

DESCRIPTION & INSTRUCTIONS FOR THE



Thank you for applying to the New Way Sport Fund! This project is supported by the Center of Sport Management Research and Education at Texas A&M University in College Station, TX and is part of the Global Youth Sport for Development Initiative.

There are three primary goals of this fund.

1. We strive to provide an inclusive, transparent, and accessible funding opportunity for small organizations that are using sport as a tool for positive social change. Parameters for what classifies a small organization, include: (1) an operating budget of 100,000 USD or less, and (2) no more than five full time employees.
2. We seek to fund initiatives to address organizational needs and increase organizational sustainability over time.
3. As part of a research project, this fund is designed to help us learn from organizational leaders how to improve funding practices for organizations who use sport as a tool for positive social change.

How does it work?

Applicants should review the following instructions before preparing their application:

- Any sport organizations fitting the Parameters for Application (outlined on the next page) can apply with a deadline of July 14th, by 22:00 Eastern Standard Time.
- Applications can be submitted in English, French, Spanish, Portuguese, Hindi, or Arabic – at <https://www.gys4dinitiative.com/newwaysportfund>
- Organizations can submit one application each for *anything up to \$5,000 USD*. Applications can address any organizational need. Examples of organizational needs may include professional development for staff (e.g., trainings, certifications), technological (e.g., software, computer), or infrastructure needs (e.g., land, transport).
- In the application questions, you (the applicant) will need to describe (1) what organizational problem/issue you are trying to solve with this money, (2) the details of how funding will help you solve it, and (3) explain how much funding you need for your proposed idea (up to \$5,000).
- A total of \$20,000 will be awarded to a minimum of 4 awardees.
- 10 finalists will be selected from the initial pool of applicants, and asked to complete one, short additional document for a brief vetting process.
- The awardees will then be selected and transferred the funding for use. After the transfer of the funds, our office will continue to support and check in with the award recipients as needed.



Evaluation of Applications

Applications will be scored and evaluated by a committee of global leaders in sport for social good. These committee members are made of primarily of practitioners, representing countries from around the world, who run and lead their own sport for good organizations. Applications will be evaluated based on their ability to:

- Meet all the Parameters for Application outlined below.
- Specify a challenge currently affecting their organization and explain how it impacts the organization overall.
- Explain a detailed solution for the challenge being faced. This solution should be sustainably focused and designed for a long-term solution to the current challenge.
- Explain the funds needed for this solution and how the solution will be sustainable.

Distribution of Award

- Awarded applications will be announced at the latest by the end of August, 2024.
- All organizations who apply will be contacted at the e-mail provided in the application with the results of the funding announcement.
- Funding will be sent as soon as possible after the awardees are decided and the terms of the funding are discussed.
- Awardees will not have to write extensive formal reports for this fund. A one-page summary report will be sent out for organizational leaders to complete for basic data collection once the funding has been utilized.
- Awardees are expected to participate in the research process to better understand how to improve our funding in the future. This will involve several meetings with the funder to discuss progress, effectiveness, additional help needed, etc. Information gathered in the research process would be used to improve the funding mechanisms of this fund, as well as shared with other funding entities to aid in improving their mechanisms as well. Applicants' information will be completely de-identified. For any additional questions, please contact the NWSF Executive Director, Ashlyn Hardie, at ahardie@clemson.edu

Parameters for Application

Who can apply?

- Small sport for social change organizations, meaning they have: (1) an operating budget of 100,000 USD or less, and (2) no more than five full time employees
- Organizations working toward positive change through sport (e.g., reducing or eliminating inequalities, climate action education, child rights)
- Organizations with diverse voices are represented in their decision-making roles (e.g., women, youth from programs, LGBTI+ individuals, organizational beneficiaries)
- Organizations with existing safeguarding policies OR willingness to create one
- Organizations do NOT have to be officially registered as nonprofits to apply.

Who can NOT apply?

- Organizations with direct political party affiliations.
- Organizations with direct religious affiliations or faith-based agendas.
- Organizations with initiatives that work directly against any human rights efforts.
- Organizations based in China, Russia, North Korea, or Iran.

Key Dates for Funding

- Application Portal Opens June 7th, 2024
- Applications Due July 14th, 2024 at 22:00, Eastern Standard Time
- Awardees Announced August 9th, 2024