

UK Aid Match II Round 4 - 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. About UK Aid Match

UK Aid Match brings charities, the British public and the UK government together to collectively change the lives of some of the world's poorest and most vulnerable people. It is designed to provide opportunities for the UK public to engage with international development issues and to allow you to have a say in how UK aid is spent, whilst boosting the impact of the very best civil society projects to reach the poorest people in developing countries.

For every £1 donated to a UK Aid Match charity appeal by an individual living in the UK, the UK government will also contribute £1 of UK aid, up to £2 million, to help these projects go further in changing and saving lives.

Over the last five years, 60 organisations from across the UK have run UK Aid Match projects in 34 developing countries, helping around 25 million people.

Leave no one behind

UK Aid Match welcomes applications for funding from charities and not-for-profit organisations. We're looking for projects that will reach the most vulnerable populations – with a special focus on projects that support women and girls.

We want to fund projects that will help to achieve the [Global Goals](#), within the Department for International Development's (DFID's) [eligible countries](#).

Projects will also need to support the department's wider objectives:

- Strengthen global peace, security and governance
- Strengthen resilience and response to crisis
- Promote global prosperity
- Tackle extreme poverty.

2. Eligibility criteria

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.

Summary criteria

Eligible organisations are those who are:

- UK registered, UK-based non-governmental, not for profit organisation
- Contributing to the [Global Goals](#)
- Not in receipt of more than three 'live' UK Aid Match grants. 'Live' is defined as having more than nine months remaining on an active project
- Able to demonstrate that 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.
- Able to 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.
- Registered with the Fundraising Regulator (except CSOs registered in Scotland only)
- Planning to implement the proposed project in countries listed in the [bottom 50 countries in the Human Development Index \(HDI\) and in certain countries assessed as highly or moderately fragile](#)
- Submitting an application that meets the minimum requirements of the communication partnership. Please see the [communications and appeals application rule book guidance](#) on the UK Aid Match website for more information.

Project budget

Your project proposal should be for a single project large enough to use all the expected match funding, alongside any additional funding you source. 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. A minimum 10% contribution from either the appeal or other sources will be expected to make up the budget.

You may wish to use the funds raised during your appeal flexibly across any area of your organisation's work; it should be noted that you must use the UK Aid Match funds for the activities set out in your proposal and communicated in your appeal.

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.

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, outlining the operational context and providing specific details of the problems to be addressed in this context. The project does not have to follow the same approach in each country, but all project activities must contribute to achieving 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.

What we can't fund

UK Aid Match funds cannot be used for the purposes listed below. Please note that this list is not exhaustive. If you have any queries, please contact ukaidmatch@mansiondaniels.com

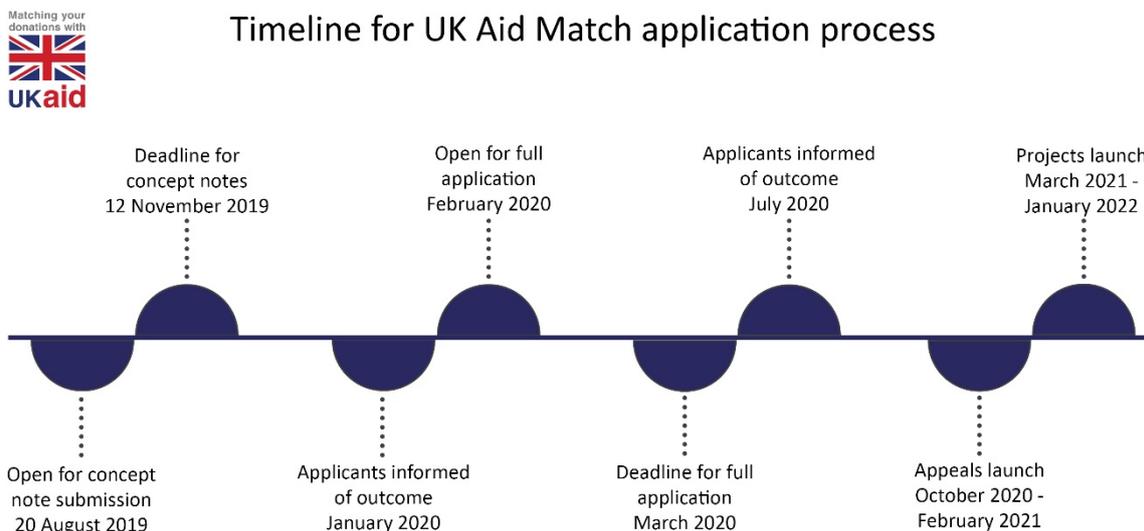
- **Discrimination:** we will not consider initiatives that discriminate against individuals or groups of people on any grounds including race, sex, sexual orientation, religion, disability or age
- **Scholarships:** we will not fund educational scholarships. By scholarships, we are primarily referring 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 is 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; for example, 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 (construction or purchase of buildings):** This cannot be supported if these items are a primary focus of the proposed initiative. For example, 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.
- **Purchase of vehicles:** The purchase of vehicles is not an eligible capital expenditure cost for UK Aid Match projects. Where a vehicle is deemed necessary for in-country project delivery, it is recommended that match funding be used to purchase these assets. While cars cannot be purchased as part of the DFID funded project budget, the leasing of vehicles could be approved as an eligible project cost if there is clear justification provided around the need and value for money of the leasing arrangement.
- **Proposals seeking to create a third-party financial asset:** This could include proposals including a revolving loan portfolio
- **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, matched funding could be used to pay for activities that communicate messages to the project's target communities; for example, 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 matched funding. We will give further advice on this within the context of specific project budgets.

3. How to apply

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



All applications must be made through [the online portal \(SMILE\)](#). The portal is accessible through the UK Aid Match website. The concept note 'Apply' link will be open from **Tuesday 20 August 2019** when the application portal opens. Please note that only applications submitted via the portal will be considered. All concept note applications plus all supporting documents must be uploaded via the portal by **17:00 (GMT) on Tuesday 12 November 2019**. All concept notes submitted applications are time stamped so no submissions after this time will be accepted. You will receive an automated email confirmation of your submission.

Step one

This application guidance is available from Wednesday 31 July 2019. Further application advice and specific guidance is available at the end of this document. It is recommended that you join the webinars designed to provide applicants with further guidance and an opportunity to ask questions about developing an application. These webinars are listed below:

- **Pre-application webinar** on Wednesday 7 August 2019 – the webinar will focus on giving a broad overview of UKAM and aim to dispel myths about the funding round focus. i.e. ensure everyone knows you can still apply if you are non-climate change focused provided you are working towards the global goals and meet other eligibility
- **Concept Note webinar** on Tuesday 27 August 2019 – this webinar will outline what is expected from a concept note and how these will be assessed

- **Full Application workshop** on 10 February (invite only) – this workshop will outline what is expected from a full application and how these will be assessed.

Step two

Your concept note will be assessed by independent reviewers, who will assess both the project proposal and the appeal proposal. The assessments are moderated by DFID and if shortlisted you will be informed in late January and invited to submit a full application proposal.

The UK Aid Match team provide feedback for both successful and unsuccessful applicants. All decisions are final and there is no appeal process.

Step three

The full application portal will open on **Monday 3 February 2020**, and all applications must be submitted by **17:00 (GMT) on Thursday 26 March 2020**. Full proposals will be independently assessed after the deadline for submissions has passed, and following DFID approval, the shortlisted applications will be offered a provisional award of funding, subject to satisfactory completion of a due diligence assessment.

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 how their donations will be raised. 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.

4. Application process

Concept note

A concept note must demonstrate:

- A strong general understanding of the political, economic, social and cultural environment in which the project is to be implemented
- A detailed problem analysis, using a structured approach and framework
- An analysis of the possible solutions that exist for addressing the selected problem
- A description of the approach being adopted, and why this is the most appropriate
- The geographical area the project will be based in
- Who the main beneficiaries will be, including outlining how the project will target

the most vulnerable and marginalised

- Details and credentials of all partners
- How the project represents good [value for money](#)
- Details of how gender and disability have been taken into consideration
- The primary [Global Goal](#) on which they are focusing, and justification as to why it has been selected
- A relevant high-level budget
- Analysis of three key risks.

Assessment criteria

At concept note stage development proposals will be assessed against:

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

Documents that must be uploaded to the portal at this stage
Annual audited accounts for the last three years
Draft project budget
Constitution of organisation
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, Communications Manager responsible for the appeal and Programme Manager responsible for the UK Aid Match grant
A written agreement from comms partners (letter/email) to support the appeal from each of your communications partner(s) to include: <ol 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)

A1 appeal communications proposal form (can be downloaded from the online portal or the website)
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A2 appeal communications proposal spreadsheet (can be downloaded from the online portal or the website)

Building your development project proposal

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

Please note that although we welcome applications in this funding round that address climate change, we continue to welcome other projects that address the Global Goals.

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.

Understanding risks

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

Full application

At full application, a completed proposal should provide clarity on the potential poverty reduction impact of the proposed project, clearly outlining:

- The project rationale and justification (including baselines to indicate/estimate the scale of the problem)
- A clear and simple [theory of change](#), outlining assumptions
- The specific improvements that would be seen by the end of the project
- A simple graph showing the expected improvements over time
- The scope of work and top priorities
- The project approach explaining how the improvements would be delivered in the time available
- The main risks and mitigating actions
- Organisational credentials and the achievements of the proposed team members
- The approach to [sustainability](#)

- The stakeholder engagement that has taken place
- The project's approach to promoting [gender equality](#), [disability inclusion](#) 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
- The approach to monitoring and evaluation
- [Value for money](#) of the anticipated change
- Deliver chain and risk map setting out the flow of the project funds
- Realistic budget
- [Logframe](#)

If successful, this full application form will form the basis of a future grant arrangement. Therefore, the full application should provide a comprehensive description of the project. Applicants should address feedback received at concept note stage; those clearly demonstrating how they have responded to feedback will score more highly.

Assessment criteria

Full application development project proposals will be assessed against:

- Project context and relevance
- Expected improvements
- Project approach (i.e. problem-driven and likely to succeed)
- Stakeholder engagement
- [Beneficiary feedback mechanisms](#)
- [Sustainability](#)
- Risks and mitigation
- Learning
- Detailed budget
- [Value for money](#)
- [Gender](#) and diversity
- Organisational capacity and accomplishments of proposed team members

Documents that must be uploaded to the portal at this stage

Organogram (including a description and diagram of the applying organisation's Board, management and key staff posts), this will need to include a CV for each staff member working on the project showing their quantified achievements

CV from at least one of the communications team or the person responsible for appeal and project communications. This can be a communications agency who will handle the communications on your behalf
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)
A graph showing the expected improvements over time
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
C1 appeal communications proposal form (can be downloaded from the online portal or the website)
C2 appeal communications spreadsheet (can be downloaded from the online portal or the website)

Project budget

As the amount that your appeal will raise is unknown when you apply, 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. You will also need to explain who else will be funding the project, how it fits into the overall project and what it will fund.

Understanding risks

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

5. Next steps

If your proposed project is provisionally selected for support, UK Aid Match will undertake a due diligence review of your organisation before your appeal can commence. 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.

Following the outcome of this review, our offer of a grant award will either be agreed or withdrawn and if successful, your appeal will be able to start. If your proposal is approved, MannionDaniels, on behalf of UK Aid Match will contact you to resolve any issues in your application (both project and appeal) 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.

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](#).

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 UK Aid Match funding.

DFID reserves the right to terminate the partnership, and withdraw its offer of Match funding donations, at its sole discretion.

Reporting requirements

Grant holders will be expected to complete:

- A monthly communications report during the appeal period
- 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](#).

Fraud and safeguarding

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 to MannionDaniels.

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 us directly or through [Expolink](#), or through DFID's Internal Audit Investigation 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.

6. Further resources

[Communications and appeals application rule book guidance](#): How to design a successful and eligible UK Aid Match appeal

[Theory of Change: Resilience to Climate Change](#): This Theory of Change has been developed for those interested in submitting for projects addressing climate change issues.

[Budget classification and budgeting](#)

[Exchange rates](#)

[A guide to developing a theory of change](#)

[A guide to sustainability](#)

[A guide to logframes](#)

[A guide to beneficiary feedback mechanisms](#)

[A guide to disability inclusion](#)

[A guide to gender equality](#)

[A guide to value for money \(VfM\)](#)