



UNITED BY SPORT PROGRAM

FAQ

ELIGIBILITY

WHAT TYPES OF PROJECTS WILL BE FUNDED FOR THE UNITED BY SPORT PROGRAM?

The United by Sport 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 an additional component for development objectives) for responding to the vulnerabilities of specific groups and communities particularly affected by intolerance, racism, xenophobia, and discrimination.

WHO CAN APPLY FOR A GRANT?

Any organization that applies for a grant has to fulfil the [eligibility criteria](#) stated in the RFP Guidelines. Every organization applying for a grant from the United by Sport Program needs to have non-profit status in the country of legal registration (e.g. non-profit organizations, non-governmental organizations, foundations, Community-Based Organizations). Any subgrantees who would also receive funds would be required to meet these criteria. Subcontractors which are businesses essential for planned project delivery (such as contractors, consultants, or service providers) are not required to fulfill the eligibility criteria.

DO YOU PROVIDE GRANTS TO ORGANIZATIONS IN ALL COUNTRIES OF THE WORLD?

Yes, the Foundation provides grants to organizations in countries worldwide, with no priority for any particular country.

CAN A SINGLE PROJECT/PROGRAM THAT WORKS ACROSS MULTIPLE COUNTRIES BE ELIGIBLE TO APPLY?

One project/program is eligible to be implemented in numerous countries. There is no limitation to the number of countries in which a project/program is being implemented.

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CAN NUMEROUS ORGANIZATIONS SUBMIT ONE JOINT APPLICATION?

Yes, numerous organizations can submit one joint application, however it is important that there is one lead organization which is the main point of contact for this application. The requested funds should not represent the sole or major source of income for this lead organization and should not exceed 50% of their last audited annual turnover. Once received, this lead organization is also responsible for the distribution of funds to the partner organizations included in the application and ensuring the financial stability of their partners.

The lead applicant must be able to show due diligence procedures for partner organizations and sub-grantees. All organizations that will receive a portion of the funding, either directly from the adidas Foundation or via sub-granting from the lead organization, may be required to pass the adidas Foundation vetting process. The adidas Foundation reserves the right to ask for further information and documentation from the sub-grantees, which will be asked to be provided at a later stage.

WHAT DOES IT MEAN TO BE A DIRECT IMPLEMENTER OF ACTIVITIES THAT USE SPORT TO ADDRESS DISCRIMINATION AND HATE?

Being a direct implementer of activities that use sport to address discrimination and hate means actively organizing and executing initiatives that leverage sports as a platform to combat prejudice, discrimination, and hatred. This involves planning and executing programs, events, or interventions that directly engage individuals or communities affected by these issues, using sport as a tool for education, empowerment, and social change. Any organizations engaging in these, either by themselves or in cooperation with other partners, are considered direct implementers of activities that use sport to address discrimination and hate.

NEW ARE ADVOCACY PROJECTS ELIGIBLE TO APPLY FOR FUNDING?

Advocacy campaigns can be eligible under this RFP. These should focus on constructive solutions, empathize with diverse perspectives, and foster collaboration among stakeholders. Campaigns should lead by example, promote education and informed decision-making, and celebrate progress while rejecting hate speech and divisiveness. Importantly, campaigns must avoid finger-pointing and combatting hate with hate, instead cultivating a culture of respect and work with positive framing and messaging. Moreover, proposals must clearly outline how the campaign's impact will be measured, demonstrate how it benefits communities, and align with the goals outlined in the Request for Proposals (RFP).

CAN I APPLY FOR FUNDING FOR BUILDINGS AND RENOVATIONS?

Organizations can apply for funding to build and renovate sport infrastructure, if this is needed to conduct programming which is fully in line with the RFP guidelines. The construction of these must be accounted for in the budget templates uploaded as part of the application.

Please note that the costs to construct these facilities must be fair and reasonable for the country where these are being built/renovated.

APPLICATION PROCESS AND TIMELINE

HOW CAN I APPLY FOR FUNDING?

Eligible organizations can apply for funding by clicking on the link to the respective application form [here](#).

IS THERE A DEADLINE FOR SUBMITTING MY FUNDING REQUEST?

The application form is open from March 18th until May 31st, 2024 at 11:59pm CEST.

WHAT ARE THE TIMELINES FOR THE REQUEST FOR PROPOSALS?

APPLICATION PERIOD:

The application form is open from March 18th until May 31st, 2024 (11:59pm CEST).

EVALUATION PERIOD:

The evaluation process is expected to last until end of September 2024.

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

NEW

DO ALL DOCUMENTS HAVE TO BE SUBMITTED IN THE ENGLISH LANGUAGE?

As written in the RFP Guidelines, all supporting documents need to be provided in English. All official government documents must be translated by a qualified professional and/or organization (in the case of this application, the only official government document we ask for is the proof of non-profit status). All other internal documents such as internal policies can be internally translated.

Kindly be aware that all subsequent interactions and communications (such as reports, contracts, webinars, and meetings) will be conducted in English.

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CAN WE APPLY FOR MULTIPLE GRANTS AT ONCE?

Through the application process, organizations can explore two categories of funding opportunities. Per our guidelines, submitting a proposal to the General Programming and Project Specific funding categories simultaneously is not allowed.

It is possible to submit several applications for the Project-Specific funding category. Each application would denote a separate new project.

However, it is not possible to submit several applications under the General Programming category. This funding source supports ongoing projects of organizations that match the RFP guidelines. If organizations have several ongoing projects which match the guidelines, they should combine them under one proposal for General Programming funding.

NEW

WHERE CAN I FIND THE TEMPLATES TO FILL OUT AS PART OF THE APPLICATION?

All templates and necessary documents provided by the adidas Foundation are linked in the online application forms that you can find on our [website](#). If you are working in an offline PDF version of the application form, the links to the templates will not work. As outlined in the RFP Guidelines, applications must be exclusively submitted using the online application forms available on the adidas Foundation's website. Paper submissions, whether via email or any other means outside of the Foundation's platform, are not permitted.

DOES IT NEED TO BE A NEW PROJECT/PROGRAM?

When applying for funding for an existing project/program, organizations are encouraged to submit the application form for General Programming Funding. If an organization would like to apply for funding to implement a new project/program (one that does not yet exist in that geographical location), they should submit the application form for Project Specific Funding.

SHOULD I APPLY FOR GENERAL PROGRAMMING FUNDING OR PROJECT SPECIFIC FUNDING?

GENERAL PROGRAMMING FUNDING:

Organizations whose regular programming is fully aligned with the criteria outlined in the RFP Guidelines can opt to apply for general programming funding. For example, if your organization is currently implementing several projects which are fully in line with the RFP Guidelines, but you would like to improve these and would require additional funding to do so. These additional resources may be especially helpful to enable activities such as capacity building, impact evaluation, sustainability planning or other program and organizational development needs that tend to arise throughout a project lifecycle and sometimes require an injection of additional funding and support to carry out. Also, general programming funding can be used to enhance ongoing projects with additional equipment and/or the hiring of further coaches, allowing the ongoing projects to run more efficiently.

PROJECT SPECIFIC FUNDING:

Organizations whose regular programming is fully aligned with the criteria outlined in the RFP Guidelines can opt to apply for general programming funding. For example, if your organization is currently implementing several projects which are fully in line with the RFP Guidelines, but you would like to improve these and would require additional funding to do so. These additional resources may be especially helpful to enable activities such as capacity building, impact evaluation, sustainability planning or other program and organizational development needs that tend to arise throughout a project lifecycle and sometimes require an injection of additional funding and support to carry out. Also, general programming funding can be used to enhance ongoing projects with additional equipment and/or the hiring of further coaches, allowing the ongoing projects to run more efficiently.

A new project could also be a project which is already being implemented in one location; however, the organization is looking to implement this project in a new geography. For example: your organization is implementing a project successfully in South Africa would like to implement this project in Kenya as well. In this case, your organization should apply for project specific funding, as this project does not exist yet in the proposed geographic location and would therefore be considered a new project in this country.

FUNDING

WHAT IS THE DURATION OF FUND GRANTS?

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.

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WHAT IS THE MAXIMUM AMOUNT THAT WILL BE GIVEN?

The maximum amount organizations applying for Project Specific Funding can be awarded is 700,000 EUR over a period of three years. Organizations applying for General Programming Funding can be granted a maximum of 50,000 EUR per year for a maximum of three years. Therefore, the maximum amount given for this kind of application is 150,000 EUR.

As stated in the RFP Guidelines, the funds an applicant can receive each year are capped at 50% of their last audited annual turnover. For instance, if an applicant's last audited annual turnover was 100,000 EUR, this organization can only receive up to 50,000 EUR per year. If an applicant proposes a three-year project, the total funding the applying organization can receive is 150,000 EUR, distributed evenly at 50,000 EUR per year. The organization cannot allocate the 150,000 EUR unevenly, such as receiving 100,000 EUR in the first year and 25,000 EUR each in the second and third years.

ARE THERE ANY RESTRICTIONS ON OVERHEAD/INDIRECT COSTS?

Yes, a maximum of 25% of the requested funding can be used for overhead/indirect costs.

ADDITIONAL QUESTIONS

WHAT IF I HAVE ADDITIONAL QUESTIONS ABOUT THE UNITED BY SPORTS PROGRAM GRANTMAKING PROCESS?

Please reach out to unitedbysport@adidasfoundation.org