



UK Aid Match II Round 3

Developing your project proposal and application guidance

Information to help guide you through the development of your project proposal and the submission of your application

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1. Eligibility criteria

All organisations applying must:

- Be UK registered, UK-based non-governmental, not for profit organisations
- Submit an application that meets the minimum requirements of the communication partnership
- Not be in receipt of more than three 'live' UK Aid Match (UKAM) grants. 'Live' is defined as having more than nine months left to go on an active project
- Plan to implement the proposed projects in countries ranked in the bottom [50 countries in the Human Development Index \(HDI\) and in certain countries assessed as highly or moderately fragile](#)
- Show that funding will be used for new, time-limited projects of up to three years duration, or to expand ongoing projects by up to three years
- Ensure applications comply with relevant legislation and good practice for charities in fundraising, marketing and advertising, from bodies including the Charity Commission, Information Commissioner's Office, Fundraising Regulator (or Scottish Fundraising Standards Panel for CSOs registered in Scotland only), the Institute of Fundraising and Advertising Standards Authority. All appeals must comply with the Code of Fundraising Practice
- Be registered with the Fundraising Regulator (except CSOs registered in Scotland only)

2. How to apply

Applications are typically made through a two-stage process: the submission of a concept note and then, if successful in the first stage, a full proposal.

DFID will try to ensure that constructive feedback is given on applications at both stages, including unsuccessful applications. All decisions are final, and there is no appeals process.

Applications must be made through [the online portal](#). The portal is accessible through the UK Aid Match website. When the application period opens on 22 October 2018 a red button will be visible in the right-hand corner of the [homepage](#) which will take you through to the application form.

The concept note form will not be available in advance of 22 October 2018. Supporting documents must be uploaded via the portal. The closing date for applications is 13 December 2018.

All applicants will need to:

- Register online to apply
- Complete an eligibility assessment via the online application form on the portal
- Complete a concept note
- The highest scoring applicants at concept note stage will be invited to submit a full proposal, for which they are given six weeks. During this period, there will be a webinar giving applicants an opportunity to ask questions about developing a full application, including developing a logframe.

At both the concept note and full application stages, project proposals and communication appeals will be assessed and shortlisted.

Full proposals will be independently assessed after the deadline for submissions has passed, and following DFID approval, the shortlisted application will be offered standard will be offered a provisional award of funding, subject to satisfactory completion of a due diligence assessment.

3. Documents that must be uploaded to the portal at each stage

Concept note
Annual audited accounts for the last three years
Draft project budget
Name, citizenship, and date of birth of the following persons: Chair and Deputy Chair of the Board, the Managing Director or CEO, Treasurer, Director of Finance, and Programme Manager responsible for the UK Aid Match grant
A written statement of interest (letter/email) to support the appeal from each of your communications partner(s) to include: <ul style="list-style-type: none"> 1. UK Aid Match (UKAM) message and logo in related content 2. details of their opportunities to view (OTVs) 3. details of specific communication channels, frequency and content they will deliver 4. commitment to reporting back to their audience on the progress of the appeal and project 5. a statement that their support is pro bono (See section on demonstrating communications partner commitment in the Communications and Appeal guidance)
If available, a brief CV of the lead person responsible for delivering the project/programme (or job description if they are yet to be recruited)
A1 appeal communications proposal form (these can be downloaded from the online portal or the website)
A2 appeal communications proposal spreadsheet (these can be downloaded from the online portal or the website)

Full application
Organisational strategy, i.e. the organisation’s strategic plan or equivalent
Organogram (including a description and diagram of the applying organisation’s Board, management and key staff posts)
A Theory of Change for the proposed project (how you foresee change happening, covering at least your proposed project’s overall goals and outcomes)
Logical framework (summarising the proposed project’s outcomes and outputs)
Final written letters/emails of support from communications partners – any provisional agreements must be formalised and new details supplied. Additional partners may be added at this stage and they must adhere to the same conditions as other communications partners
A copy of registration document (UK and other country if appropriate)
Physical proof of registered address e.g. utility bill
Signed letter of ‘good standing’ from your bank to confirm bank details
Details of three referees (include written references if available) for work that you have done/similar projects that organisation has managed
C1 appeal communications proposal form (these can be downloaded from the online portal or the website)
C2 appeal communications spreadsheet (these can be downloaded from the online portal or the website)

4. Building your development project proposal

All applications must demonstrate how they contribute towards the [UN Sustainable Development Goals](#) and how they respond to the priorities of UK Aid Match.

Applications that support the development objectives associated with ending the illegal wildlife trade will be particularly welcomed. These projects will need to demonstrate how they will be able to reduce poverty and improve the quality of life amongst populations affected by the illegal wildlife trade.

Applications containing an element of innovation and technology for development across all themes will also be particularly encouraged.

Applications must demonstrate a link between the subject area and a clear developmental outcome for vulnerable and marginalised people.

If the application is successful DFID will match all eligible donations made by the UK public to your organisation's appeal:

- Over an agreed appeal period of up to three months
- Up to a maximum of £2 million, subject to due diligence assessment

5. Working in more than one country

Projects can operate in up to two countries. Your proposal must provide relevant information for the proposed activities in each country. The project does not have to follow the same approach in each country, but all project activities must contribute to achievement of the project outcome. Applicants must provide a clear rationale for working in multiple locations/countries and demonstrate how there will be cross-learning between the two countries.

6. What can't be funded

UK Aid Match funds cannot be used for the purposes below. This list covers activities that we are often asked about, but it is not exhaustive:

- **Discrimination:** we will not consider initiatives that discriminate against individuals or groups of people on any grounds including race, sex, sexual orientation, religion, disability or age
- **Scholarships:** we will not fund educational scholarships. By scholarships, we are primarily referring to training for individuals outside of their home country, or in a different region of their home country, where the total costs associated with the training would be relatively expensive. This not always the best approach to building national capacity in a sustainable way. If an educational qualification is required our preferred approach would be for groups of people to be trained in their home country to build the national capacity and overall sustainability of skills transfer
- **'Stand-alone' activities:** we will not fund stand-alone activities which are not part of a wider programme, e.g. one-off conferences or training events. Nor can we support initiatives dealing solely with the overseas transportation of goods and supplies
- **Civil disobedience:** we will not provide support to projects which actively encourage civil disobedience
- **Partisan political stance:** we will not fund activities which take a partisan political stance, or initiatives which involve direct lobbying of the UK government or of international organisations of which the UK is a member, or which involve lobbying for or against activities of companies, individuals or institutions

- **Proselytising:** we will not fund project activities intended to promote religious beliefs
- **Response to acute humanitarian disasters:** UK Aid Match is not appropriate for appeals to raise money for rapid onset disasters that require an immediate response, due to the fixed timing of the application process. However, longer term disaster recovery and humanitarian operations can be considered for match funding. Projects must take place in countries eligible for match funding
- **Major capital expenditure (e.g. construction or purchase of buildings, including vehicles):** This cannot be supported if these items are a primary focus of the proposed initiative, e.g. if the purpose of the initiative is solely to build a school. Any aspect of capital expenditure that you include must be fully justified as contributing to the sustainable outcome of the project. Decisions on disposal of assets will be made towards the end of the project in line with DFID's assets policy
- **Appeal and other communications expenses:** UK Aid Match funding cannot be used to pay for any aspect of the appeal, reporting back, or for appeal activities that do not directly contribute to the project outcomes. For example, match funding could be used to pay for activities that communicate messages to the project's target communities, e.g. messages which seek to change behaviours on health (if the development objectives include changed behaviours on health) but it could not be used to pay for promotion of the organisation receiving the match funding. We will give further advice on this within the context of specific project budgets

7. Assessment criteria

Applications will need to include both a project proposal for how the funding will be spent and an appeal proposal that shows how the project will be communicated to the UK public and also how their donations will be raised. See our [communications and appeal guidance](#) for more information. At both stages of the application process equal weighting will be given to scoring of the communication and appeals strategy and the development project proposal.

At concept note stage development proposals will be assessed against:

- Project context and relevance
- Project approach
- Sustainability
- Budget and costs (including matched funding)
- Value for money
- Gender and diversity
- Risks and mitigation

Full application development project proposals will be assessed against:

- Project context and relevance
- Proposed project achievements
- Project approach
- Stakeholder engagement
- [Beneficiary feedback mechanisms](#)
- Sustainability
- Risks and mitigation
- Learning
- Detailed budget
- [Value for money](#) (here is a guide to [developing a value for money strategy](#))
- Gender and diversity

- Organisational capability

8. Project timeframe

Funding can be used for new, time-limited projects of up to three years duration, or to expand ongoing projects by up to three years.

Where UK Aid Match funding is used to extend existing projects, the additional results they are expected to achieve must be clearly identified, with a clear, time-limited schedule for delivery and a distinct budget.

9. Project budget

Your project proposal should be for a single project large enough to use all the expected match funding, but it could also use other sources of funding. For example, your proposal could be for a project that is 50% funded by UK Aid Match and 50% by a combination of other sources such as public donations to the appeal, core funds or co-funding from other donors. Projects that demonstrate additional contributions to the budget from other sources will score more highly during assessment.

If your appeal looks to raise funds to be used flexibly across any area of your organisation's work, you must use the UK Aid Match funds for the activities set out in your proposal. You can use funding raised by the appeal flexibly.

Since the amount that your appeal raises will not be known when you apply for match funding, at the full application stage your application will need to explain broadly how the proposed project activities could be scaled either up or down. Once the total income from public donations to the appeal is confirmed, you will need to provide a revised proposal for the actual amount of UK Aid Match funding your organisation will receive, and the project will not be able to start until this has been approved.

10. Project activities

UK Aid Match funding must be used to fund activities that aim to reduce poverty in eligible countries. All projects designed to bring about measurable and lasting benefits to poor people within the project life span are eligible.

11. Concept note

A concept note must demonstrate:

- Clear analysis of the project context and justification for the project
- Clear outline of proposed changes the project will make during the timeframe
- Clear description of the way the project will engage with the target population and stakeholders
- How the project will link with and work towards the UK Aid Match priorities, and the Sustainable Development Global Goals
- An approach towards sustainable impact
- Realistic intended costings
- [Value for money](#) (here is a guide to [developing a value for money strategy](#))
- A suitable approach to gender equality

- A good understanding of programme level risks and how to mitigate against them

The following documents will need to be uploaded with the concept note:

- Name, citizenship, and date of birth of the following persons: Chair and Deputy Chair of your Board, the MD or CEO, Treasurer, Director of Finance, and Programme Manager responsible for the UK Aid Match grant Annual audited accounts for the last three years
- Draft project budget
- A CV of the lead person responsible for delivering the project/programme or job description if they are yet to be recruited
- Letter/email of support from each of your appeal communications partner(s), including agreement to promote the appeal and to include UK Aid Match messaging and branding in communications about the appeal, and specific details of what communication channels and activities they will contribute (see section on demonstrating communications partner commitment)
- [A1 appeal communications form](#)
- [A2 appeal communications spreadsheet](#)

12. Full application

A completed proposal form should provide clarity on the potential poverty reduction impact of the proposed project, taking into consideration the project rationale/justification; the [value for money](#) of the anticipated changes; the project design and approach; the project's approach to promoting gender equality, disability and empowerment (including linking with the leave no one behind agenda), women and girls with disabilities, women and girls affected by gender-based violence or the threat of violence.

All organisations invited to apply will be asked to upload the following documents:

- A [Theory of Change](#) for the proposed project
- A Logical framework (logframe)
- A copy of your organisation's registration document
- Physical proof of your organisation's registered address (utility bill)
- Signed letter of 'good standing' from your bank to confirm bank details
- Final written evidence of support from communications partners
- [Appeal communications Plan form C1](#)
- [Appeal communications Timetable C2](#)

This proposal, not the concept note, will form the basis of any future grant arrangement. Therefore, the full application should provide a comprehensive description of the project. Applicants who address feedback they receive on their concept note will score more highly.

13. Risks and mitigation

The applying organisation must demonstrate clear understanding of key risks with realistic supporting mitigating strategies. A risk template is provided as part of the application form:

- Due diligence: If your proposed project is provisionally selected for support, UK Aid Match will undertake a due diligence review of your organisation before funding is agreed
- Following the outcome of this review, our offer of a grant award will either be agreed or withdrawn
- The UK Department for International Development (DFID)'s due diligence framework provides a consistent approach for conducting due diligence during partner assessments, using an agreed set of guiding principles and assessment activities

- We recommend that all applicants should be aware of [DFID's Smart Rules](#) for project management
- Successful applicants will be expected to become [compliant with the International Aid Transparency Initiative \(IATI\)](#) – there is guidance on the [Bond website](#).

14. Reporting requirements

Grant holders will be expected to complete:

- UK Aid Match accountable grant arrangement template
- Annual review using the UK Aid Match template
- Quarterly financial and narrative progress reports
- Periodic project audits
- Project completion report

These documents will be found in the grant holder section of the [website](#).

15. Reporting fraud and safeguarding issues

Grant holders will be expected to be compliant with DFID's anti-corruption policy and approach to reporting fraud. As part of DFID's zero tolerance policy on fraud, bribery and corruption there is no 'minimum' level for reporting an incident and we ask partners to report all allegations or suspicions immediately.

On safeguarding we ask grant holders to take all reasonable steps to prevent the sexual exploitation, abuse and harassment of any person linked to the delivery of a project by both its employees and any partner organisation. We have a zero-tolerance approach towards sexual exploitation, abuse and harassment. All sexual activity with children (persons under the age of 18) is prohibited, regardless of the age of majority, or age of consent locally.

Grant holders must immediately contact DFID's Counter Fraud Section at reportingconcerns@dfid.gov.uk or +44 (0)1355 843747, to report any credible suspicions of, or actual incidents of, sexual exploitation, abuse or harassment.

This allows DFID to be aware of incidents as they arise, rather than once an investigation has been completed. It also means that DFID's Counter Fraud Section can provide support and work with the partner involved if appropriate.

DFID sources information on fraud risks and exposures from other agencies (including other bilateral and multilateral donors, as well as the police, NGOs and charities) and provides data to other bodies for national reporting. DFID is increasingly able to undertake proactive exercises to help our partners assess and address specific fraud risks and exposures.

16. Successful applicants

Organisations will be notified if their application has been successful and feedback will be provided on all applications. If your proposal is approved for funding, MannionDaniels, on behalf of UK Aid Match will contact you to resolve any issues in your application (both project and appeal communications) that need further clarification. In some cases, we may offer match funding provisional to amendments

being made to the proposal and communications plan or messaging if we think these are necessary. We will discuss any changes we recommend with you.

If successful we expect your appeal to start within six months, once a due diligence assessment has been completed, and the project to begin within six months of the appeal ending. Some flexibility on this will be considered where there are good reasons for a different timescale. The appeal cannot begin before details have been agreed with DFID and any changes to the successful plan have been approved.

17. Due diligence

DFID undertakes due diligence assessments of all organisations it funds. This is to assess whether the organisation and its local project implementation partners have the necessary policies, processes, governance systems and resources to deliver the project successfully. This includes human resources - ensuring you have the right skills and experience to manage DFID funds accountably and for the purpose they were awarded. If DFID has done a due diligence assessment of your organisation within the previous three years, we may do an additional due diligence review to assess the organisation's capacity related to delivery of the specific UK Aid Match project. If the due diligence review took place more than three years before your proposed project start date, DFID will need to carry out an additional full due diligence review.

Your UK Aid Match grant may be conditional on the implementation of recommendations that arise from the due diligence assessment. That may need to be before the grant starts or during the first months of the project, depending on the importance of the recommended action.

Once any issues about the project proposal have been resolved and we have assurance that your organisation has enough capacity to undertake the project and manage UK aid funds transparently, we will confirm match funding.

DFID reserves the right to terminate the partnership, and withdraw its offer of match funding donations, at its sole discretion (such termination not to be undertaken unreasonably).