

## UK Aid Match Round Five – concept note guidance

This document outlines key information to help guide applicants through the development and submission of a UK Aid Match project proposal. [Additional guidance on developing a UK Aid Match appeal](#) can be found on the UK Aid Match website.

### Contents

About UK Aid Match.....	2
Leave no one behind .....	2
Eligibility criteria .....	2
Organisation eligibility .....	3
Project eligibility.....	3
Project budget .....	4
Project activities .....	4
Working in more than one country.....	4
What we can't fund.....	5
How to apply .....	6
Assessment criteria .....	8
Creating your concept note .....	8
Project context.....	8
Approach and delivery.....	9
Capacity.....	9
Risk.....	9
Project financials .....	10
Documents that must be uploaded .....	10
Next steps.....	11
Full application.....	11
Due diligence .....	11
Reporting requirements.....	12
Fraud and safeguarding .....	12
Further resources.....	13

## About UK Aid Match

UK Aid Match brings civil society organisations, 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 them to have a say in how UK aid is spent, whilst boosting the impact of the very best civil society projects to reach the most vulnerable and marginalised communities 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.

Over the last six years, 111 organisations from across the UK have run UK Aid Match projects in 36 developing countries, helping around 25 million people.

## Leave no one behind

UK Aid Match Round Five welcomes applications for funding from charities and not-for-profit organisations. Within this round, there is a focus on projects that are working towards achieving the [Global Goals](#) whilst addressing the following:

- The longer-term impacts of COVID-19
- Girls' education
- Ending preventable deaths through tackling malnutrition or malaria.

Although applications that address any of the Global Goals are welcome, those focusing on the above themes will be prioritised.

Projects must support the Foreign, Commonwealth & Development Office's (FCDO) wider objectives:

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

## Eligibility criteria

If the application is successful, the FCDO will match all eligible donations made by the UK public to organisation's appeal over an agreed appeal period of up to three months and up to a maximum of £2 million, subject to a due diligence assessment.

## Organisation eligibility

Eligible organisations are those who are:

- UK registered, UK-based non-governmental, not for profit organisation with its own UK constitution and independent board of trustees
- Contributing to the [Global Goals](#)
- Not in receipt of more than three 'live' UK Aid Match grants. A live grant is a project with more than nine months left to run from the start date of the UK Aid Match call for proposals.
- 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
- Submitting an application that meets the minimum requirements of the communication partnership. See the [communications and appeals application rule book guidance](#) on the UK Aid Match website for more information.

It is important to note that eligible UK organisations, if successful, will be expected to fulfil all grant holder responsibilities in relation to management oversight and FCDO reporting requirements for UK Aid Match grant activity. When assessing where an organisation is based, the UK Aid Match team look beyond legal registration to consider:

- Where the organisation is controlled from
- The level of autonomy of different offices
- Who governs the organisation, relating to the financial management of the entity
- If there are significant ongoing operations based in the UK related to grant holder oversight and management of donor funded projects.

If successful, further verification in this area will be undertaken during full due diligence. The organisation implementing the project in the country of delivery must be registered with the appropriate body/bodies in that country.

## Project eligibility

Eligible projects are those that are:

- Planning to implement in countries listed in the [bottom 50 countries in the Human Development Index \(HDI\) and in certain countries assessed as highly or moderately fragile](#)
- Delivered in a maximum of two [eligible countries](#). Please note that no project activities can be delivered in the UK.
- 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, a distinct budget and represent clear value for money.
- With a minimum 10% contribution from match sources. This should be from either the appeal or other sources.

### **Project budget**

The project proposal should be for a single project large enough to use all the expected match funding, alongside any additional funding sourced. For example, the 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 match sources, either the appeal or other sources, is required to make up the budget.

Applicants may wish to use the funds raised during the appeal flexibly your organisation's work. UK Aid Match funds must be used for the activities set out in the proposal and communicated in the appeal.

### **Project activities**

UK Aid Match funding must be used to fund activities that aim to reduce poverty in eligible countries. Projects must be designed to bring about measurable and lasting benefits to vulnerable and marginalised beneficiaries within the project life span and offer value for money.

### **Working in more than one country**

Projects can operate in up to two countries. The 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. This list is not exhaustive. If you have any queries, please contact [ukaidmatch@mansiondaniels.com](mailto:ukaidmatch@mansiondaniels.com).

#### Organisations that:

- Are not delivering a project in an eligible country
- Are not a UK-registered, non-governmental, not-for-profit organisation with its own UK constitution and independent board of trustees.
- Are linked to any terrorist organisation
- Are a governmental/inter-governmental organisation or any other type of organisation that reports directly to government
- Are government institutions
- Are insolvent
- Discriminate against individuals or groups of people on any grounds including race, sex, sexual orientation, religion, disability or age
- Successful applicants are expected to become [compliant with the International Aid Transparency Initiative \(IATI\)](#). There is guidance on the [Bond website](#).

#### Projects/grants that:

- 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.
- Actively encourage civil disobedience or take a partisan political stance
- In the case of organisations that include proselytising in their organisational objectives: fail to provide assurances that promoting religion will not hinder project implementation, or lead to exclusivity or conditionality
- Major capital expenditure - construction or purchase of buildings - 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 must be fully justified as contributing to the sustainable outcome of the project. A clear justification and exit strategy must be provided during grant set-up for any assets proposed to be bought with FCDO funding. Decisions on disposal of assets will be made towards the end of the project in line with FCDO's assets policy.

Matching your  
donations with



**md** mansion  
daniels

- Support orphanages or other residential children's institutions. Consideration may be given to projects that support the reintegration into families/family-based care of children from institutions.
- Events which are not part of a wider project. For example: one-off conferences/seminars/training events/exchange, or costs associated to participants attending events.
- Provide educational scholarships
- Provide organisational support for core costs. Impact grants are designed to provide project funding and all project costs, including administration budget lines, must be clearly related to the project. Refer to the budget classification guidance for further information. Deal solely with the overseas transportation of goods and supplies.
- 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.
- 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 strongly recommended that match funding be used to purchase the entirety of these assets. While cars cannot be purchased as part of the FCDO 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 are not eligible. This could include proposals including a revolving loan portfolio.
- 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 but it could not be used to pay for promotion of the organisation receiving the matched funding.

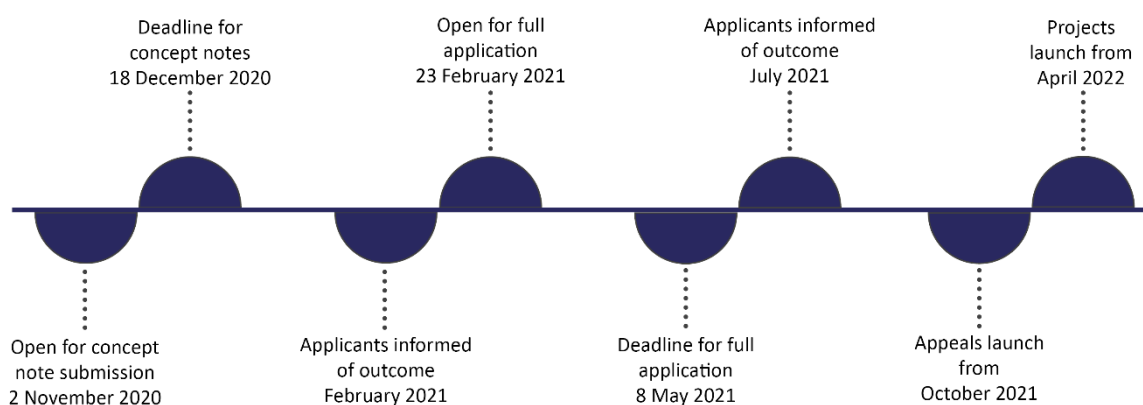
## How to apply

The UK Aid Match funding round is a two-stage process which includes 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 and will be open for concept notes from **Monday 2 November 2020**. Please note that only applications submitted via the portal will be considered.



## Timeline for UK Aid Match application process



All concept note applications and supporting documents must be uploaded via the portal by **17:00 (GMT) on Friday 18 December 2020**. All submitted applications are time stamped so no submissions after this time will be accepted. Applicants will receive an automated email confirmation. Only requested supporting documents will be assessed. Any additional documents uploaded by the applicant will not form part of the assessment.

### Step one

Submit your concept note application via the [online portal \(SMILE\)](#).

A list of resources that will assist your application is listed at the end of this document. It is also highly recommended that applicants attend the Concept Note webinar on Thursday 5 November. During the webinar, applicants will understand what is expected from a concept note and how concept notes are assessed.

[Register for webinar.](#)

### Step two

Concept notes will be assessed by independent reviewers, who will review both the project proposal and the appeal proposal. The assessments are moderated by the FCDO. If shortlisted, applicants will be informed in late February 2021 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 **Tuesday 23 February 2021**, and all applications must be submitted by **17:00 (BST) on Thursday 8 May 2021**.

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

### Assessment criteria

Applications must 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 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 technical project proposal.

### Creating your concept note

The concept note application form is made up of six sections:

- Project context
- Approach and delivery
- Capacity
- Risks
- Project financials
- Appeal.

Guidance on each section is outlined below.

#### Project context

A concept note must:

- Demonstrate thorough understanding of the project context, particularly the anticipated longer-term impact of COVID-19 on the target population. This should include available data and evidence to outline the scale of the problem and to demonstrate the local/national response to the pandemic.
- Outline which key stakeholders have been consulted during project design, explain why and provide an explanation of how this has informed the design.



## Approach and delivery

A concept note must:

- Clearly outline why the proposed activities are the most effective and appropriate approach to address the identified problem.
- Clearly outline how the proposed activities will address the anticipated longer-term impact of COVID-19 on the target population.
- Describe how the project will identify and work with the most marginalised and vulnerable groups. See guide on [defining marginalised](#).
- Outline what mechanisms and approaches are in place to capture and respond to feedback and how beneficiary accountability will be strengthened. Consider how this may have been impacted by COVID-19 and ensure approaches outlined are appropriate for the context. Refer to [guidance on beneficiary feedback mechanisms](#) on the UK Aid Match website.
- Explain how the project impacts will be sustained beyond the life of the FCDO funding. Refer to [guidance on sustainability](#) on the UK Aid Match website.
- Explain how the proposed approach represents strong value for money. Refer to guidance on [value for money](#) on the UK Aid Match website.
- Outline the projects approach to ensure [gender equality](#) and [disability inclusion](#) are mainstreamed throughout the application. Refer to guidance on to gender equality and disability inclusion on the UK Aid Match website.

## Capacity

A concept note must:

- Demonstrate how the past experience of the organisation or consortium applying for funding, enables effective implementation of the proposed project. Applicants should provide evidence of successfully delivering similar projects before.
- Demonstrate evidence of strong in-country capacity to manage and deliver the proposed project.

## Risk

A concept note must:

- Outline the identified key risks and present appropriate approaches to manage and mitigate these risks. Risk areas to consider include project delivery, reputational, fiduciary, safeguarding and operational.

- Outline the safeguarding measures to be implemented at project level to prevent and respond to exploitation, harassment and abuse of programme beneficiaries, staff, volunteers and project stakeholders.

### **Project financials**

The concept note requires the submission of budget, applicants must:

- Submit using the template provided, note that applications submitted using the incorrect budget template will be deemed ineligible
- Include budget notes to explain the proposed project costs
- Ensure the budget reflects the activities and approach outlined in the application
- Refer to the [UK Aid Match budget guidance](#) for further information.

### **Documents that must be uploaded**

Alongside the concept note, only the following documents must be uploaded. Note any additional documents uploaded will not be reviewed.

- Annual audited accounts for the last three years. If it is not possible to provide audited accounts - for example, if the organisation is newly registered - provide internal or management accounts.
- Draft project budget
- A copy of the charity registration certificate
- A form of proof of address e.g. a recent utility bill
- Name, citizenship, and date of birth of the following persons:
  - Chair and Deputy Chair of the Board
  - Managing Director or CEO
  - Treasurer,
  - Director of Finance
  - Communications Manager responsible for the appeal
  - Programme Manager responsible for the UK Aid Match grant
- A written commitment from communications partner(s) that confirms:
  - That their support is pro bono
  - The details of the specific communication channels, frequency and content they will deliver
  - They will include the UK Aid Match logo and messaging in related content
  - Their commitment to reporting back on the progress of the appeal and project
  - The details of their opportunities to view.
- [A1 appeal communications proposal form](#)
- [A2 appeal communications proposal spreadsheet](#)

## Next steps

### Full application

Shortlisted concept note applicants will be informed in late February 2021 and invited to submit a full application proposal. Details of what is required at full application stage will be outlined once the concept note stage closes.

Following the full application review, shortlisted applicants will be contacted to resolve any queries or issues in the application, both project and appeal, that need further clarification. In some cases, funding may be provisional on amendments to the proposal and communications plan or messaging if necessary. Applicants that are provisionally selected for support are required to undertake a due diligence review before the appeal can commence. [The FCDO 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 are aware of [FCDO's Smart Rules](#) for project management.

### Due diligence

The FCDO requires due diligence assessments for all organisations funded with UK Aid, to assess whether the organisation and relevant implementation partners have the necessary policies, processes, governance systems and resources to deliver the project successfully. This includes human resources, ensuring the team have the right skills and experience to manage FCDO funds accountably and for the purpose they were awarded.

If the FCDO or UK Aid Match have conducted a due diligence assessment of your organisation within the previous three years, an additional due diligence review to assess the organisation's capacity to deliver the specific UK Aid Match project will be undertaken. If the due diligence review took place more than three years before the proposed project start date, the FCDO require an additional full due diligence review.

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

Following the successful completion of the due diligence process, the appeal can commence and further discussions about the project proposal will continue. Note that the FCDO reserves the right to terminate the partnership, and withdraw its offer of funding, at its sole discretion.

## Reporting requirements

Grant holders will be expected to complete:

- A monthly communications report during the appeal period
- A UK Aid Match accountable grant arrangement
- An annual review using the UK Aid Match template
- Quarterly financial and narrative progress reports
- Periodic project audits
- A project completion report.

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

## Fraud and safeguarding

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

On safeguarding, grant holders must 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. UK Aid Match has 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 MannionDaniels directly or through [Expolink](#), or through the FCDO's Internal Audit Investigation Section at [reportingconcerns@fcdo.gov.uk](mailto:reportingconcerns@fcdo.gov.uk) or +44 (0)1355 843747, to report any credible suspicions of, or actual incidents of, sexual exploitation, abuse or harassment.

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

The FCDO 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. The FCDO is increasingly able to undertake proactive exercises to help partners assess and address specific fraud risks and exposures.

## 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](#)

[Budget classification and budgeting](#)

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

[A guide to sustainability](#)

[A guide to logframes](#)

[A guide to beneficiary feedback mechanisms](#)

[FCDO's disability inclusion strategy](#)

[FCDO's strategic vision for gender equality](#)

[A guide to value for money](#)

[A guide to developing a simple graph](#)