

# THE FA & UEFA WOMEN'S FOOTBALL BAME FUND

Supported by:

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Show Racism the **Red Card**

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Promoting ethnic diversity across sport & physical activity

LET'S  
KICK  
OUT OF  
FOOTBALL  
RACISM

JOIN KICK IT OUT'S SEASON OF ACTION  
1993-2013 years of campaigning

# —GUIDANCE NOTES

## What is the FA & UEFA Women's Football BAME Fund? (Black, Asian & Minority Ethnic)

The aims of this fund include increasing the participation of Women & Girls from BAME communities in all areas of the game, using football to create more inclusive communities and helping grassroots and amateur teams develop closer links with mainstream football.

## What can this fund be used for?

The new fund has been designed to help **new activities** that support increased participation and involvement with football from BAME females. Grants can be used to fund a variety of football activities but unfortunately the grants are unable to be used for existing work.

## Who can apply?

This new FA & UEFA Fund has a total value of £85,000 to distribute. Preference will be given to not-for-profit organisations. We will also consider applications from established bodies such as County FAs, football clubs and Local Authorities. Applicants are expected to work in partnership with stakeholders to deliver projects that see an increase in participation from females from BAME communities. Applicants are encouraged to be innovative and creative with their projects. Organisations can bid for between £5,000 and £25,000 to deliver a project of ideally up to 6 months in duration. Projects must have a sustainable football legacy attached to them. We would also encourage applicants to secure as much support and match/in kind funding as possible to enhance projects.

## Why is the funding important?

The Football Association's National Game Strategy 2011–2015 and Womens Football Strategy 2013–2018 recognise the importance of equality and inclusion across the game. In line with English Football's Inclusion & Anti-Discrimination Plan 2013–2017(I&AD), The FA has identified as part of its objectives that increasing female football participation from BAME communities is a strategic priority area in widening footballs talent pool. The I&AD plan has specific targets around and increasing the numbers of BAME female players, coaches, referees and role models in the game.

## How to apply

All applicants must complete this application form. Successful applicants will be sent information of how grants will be released. The closing date for all application forms is 5.00pm on Friday 17 January 2014.

## What happens next?

A FA panel consisting of people with knowledge and experience of Women's & Girls' football, football development, equality and funding will decide on all applications for this FA & UEFA fund and successful applicants will be notified by week beginning 3 February 2014. The criteria for selection will be based on:

- Achievable outcomes for BAME women in line with the Inclusion & Anti-Discrimination Plan, National Game Strategy and Game Changer strategies
- Value for money in relation to outcomes
- Partnership working
- Sustainability
- Working with new communities or in new ways
- Projects that aim to work towards affiliated football

All projects that receive a grant will need to report monthly on their activities. The FA will provide a template form to all projects to complete.

## Making an application for the FA & UEFA Women's Football BAME Fund?

Read the guidance notes below before filling out an application for the grants, do not hesitate to contact The FA or your local County FA Women & Girls Officer if you have any queries about any of the questions.

## Details of the project (This point relates to question 1 of the application form)

Please give as much detail as possible about the project you wish to deliver. Along with an outline of the project, it would be helpful if you could highlight the three main objectives of your project, i.e. why is the project needed? What outcomes you are hoping to achieve and how you are going to do it?

Details should also be given on how the project meets the fund's needs and objectives. You may include in this section any facts or statistics to illustrate particular issues and needs within a community. This fund should not be used to fund work that is currently taking place.

### Duration of project (This point relates to question 4 of the application form)

Applicants should give details of when the project will start and finish. Successful applicants will be told in writing by week commencing 3rd February 2014, your project should not commence before this date. Grants can be used to fund activities up until September 30th 2014. If you have not heard from The FA by week commencing 3rd February 2014 then it is unlikely that you have been successful, but The FA will inform all applicants if they have been successful or not.

It may be helpful in this section to state what activities will take place on a month-by-month basis. This will help the panel to see how the project will be organised. For example, if you are hoping to run some taster sessions for the local community, which will lead to the formation of a team, you could include the following information;

Month	Activity
March	Produce publicity material to recruit participants and involve County FA
April	Hold first taster session
May	Contact County FA to enquire about joining a league
June	Continue to hold training sessions
July/August	Play matches/festivals

### The participants (This point relates to questions 5 and 6 of the application form)

It would be helpful if organisations could give an approximate number of how many people will be involved in the project. This should include the numbers of those participating, split into four different age categories (under 11s, 11-16, 16-25 and over 25s) as well as an approximate breakdown by ethnic origin.

### Partnerships and sustainability (This point relates to question 7 & 8)

As part of this fund, we wish to encourage groups to form partnerships with other organisations within the community, particularly those within mainstream football. Please contact The FA if you would like help making these contacts, especially those who wish to work more closely with their County FA. Find your local County FA here if you are not aware of it already: <http://www.thefa.com/CountyFA>

Grants can only be used to fund projects that last up until September 30th 2014 at the latest. Please give details about how you plan to sustain your project in the future.

### Publicity (This point relates to question 9 of the application form)

It is a condition of grant that groups attempt to gain maximum publicity for their event or activity to help raise awareness of this fund. The FA will support this by issuing a template press release to successful groups. Groups should detail other ways in which they will attempt to get publicity for the project.

### Monitoring and Evaluation (This point relates to question 11 of the application form)

In this section, please give details of how you will monitor and evaluate the success and impact of your project, i.e. how will you know that you have achieved what you set out to achieve.

### Project costs (This point relates to question 12 of the application form)

The maximum amount that groups can apply for is £25,000 and minimum £5,000, unless there are exceptional circumstances. Applications will need to include a full project budget that illustrates all expenditure. The FA will require copies of invoices as part of the full project report, required for each successful grant recipient. Please make sure you read the details on the front page of this form, which lists some of the items that the grants can/cannot be used to fund. Partnership or match funding will increase the sustainability of a project and therefore will significantly increase the chances of being successful in your application.



## Frequently Asked Questions

1. I am from a community group and want to provide multi sporting opportunities for the females within it, can I do this?

Answer: No, the funding we have received is directly from UEFA, Europe's governing body for football. Therefore any funding can only be spent on football.

2. Why can I only apply for funding for a BAME womens project?

Answer: UEFA and all of footballs governing bodies have recognised that there is significant under representation in all areas of football from BAME communities and from females. UEFA have granted The FA this funding specifically for projects that will address this under representation to redress that imbalance, therefore it can only be spent on these type of activities.

3. Why can't my project be more than 6 months?

Answer: The UEFA funding that The FA receives is from an annual fund. Therefore all of this funding must to be spent in that specific year, so as not to overlap and duplicate work done for the same fund in the following year.

4. Can I claim for balls, kits and boots for the girls in the project?

Answer: Any costs you claim for need to be essential for the project to run. Whether something is essential will depend on each project but generally football kit is not something we would fund. Working in partnership for example with your local County FA may make some equipment available to you such as balls/bibs and cones etc and make your project more value for money. If you are not sure whether there is local funding or support organisations that could help with some of your costs, please contact us and we will be able to guide you.

5. If I am already receiving funding from The FA or Football Foundation, can I apply?

Answer: Yes you can, this funding is granted on a project by project basis, so any new work is eligible for funding as a stand-alone project. If your project has already started or is already being funded from another source then it is not eligible. Match-funding, that is when another organisation agrees to fund another part of the same project, is something we encourage because it gives us more value for money and with the support of two organisations, means your project is more likely to succeed.

6. What if my project works with boys and girls, can I still apply?

Answer: Generally no. This funding is to support the progression of female football. If the project is a female football project that is under the umbrella of an organisation that provides male and female football, that is ok, but the actual project and work that is being funded has to benefit females.



# —APPLICATION FORM

<b>Contact Name</b>	
<b>Name of organisation</b>	
<b>Position of organisation</b>	
<b>Type of organisation</b> (E.g. community group, school, club, CFA, fans group, library, council etc)	
<b>Address</b>	
<b>Postcode</b>	
<b>Daytime telephone number</b>	
<b>Mobile phone number</b>	
<b>Email</b>	

<b>Please give some brief background information about your organisation</b>	
<b>Have you applied for any FA or UEFA funding previously? If yes, please give details</b>	
<b>How did you hear about the FA &amp; UEFA Women's Football BAME Fund?</b>	
<b>How much do you wish to apply for?</b>	

**Signature of applicant****Date**

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<b>1. Please give details of the project you wish to run &amp; why is it needed?</b>
<b>2. What are the three main aims your project is hoping to achieve?</b>
a)
b)
c)
<b>3. How does this project meet with a) The aims of the FA &amp; UEFA Women &amp; Girls' Football BAME Fund b) the National Game Strategy and c) English Footballs Inclusion &amp; Anti-Discrimination plan?</b>
<b>4. When will your project start and finish? Please give details of what activities will take place each month the project is running?</b>
<b>5. How many people will benefit from your project? What is the approximate breakdown by ethnic origin?</b>

<b>6. Please give an estimated breakdown of the participants you aim to engage in the project</b>
<b>U11:</b>
<b>11–16:</b>
<b>16–25:</b>
<b>25+:</b>
<b>7. What other organisations will be involved in organising or delivering this project? And what is their role in the project?</b>
<b>8. Who is your local County Football Association and are they aware of or involved in your project? Who is the name of your main contact at the County Football Association?</b>
<b>9. How will this project be sustained when the funding ends?</b>
<b>10. What plans will you put in place to gain publicity for your project?</b>

**11. What does success look like for your project?****12. How will you monitor and evaluate your project?**

**Do you have any match funding for this project? If yes, please give details and sum below.**

**All application forms should be returned via email to [Kira.Johal@TheFA.com](mailto:Kira.Johal@TheFA.com):**

OR

FA & UEFA Women's & Girls' Football BAME Fund

Kira Johal

The FA

Wembley Stadium

PO Box 1966

SW1P 9EQ

**The closing date for all applications is 5.00pm on Friday 17 January 2014.**