED BY SPORT PROGRAM

REQUEST FOR PROPOSALS

GUIDELINES

REQUEST FOR PROPOSALS TO PROMOTE EQUALITY AND COMBAT DISCRIMINATION AND HATE THROUGH SPORT¹

The aim of the United by Sport Program is to support organizations² working to combat, through sports and at different levels in the sports sector, all forms of hate and discrimination such as on the grounds of religion or belief, racial or ethnic origin, gender, sex, disability, age, sexual orientation, among others.

United by Sport provides funding to support projects and programs that through sport work towards at least one of the following objectives:

- Increasing access to coaches that practice anti-discrimination approaches and techniques in their sessions and/or increasing access to facilities where anti-discrimination approaches and techniques are implemented.
- Strengthening leadership and capacity to use sport as an instrument in the community to educate and tackle systemic discrimination.
- Increasing access to and uptake of community-based sports programs that combat the effects and root causes of hate and discrimination.
- Improving equity outcomes and reducing community-based indicators of hate and discrimination.

¹Sport definition: All forms of physical activity that contribute to physical fitness, mental well-being, and social interaction, such as play, recreation, organized or competitive sport, and indigenous sports and games (UN Inter-Agency Taskforce of Sport for Development and Peace, 2003).

²It targets organizations such as Sport for Good organizations, organizations implementing sport-based programming, or an organization tackling hate and discrimination either at grassroots level, and/or at a broader systemic level across the sports sector.

APPLICATION AND AWARDING PROCESS

The grants distribution will be done following an application process. Applicants will need to fulfil the [Eligibility Criteria](#) (type of organization, community-based criteria, and expected outcomes) to submit their applications through the online platform.

Following this, the project selection will take place, where the applications will be evaluated against the [Evaluation Criteria](#): organizational maturity, relevance of project, quality of the project, impact of the project, and project budget.

REQUEST FOR PROPOSALS (RFP)

Submit the application following the United by Sport Program application process ([link](#)). Applications will open on March 18th, and close on May 31st, 2024, at 11:59pm CEST. Subsequently, the adidas Foundation evaluation committee will evaluate all applications against the Evaluation Criteria (please see details [here](#)). During the application evaluation phase, the committee may request additional information or clarification from the applicants. Please note an invitation to submit a detailed application does not guarantee funding.

After the evaluation of all applications submitted, the adidas Foundation maintains the option to request a different size of grant request to be submitted within the application phase, according to the profile of the project and organization.

Upon thorough evaluation, all applicants will receive a status notification of their detailed proposals by end of summer, 2024.

ELIGIBILITY CRITERIA

TYPE OF ORGANIZATION

To apply for funding, organizations must fulfil the below requirements:

- Be a Sport for Good organization³, or another type of social impact organization that tackles hate and discrimination through the purposeful use of sport or within the sports sector itself.
- Be a legal and registered entity with non-profit or non-governmental status (NGO, NPO, CBO, charity, or similar) in the country where the proposed activities are implemented (any subgrantees would also be required to meet these criteria).
- Organizations that have religious or political affiliations are welcome to apply but must demonstrate how their activities are independent of those affiliations (e.g. the organization does not promote political or religious ideals, participate in political or religious activism, aim to convert people they work with, restrict services only to those members of the community who support their views, etc.).
- Be direct implementers of activities that use sport to address discrimination and hate.
- Not be discriminatory in any way, based on a person's race, ethnicity, color, beliefs, social, political background, caste, creed, origin, disability, family status, gender, among others.
- Be able to demonstrate how safeguarding is mainstreamed within programs and operations.
- Have transparent practices in place (accounting, administration, and governance).
- Be financially sustainable: The requested funds should not represent the sole or major source of income for the organization and should not exceed 50% of the last audited annual turnover.
- Be willing to submit requested information for vetting purposes, including answers to questions as well as documentation on organizational set-up and financial processes.

Applying organizations are encouraged to partner with other organizations for the implementation of their proposed projects but all applying organizations must meet the criteria listed above.

³Sport for Good organization: organization that intentionally uses sport and/or physical activity as a vehicle to attain specific development objectives and social change.

COMMUNITY-SPECIFIC CRITERIA

While the United by Sport Program supports projects and organizations fighting against all forms of hate and discrimination, it will prioritize proposed projects that demonstrate how they concretely tackle at least one of the below specific forms of discrimination, either through tackling roots causes within the broader community or supporting community members who are directly affected:

DISCRIMINATION ON THE GROUNDS OF RELIGION OR BELIEF (E.G., ANTISEMITISM, ISLAMOPHOBIA, CHRISTIANOPHOBIA):

Projects that use sport as a tool (either as a core activity adapted to achieve specific goals or as an entry point or as additional component for development objectives) for raising awareness of the phenomenon and the impact of all forms of discrimination on the grounds of religion or belief, for supporting victims of this type of discrimination and/or combating this form of discrimination and segregation at different levels in the sports sector.

Projects designed to holistically tackle forms of discrimination on the grounds of religion or belief (i.e., addressing individuals engaging in discriminatory behavior) and promote social cohesion and understanding will be prioritized.

RACISM AND XENOPHOBIA:

Projects aiming at combatting structural forms of racism faced by people of color, people of African descent, and indigenous groups in the sports sector, together with projects that build intercultural interaction, trust and understanding.

This includes activities aimed at preventing and combatting xenophobia and anti-immigrant intolerance. Examples include sports for development programming designed to promote better social inclusion of refugee communities and address their specific needs. Projects designed to benefit people of color and/or migrants from underserved communities (e.g., economically disadvantaged), as well as projects designed at targeting those engaging in discriminatory behaviors, promoting social cohesion and understanding, will be prioritized.

OTHER SPECIFIC FORMS OF HATE AND DISCRIMINATION (E.G., HOMOPHOBIA, BIPHOBIA, TRANSPHOBIA, GENDER-BASED DISCRIMINATION OR VIOLENCE):

Projects that address other specific forms of discrimination and inequality, such as those based on grounds of sexual orientation, gender identity, gender expression, and sex characteristics within the sports sector. This includes activities that use sport as a tool (either as a core activity adapted to achieve specific goals, as an entry point, or as additional component for development objectives) such as training of relevant staff members within sport organizations to prevent and combat LGBTQA-phobia or gender-based discrimination through sport. Projects designed to benefit communities affected by such forms of hate and discrimination, and those engaging in discriminatory behaviors to promote social cohesion and understanding, will be prioritized.

INTERSECTIONAL HATE AND DISCRIMINATION:

Projects designed to address intersectional discrimination and inequality by using sport as a tool (either as a core activity adapted to achieve specific goals, as an entry point, or as additional component for development objectives) for raising awareness of the phenomenon and its impact. It includes initiatives created to foster connections, build general tolerance and understanding, and support different actors within the sports sector to address and combat inequality with an intersectional approach within the organizations and communities they serve.

EXPECTED OUTCOMES

All projects should contribute to at least one of the below expected outcomes:

Increasing access to coaches that practice anti-discrimination approaches and techniques in their sessions and/or increasing access to facilities where anti-discrimination approaches and techniques are implemented.

- Strengthening leadership and capacity to use sport as an instrument in the community to educate and tackle systemic discrimination.
- Increasing access to and uptake of community-based sports programs that combat the effects and root causes of hate and discrimination.
- Improving equity outcomes and reducing community-based indicators of hate and discrimination.

ELIGIBLE ACTIVITIES

The Program will support projects that use sport as a tool (either as a core activity adapted to achieve specific goals, as an entry point, or as additional component for development objectives) for responding to the vulnerabilities of specific groups and communities particularly affected by intolerance, racism, xenophobia, and discrimination listed in the previous section. The Program also intends to support projects designed to tackle discrimination and hate at different levels within the sports sector.

Organizations have the opportunity to apply for funding to support one or more of the core activities listed below:

- Using sports sessions as a vehicle to provide training of professionals on raising awareness of the phenomenon and the impact of all forms of hate and discrimination and/or psychosocial support for victims of (multiple and intersectional) discrimination, hate speech, and hate crimes.
- Designing and implementing sport-related strategies or action plans to combat all forms of hate and discrimination, with a particular emphasis on specific groups (e.g., antisemitism or other specific forms of intolerance) and initiated at the local level.
- Providing access to coaches trained to understand and implement anti-discrimination approaches and techniques and/or providing access to facilities where those approaches and techniques are implemented.
- Carrying out sports activities and events that bring communities vulnerable to fragmentation, discrimination, and all other forms of intolerance together around a common goal.
- Developing, implementing, and testing knowledge products such as tools, standards, guidelines, training/learning materials, anti-racism and anti-discrimination resources, and other cultural safety and inclusion competency products that tackle systematic discrimination across the professional and grassroots sport industry.
- Training and education, including initiatives designed to increase awareness and understanding of the impacts of individual, systemic, and structural discrimination.
- Capacity building within community organizations and across various systems and structures through activities that share anti-discrimination and anti-hate practices, research, and information.

NON-ELIGIBLE ACTIVITIES

This Fund does not provide support to causes such as:

- Benefitting private interests of any individual
- Cultural projects, e.g., film, music, theater
- Promoting a religion or any form of Proselytism
- Political campaigns that promote a particular party or candidate, or
- Unduly influencing public officials
- Causes or projects not aligned with the purpose of this Program
- Projects that only include mass awareness raising without any community engagement

GRANT AMOUNT

Organizations can explore two categories of funding opportunities as outlined below. However, it is important to note that organizations cannot submit applications for both categories.

CATEGORY 1

Project Specific Funding. Organizations have the opportunity to submit applications for new projects seeking funding ranging from a minimum amount of 150,000 EUR to a maximum amount of 700,000 EUR.

CATEGORY 2

General Programming Funding. Alternatively, organizations whose regular programming is fully aligned with the criteria outlined in this document can opt to apply for general operational support of up to 50,000 EUR per year for a maximum of three years (minimum amount 10,000 EUR, maximum amount 150,000 EUR).

After the evaluation of the applications submitted (applicable for both categories 1 and 2), the adidas Foundation maintains the option to request a different size of grant request to be submitted within the application phase, according to the profile of the project and organization.

The first tranche of funding required to start the implementation will be distributed within 90 days after the organization has received written confirmation from the Foundation of a successful application. The full payment schedule will be agreed and clarified in the grant agreement.

The Foundation reserves the right not to award all available funds, depending on the number of quality proposals received and the results of the evaluation.

IMPLEMENTATION PERIOD

The funds can be utilized over a maximum of three years. All projects should indicate a clear start and end date. For larger projects, the implementation can be extended for maximum of six additional months, subject to approval from the adidas Foundation. Applications will be assessed on whether the length of time being proposed for implementation is sufficient to achieve the intended outcomes. For all projects, progress reports and a final report will be required to demonstrate the development of the project.

SUBMISSION DEADLINE

The deadline for the submission of applications is May 31st, 2024, at 11:59pm CEST.

HOW TO SUBMIT YOUR APPLICATION

- The applications should be submitted exclusively via the Foundation's platform (please find the links to both funding categories [here](#)). Paper submissions, via email or any other form apart via the Foundation's platform are NOT possible.
- For a proposal to be considered, all mandatory fields (indicated with a *) in the application form need to be answered.
- The application form is only available in English.
- All supporting documents need to be provided in English unless otherwise stipulated.
- Your application and all supporting documents must be readable, accessible and printable.
- You may be asked at a later stage for further documents (e.g., bank account validation, financial capacity check, etc.).

EVALUATION AND AWARD PROCEDURE

All applications will follow a one-stage submission and a one-step evaluation.

Through the application platform, proposals will first be reviewed against the Eligibility Criteria which include the type of organization, community-specific criteria, and expected outcomes. Only those found admissible and eligible will be able to continue the proposal application process.

Admissible applications will then be evaluated against the Evaluation Criteria (see section below).

EVALUATION CRITERIA

Projects that can demonstrate how activities and/or results achieved can be sustained after the funding period has finished will be prioritized.

After the assessment against the Eligibility Criteria, only those projects/programs found admissible will be evaluated against the following criteria:

1. ORGANIZATIONAL MATURITY

- Financial stability: Sustainability of the applying organization in terms of annual turnover and capacity to implement the project. The requested funds should not represent the sole or major source of income for the organization and should not exceed 50% of the last audited annual turnover.
- Operational Capacity: Applicants must have the competence (know-how), resources and experience (qualifications) in successfully implementing projects designed to combat discrimination and hate through sport. Co-applications from two or more organizations wishing to work in partnership to ensure an adequate mix of skills and experience to achieve the intended results of the project are encouraged.
- Internal policies and procedures: the organization has internal policies and/or procedures in place to foster an inclusive workplace for all regardless of race, ethnicity, skin color, beliefs, social/political background, caste, creed, origin, disability, family status, gender, and other forms of diversity. The organization has internal safeguarding policies and/or procedures, and proof of internal transparent practices (e.g., governance manual, organogram, and others) in place.

2. PROJECT RELEVANCE

- Activities meet the scope of funding (i.e., community-specific criteria, eligible activities).
- The project is designed to tackle specific forms of hate and discrimination through sport.
- The project contributes to at least one of the expected outcomes of the United by Sport program.
- Evidence of community need and interest in the project.
- The project engages the affected communities and individuals or groups perpetrating these views and/or actions.

3. PROJECT QUALITY

- The expected results of the project match the set outcomes.
- The project timeline is feasible with clear deliverables and meets the fund criteria.
- Focus on the target communities.
- Clear link between activities and the expected outcomes to address the needs of the community

4.PROJECT IMPACT

- Monitoring and Evaluation strategy, system, and tools in place for this project.
- Set of KPIs to monitor the effectiveness of the project.

5.PROJECT BUDGET

- Budget within the fund ranges (EUR 150k - 700k for project specific support, or EUR 10k - 150k for general programming support as described in the Grant Amount section).
- Alignment with the proposed activities.
- Feasibility.
- Cohesion of the details proposed.
- Transparency on other sources of funding.

QUESTIONS AND SUPPORT

If you have any questions about the adidas Foundation United by Sport Program, send us an email to unitedbysport@adidasfoundation.org with the subject "RFP application support".