

# UK Aid Match round 5 guidance

## Webinar Questions and Answers 5 November 2020

### Contents

Eligibility .....	2
Appeals and communications .....	3
Eligibility .....	3
Expression of interest/commitment letters .....	6
Audience .....	6
Communications partners .....	6
Digital innovation .....	7
General .....	7
Appeal timing .....	9
Project .....	10
Longer term impacts of COVID-19 .....	11
Girls' Education .....	12
Ending preventable deaths .....	12
Partnership .....	13
Budget .....	13
General .....	15

## Eligibility

**Q: How critical is it that organisations applying for this grant have three years of audited annual accounts?**

A: If you have three sets of audited annual accounts available, you must submit all of these. If you do not have three sets, for example you have been registered for less than three years, you should submit all audited accounts available and also draft or management accounts for the current financial year. UK Aid Match requires sufficient information to determine the financial stability of your organisation.

**Q: Are non-UK organisations eligible if submitting the application in partnership with a UK entity as a lead grant holder?**

A: All applicant organisations must be UK registered. As part of the project implementation, these UK registered organisations can partner with other organisations registered outside the UK.

**Q: We aren't quite ready to choose a country so is there any way of seeing the concept note form without completing the eligibility section first whilst we make a decision?**

A: No, to view the concept note form you must first complete the eligibility check. This can be done multiple times if, for example, you decide to change your country of implementation.

**Q: In providing details of board members, is that only for the UK organisation and not the implementing partner? Does it matter if we don't have a deputy chair or treasurer?**

A: Yes, details for key personnel are only necessary for the UK registered grant holder organisation. It does not matter if you don't have staff in all positions listed, please submit the requested details for all listed positions that you do have.

**Q: Is there a cap on the number of full proposals that Aid Match are likely to approve during this round?**

A: There is no specific number of applications that will be supported, it is a competitive challenge fund and applications will be reviewed on their individual merit within the available funds.

**Q: Why is it important to know where organisations are controlled from in the application?**

A: UK Aid Match grants must be held by a UK registered organisation. These organisations must be able to independently manage these grants without control or reliance on a parent organisation based outside the UK (e.g. Republic of Ireland, United States). When determining

where an organisation is controlled from the UK Aid Match team will consider governance arrangements and whether there are significant operations based in the UK related to the management and oversight of donor projects.

**Q: After filling out and submitting the eligibility section, how quickly should we expect to receive a decision on our eligibility?**

A: This should be instantaneous. If you do not receive this instantaneously, contact [ukaidmatch@mansiondaniels.com](mailto:ukaidmatch@mansiondaniels.com)

**Q: We have three live grants now, does that mean we will not be eligible?**

A: If you currently have three live grants with more than nine months of implementation remaining you are not eligible.

**Q: Are we eligible to apply as a grant giving organisation?**

A: Yes, however on granting is not eligible spend for UK Aid Match funds.

**Q: Can we partner with a UK-based higher education institution as a technical partner?**

A: Yes, however, applicants must provide rationale for the value added from working with all implementing partners.

**Q: Can one charity submit more than one concept note?**

A: Yes, more than one concept note can be submitted however applications must not be dependent on the success of other applications to be considered.

## Appeals and communications

### Eligibility

**Q: Does at least £100,000 have to be raised to apply for UK Aid Match funding?**

A: Yes, £100,000 is the minimum fundraising target eligible for a UK Aid Match appeal

**Q: Is the £100,000 fundraising target from individuals only or does this include other funding sources?**

A: £100,000 is the minimum fundraising target eligible for a UK Aid Match appeal, this can be raised from UK taxpayers – including the Crown Dependencies, Jersey, Guernsey and the Isle of Man – communities, trust funds and non-profit philanthropic organisations. Please consult

the [Communications and Appeals guidance](#) carefully, as conditions must be met for different types of donations.

**Q: If we don't reach the target we set to raise in the appeal, will we still get the matched funding for what we do raise?**

A: This will be decided on a case-by-case basis following your appeal. As part of your application you should present an appeal which credibly aims to raise at least £100,000.

**Q: Can a communication partner also have their name and logo added to project dissemination information alongside the UK Aid Match logo?**

A: Yes, this is acceptable. All published materials must comply with the fund rules on visibility of the UK aid logo, more details of which can be found in the [FCDO branding guidelines](#)

**Q: Would ticket sales for a lunch event or product sale, and pledges made during the event count in UK Aid match?**

A: Ticket sales would not be eligible as this is a sale rather than a donation, pledges made during the event (as long as it was held within the appeal window) would be eligible for matching. Any optional donation added on top of a ticket sale price, would be eligible.

**Q: Can you explain the eligibility of donations made through cause-related marketing (for example, purchases of "special edition" appeal products)?**

A: Compulsory ticket sales for any event would not be eligible for matching. Pledges made during the events in response to specific information about the appeal, including how the match funding will be spent, would be eligible.

**Q: Do donations from churches count as donations that could be matched? Would they only count if they were from fundraising within the church (for example, sponsored events, fetes) rather than donations straight from church funds?**

A: UK Aid Match will match donations raised by community groups such as churches, schools and groups of individual employees. These payments can be made from the

group/organisation, provided that all funds were donated by individuals. Written confirmation of this will be required.

**Q: Can Gift Aid be a part of the match total?**

A: No, Gift Aid portions of donations will not be matched.

**Q: If an influencer/celebrity is based outside the UK but has a global reach is that okay?**

A: Yes, this would be acceptable as a communications partner, however you must be able to verify that all donations to be matched are from UK taxpayers.

**Q: Do all the contributions from the applying organisation need to come from new people, not from our existing donor base?**

A: No, not all the contributions need to come from donors new to your organisation, however part of the assessment of your appeal proposal will consider how your planned appeal seeks to reach new donors.

**Q: The guidance says at least 10% of project funds should be raised through the appeal. How is this possible as for every pound raised is matched by UK aid? Does that not make it a requirement to raise 50% of project funds?**

A: There is no requirement that a certain proportion of the project budget be funded directly by public donations. At least 10% of the project budget must come from sources other than FCDO. For example, a total proposed UK Aid Match project budget of £1 million should include a minimum of £100,000 from other sources. Ideally, this should be sourced from the public donations to the appeal or can be provided from other donors.

**Q: How are Opportunities To View (OTVs) calculated? For a social media influencer, would it be based on follower count or some other metric?**

A: Examples of different OTV calculations are available on page 16 of the [Communications and Appeal guidance](#). For social media influencers, you should count the total followers for the account once. The whole follower count should not be included for all individual posts.

**Q: You mention that the OTVs must be proportional to the fundraising amount; 400,000 OTVs for a £100,000 appeal. How do we work out what is a reasonable OTV for a £1m project?**

A: There is no hard formula. OTVs, appeal activities and fundraising targets are looked at in combination. Some communication partners may give a very high number of OTVs, but low depth of engagement; for example, one tweet on an account with a large following. Each appeal's unique combination of pro bono communications partner OTV, appeal activities

and fundraising target are looked at on their own merit.

### **Expression of interest/commitment letters**

**Q: Commitment letters from communications partners are no longer needed but question 1.7 on the application form requires us to upload expressions of interest. Can you explain the difference between a commitment letter and an expression of interest?**

A: An expression of interest is a less formal requirement than the commitment letters. It does not need to state the level of engagement or an explicit commitment to all parts of the UK Aid Match process; for example, reporting back. It should be in writing indicating interest in providing pro bono publicity for the appeal but does not need to be signed. This requirement was reviewed based on applicant feedback.

### **Audience**

**Q: Does UK Aid Match have target audiences and media channels they want British charities to engage?**

A: No, but applicants are encouraged to think about how you can reach new audiences to your charity through the appeal and communications partners. Clearly identified audience groups with specific channels identified to reach them will strengthen your appeal proposal.

### **Communications partners**

**Q: Can you have more than one communications partner?**

A: Yes, you should consider partners of all sizes and think creatively about who will help you reach your target audiences.

**Q: Does the pro-bono partnership have to be with an organisation? Can it be an individual, for example a celebrity partner of the charity?**

A: No, partners do not have to be organisations it can also be with individuals such as influencers or celebrities. All partners should be separate from the applicant organisation with its own established audience, giving its support free of charge and providing its own channels.

**Q: Will applications that have communication partners exclusively from local/regional media outlets be valued as highly as applications that have communication partners exclusively from national media outlets?**

A: Yes, it will be as highly valued. Applicants are encouraged to consider a range of communications partners and the depth and quality of engagement they can provide.

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**Q: Can we add additional media partners after the plan is submitted or during the concept note stage?**

A: If invited to full application, applicants would be able to introduce new communications partners. Communications partners can be secured and added at any stage of the appeal subject to due diligence.

### **Digital innovation**

**Q: Does the new digital element have to be something we have never tried before? We have experimented with some things, which we'd like to roll out further, is this acceptable? Will innovative / experimental ways of working with comms partners also count as 'new fundraising mechanisms'?**

A: It doesn't have to be totally un-tried to be innovative for your organisation, please just indicate how this is furthering an experimental approach. New approaches to working with comms partners could absolutely qualify as new fundraising mechanisms.

**Q: Are you expecting the majority of appeal income to come via digital channels or just a good demonstration of an increased use of digital innovative channels?**

A: We're looking for digital fundraising innovation but there is no expectation that this should form the bulk of your fundraising total.

**Q: Could we start something 'new to us' prior to the appeal or do we need to 'save' it? We have a new digital strategy in development but would prefer not to delay some of our new ideas if they don't happen to coincide with the appeal window.**

A: There is no need to delay a new approach artificially for the launch of the UK Aid Match appeal. A 'new' digital fundraising approach doesn't need to be totally un-tested by your organisation, as long as you can describe how your approach is a recent innovation in the application.

### **General**

**Q: If you normally run your appeals through an outside agency, are you able to continue doing this?**

A: There are no restrictions around working with outside agencies. The agency will need to be on board with working the Narrative Project guidelines into communications and using the UK Aid Match brand guidelines.

**Q: The guidance states that the UK Aid Match appeal should be the main or only public-facing activity during this period. Can you define what "main" means in this instance, and on what basis exceptions would be made?**

A: If the UK Aid Match appeal is the only campaign you are running during those dates then all unrestricted donations that come in are deemed eligible for matching, as it is likely that a donor saw your appeal comms. If you are running a concurrent appeal over your appeal dates you will need a way to split out and track donations in order to only match those that come in response to your UK Aid Match appeal. It would also be problematic to run any concurrent campaigns that clashed in their messaging or tone with your UK Aid Match appeal.

**Q: During the appeal will the public donate to our charity via our website or via UK Aid Match?**

A: Donations are raised through your own fundraising channels, not UK Aid Match.

**Q: How should communications risks be considered?**

A: Communications risks should be reputational rather than project based. Think through all the different things that could go possibly go wrong with your public comms, how likely this is to happen, the possible impact it would have if it did and how you would mitigate this. Also, think carefully about the news agenda and if there are any specific areas your organisation or work might come under extra scrutiny.

**Q: The guidance says that images need to be related to the project. Can you clarify this?**

A: Images need to adequately reflect the scope of your project and work. Imagery could be from ongoing projects that are similar, or past projects if necessary. It may be that your unrestricted public donations are going towards your broader work, therefore it's fine to use images from this work too.

**Q: On fundraising - is there a clear definition of what is considered an 'existing regular donor'? Is it solely around regular monthly giving or would an existing major donor - for**



**example who gives every year - be considered to fall into that category?**

A: Someone with a regular direct debit or standing order would be considered a regular donor and therefore ineligible for matching as their donation would have been made regardless of UKAM messaging. If someone gives regularly, but has nothing automatic set up, their donation would be eligible for matching if they donated during your appeal window.

**Q: BOND recently brought out language guidance is this something we need to ensure in our messaging ?**

A: Yes, appeal messaging should absolutely reflect recent research and best practice.

**Q: Could you explain a bit more around what you mean by 'peer to peer engagement'?**

A: Peer to peer engagement is when you encourage your supporters to become champions for your cause, spreading the word and recruiting more supporters on your behalf. This could take the form of sharing content that encourages further sharing and engagement, fundraisers, crowdfunding or something less formal where supporters are encouraged to advocate for you.

**Appeal timing****Q: Is there a deadline by which you expect the appeal to launch by?**

A: This will be determined on a case-by-case basis if there is a rationale for starting at a specific time. We expect appeals to launch within six months of funding approval, by the end of January 2022.

**Q: How early can appeals launch?**

A: It is anticipated that applicants will be informed of the outcome of the full application process in July 2021, following which all successfully shortlisted applicants will undergo a due diligence assessment. This assessment must be concluded and approved by the FCDO prior to the launch of any appeals. It is anticipated that appeals could launch from October 2021.

**Q: Can the three-month fundraising period be decided by the applicant or do they have to commence in October 2021?**

A: The start date of the appeal and fundraising period is up to the applicant, we expect most appeals to begin between October 2021 and January 2022, up to six months after applicants are expected to be informed.

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**Q: Can appeals be less than three months long?**

A: The norm is a three month appeal window in order to raise as many eligible donations as possible. The appeal could technically be shorter, but we'd welcome an explanation and justification for this.

**Project****Q: Are UK Aid Match willing to support more than one project per country if target groups are clearly defined?**

A: UK Aid Match will support multiple projects in any given country covering the same sector in line with all assessment and moderation processes. It is important to note that applicants can propose projects working in a maximum of two countries.

**Q: Syria is specifically listed out on the low Human Development Index countries but could Syria projects be considered?**

A: No, Syria is not an eligible country for UK Aid Match.

**Q: Are you looking for us to provide calculations of VfM, indicators/measures, or a narrative description of our approach to VfM?**

A: Applicants should conduct a VfM assessment of the proposed project and outline how VfM will be delivered through the proposed project. This may involve calculations and should include a narrative description of the approach to VfM.

**Q: How flexible can the project design be? If we do more consultations with communities after the concept note stage can we adjust the project design by the time we submit a full proposal?**

A: There is some level of flexibility in design between concept note to full application, however the core principles of the approach outlined at concept note should not fundamentally change.

**Q: The guidance says that projects can last for up to three years, however can they last for less than three years?**

A: Yes, projects can last for less than three years. It is important to outline the approach to sustainability for all projects, particularly those shorter in duration.

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**Q: Is there a downloadable version of the risk section that we can work on offline with our colleagues and partners before completing it on SMILE?**

A: There is no downloadable version of this available, however a summary of the required fields is available in the PDF application form.

**Q: Is there a scale number you are looking at for beneficiaries?**

A: This will depend on the nature of your project as well as the target beneficiaries and planned budget of the project. An assessment will be made of the value for money offered by your proposal.

### **Longer term impacts of COVID-19**

**Q: Is the COVID-19 theme cross-cutting? Would all programmes would be expected to respond to it?**

A: Yes, we expect all applicants to consider the longer-term impacts of COVID-19 which cross many sectors and cover interventions that contribute towards the achievement of the Global Goals.

**Q: Should we design a project that covers the multiple vulnerabilities that are referenced in COVID-19 guidance paper, or can we focus on one vulnerability only?**

A: The project design should be driven by need in the context you are proposing to work. This may cover multiple vulnerabilities or address specific vulnerabilities.

**Q: It was highlighted that the themes shouldn't be 'tacked on' to other projects. Would it be useful to integrate how we are adapting our approach to delivery of a project to the context of COVID-19?**

A: Yes, all projects (across all thematic areas) should consider the impacts of COVID-19 on project design and delivery.

**Q: If the project can be one where we are continuing ongoing work, under the COVID-19 theme, will it be considered as pivoting?**

A: Projects that are 'pivoting' must demonstrate what changes would be implemented to directly respond to the impacts of the COVID-19 pandemic.

**Q: For the COVID-19 priority, will you favour projects taking place in really high COVID-19 countries?**

A: Applicants must conduct a contextual analysis and provide a rationale for why the proposed project is needed in that locale. Applicants responding to the longer-term impacts of COVID-19 must therefore highlight the impacts of the pandemic, which notably may not necessarily be a result of high case numbers but may also relate to the restrictions or wider impacts of the pandemic.

### **Girls' Education**

**Q: For the girls' education theme, can boys still be included and counted towards outputs/outcomes?**

A: Yes, when considering approaches to gender equality it is important to engage men and boys. It is important that applicants outline how the proposed project specifically supports girls' education but does not have to be exclusively girls if an appropriate rationale is provided.

**Q: For girls' education projects, are we expected to deliver against all three outcomes?**

A: It is important that proposed projects do not only focus on access but also consider participation in education. As the [guidance](#) notes, this refers to access (enrolment) persistence (attendance, retention, and completion) and outcomes (attainment, transitioning to higher educational levels or into the labour market). Applicants should be working towards these key outcomes.

**Q: How do the FCDO expect girls to access schools if they are not nearby and major capital expenditure can't be done? For girls' education, WASH infrastructure is essential in our target location; what level of WASH infrastructure can be included in our design?**

A: 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 and there is no link to the developmental outcomes. Any aspect of capital expenditure must be fully justified as contributing to the sustainable outcome of the project.

### **Ending preventable deaths**

**Q: With the four different areas under the malaria and malnutrition, does our project need to hit all of the four points, or could it focus on just two or three?**

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A: It is important that applicants consider the various elements highlighted in the [guidance note](#) to propose a holistic and sustainable project.

### **Partnership**

**Q: Is it possible to change partners or add new partners at full application stage?**

A: This is discouraged as applicants should provide information on partners and the capacity to deliver at concept note stage. If this is proposed, it will be reviewed on a case-by-case basis and a justification for changes must be provided.

**Q: How are downstream partners defined? Does this include only implementing partners?**

A: The terms 'downstream partners' and 'implementing partners' are used interchangeably and refer to any partners within the delivery chain map. These can include directly implementing partners, defined as those that manage projects funds and play a prominent role in project management and delivery, and collaborative partners, who play a key role in project coordination and supporting the delivery of the project, but do not directly manage project funds.

### **Budget**

**Q: How detailed does the budget need to be at concept note stage, lumps sums for each output only or broken down to activity level too?**

A: A summary budget is required at concept note stage, however it is helpful to include budget lines for specific activities and budget notes included to explain the reasonableness of the costs included.

**Q: On the budget template, should we separate out external evaluation costs or keep one monitoring line?**

A: The budget should include realistic costings for all monitoring and evaluation costs involved in running the project, including an external evaluation.

**Q: Should the staff line be broken down between the implementation partner and UK lead or kept as a single line at concept stage?**

A: It is helpful for you to separately identify costs that will be attributable to your partner. A column is provided for this in the budget template (entitled 'organisation').

**Q: Is there scope to make changes to the project budget after the concept note has been submitted?**

A: Whilst we appreciate the need for some flexibility as proposals are developed for full application, the project budget cannot exceed the amount proposed for FCDO funding at concept note stage. Movements to the budget at sub-heading level should be kept within reasonable tolerances.

**Q: Where can the budget template for the concept note be found? Is it the budget template under the Finance section of 'Useful Resources' on the website?**

A: The budget template for the concept note round can be downloaded from within the concept note form, it is not available on the website.

**Q: Can we add elements of a research or policy analysis in the budget?**

A: Elements of research and analysis are eligible for inclusion in the budget. UK Aid Match will not support projects that are primarily research based.

**Q: What is a reasonable level of capital expenditure to include? Would, for example, building a nursery school to increase access and enrolment to education for girls in a community be eligible? What about toilet blocks?**

A: Your project budget should reflect all costs of delivering the proposed activities and, as such, there is no set threshold for capital expenditure. 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 and there is no link to the developmental outcomes. Any aspect of capital expenditure must be fully justified as contributing to the sustainable outcome of the project.

**Q: Does UK Aid Match provide a maximum of 50% of project funding? Of the remaining 50% funding to be sourced, does at least £100k or 10% need to come from the Fundraising appeal - whichever is higher?**

A: If the application is successful, the FCDO will match all eligible donations made by the UK public to the organisation's appeal over an agreed appeal period of up to three months and up to a maximum of £2 million. At least 10% of the project budget must come from sources other than FCDO. For example, a total proposed UK Aid Match project budget of £1 million should include a minimum of £100,000 from other sources. Ideally, this should be sourced from the public donations to the appeal or can be provided from other donors.

## General

**Q: It is a level playing field, for example, for applicants that may not have previously been granted an UK Aid Match project**

A: Yes, all concept notes will be assessed on their own merits and no special dispensation will be given to existing or past grant holders.

**Q: Do projects need to be separate to the charity's "core" work?**

A: The proposal must be for a discrete time limited project with clearly identified outcomes from UK Aid Match funding, it should not support core organisational work, but applicants can leverage their expertise in these areas.

**Q: Does all Aid Match income - application and appeal - need to be used solely for the project?** A: The UK Aid Match funding, i.e. FCDO funds matching the public donations, must be spent on the proposed project. The public donations to the appeal, if not used to supplement the project budget, can be used as the applicant wishes.

**Q: If you have been through due diligence within last three years is it still valid?**

A: Yes, however a light touch due diligence will still be carried out on your organisation.