

G1 UK AID MATCH GUIDANCE FOR APPLICANTS

It is essential that all applicants read this guidance carefully before and when completing all stages of their application.

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SECTION 1: INTRODUCTION

The second phase of UK Aid Match will build on the success of the current scheme. It will:

- support the achievement of the Global Goals for Sustainable Development through financing civil society projects;
- provide opportunities for the UK public to engage with international development issues and have a say in how a portion of the international development budget is spent.

It will do this by match funding public donations to appeals for projects to reduce poverty in developing countries.

If your application is successful, DFID will match all eligible donations from the public to your organisation's appeal

- over an agreed period of up to 3 months
- up to a maximum of £5 million.

Total DFID grant funding including UK Aid Match funding provided in any one year can be no more than 40% of your organisation's annual income in the same year.

This is a competitive funding scheme. The following notes provide guidance to applicants on eligibility for the scheme, how to apply, how their application will be assessed and scored, and on DFID's expectations of its partner organisations. You are advised to read each section thoroughly, including related documents, before making your application.

SECTION 2: ELIGIBILITY OF THE APPLICANT ORGANISATION(S)

To be eligible for the scheme, applicants must:

- be a UK-based¹ non-governmental and not-for-profit organisation² which delivers poverty reduction projects in one or more of the eligible countries (see Section 6)
- be able to provide published annual audited accounts or financial statements for the previous two years
- submit an application that meets the minimum requirements of the communication partnership (see Section 4)

¹ To qualify as UK-based, the largest or main office of the organisation that is applying for funding should be in the UK. If the receiving organisation is part of a larger international family, its UK office will need to be accountable for any funding provided. The organisation must be registered in the UK and have its own UK constitution and an independent board of trustees, i.e. the board must be appointed by the UK based receiving organisation and be free and able to make independent decisions on strategic and operational issues. We may request to see relevant documentation to support this.

² A not-for-profit is any organisation that does not distribute its surplus funds to owners or shareholders, but instead uses them to help pursue its goals.

- ensure that the annual value of all UK Aid Direct and/or UK Aid Match grants that you hold must be less than 40% of your organisation's annual income (and this based on an average across the applicant's three previous years' income)
- not be in receipt of more than 3 'live' grants in the second phase of UK Aid Match.

DFID **will not** consider applications from:

- organisations based outside the UK (even if they are organisations which deliver development projects in developing countries)
- think tanks, policy institutes or research organisations
- academic institutions (including institutions which are eligible for funding from the Higher Education Funding Councils and equivalents in England, Wales, Scotland and Northern Ireland)
- governmental and inter-governmental organisations (or any other organisation which reports directly to government)

DFID **will not** accept applications from organisations that:

- undertake activities which may lead to civil unrest
- are linked to any terrorist organisation
- discriminate against any group on the basis of gender, disability, race, colour, ethnicity, sexual orientation or religion

If we have concerns about an existing UK Aid Match (or any other DFID) grant we may decide not to accept another application from the same organisation until those concerns have been addressed.

Applications from a consortium

DFID will consider providing funding to a consortium of not-for-profit organisations. Applications from a consortium must be for a single appeal which is publicised and supported by all members of the group, for a clearly defined project to be delivered collectively by the group. The consortium must nominate one lead member with overall accountability for the use of funds and responsibility for reporting to DFID. All consortium members must be listed in the application and must meet the eligibility criteria. It will also be a strong advantage for the lead organisation and the communications partner to demonstrate a track record of running appeals.

Project partners

While applicant organisations do not have to work through a partner organisation in the project country, there must be clear mechanisms in place to enable beneficiaries to participate in the design, management and implementation of the project and to enhance the sustainability of the project after DFID funding has ended.

The type of partner is defined in terms of the nature of the partnership. Implementation partners are defined as those that manage project funds and play a prominent role in project management and delivery. Collaborative partners are those that play a key role in supporting the delivery of the project and in coordination, but do not directly manage project funds. For all proposed

partnerships, the roles of each partner and their contribution to project delivery of the project must be clearly defined.

SECTION 3: HOW TO APPLY FOR UK AID MATCH FUNDING

Overview

The second phase of UK Aid Match is open to applications from November 2016. Dates and deadlines for the round(s) we will run in 2016 to 2017 are on the UK Aid Match website. We will approve grants through a competitive process.

Applications are typically made through a 2 stage process - concept note and full proposal. DFID will ensure feedback is given on all applications at both stages, including unsuccessful applications. This feedback is aimed to be as helpful and informative as we can. All decisions are final, and there is no appeals process.

The highest scoring applicants at concept note stage will be invited to submit a full proposal, for which they are given 6 weeks. During this 6 week period, there will be a workshop for organisations to consider and ask questions about different aspects of developing a full application including developing a log-frame.

Full proposals will be assessed and scored together after the deadline for submissions has passed, and the highest scoring applications that meet the minimum standard will be offered a provisional award of funding, subject to satisfactory completion of a due diligence assessment/review.

The following table summarises the actions you will need to take to apply for UK Aid Match funding and which documents/templates you will need to refer to/use. Please also read the full text which follows the table carefully before you start your application.

STAGE	TASK	TIMELINE
1. Concept note	<p>Complete and submit the following to ukaidmatch@dfid.gov.uk by the deadline.</p> <ol style="list-style-type: none"> 1. Letter/email of support from each of your appeal communications partner(s), including agreement to promote appeal and to include UKAM message and branding in communications about the appeal, and specific details of what communication channels and activities they will contribute (see section 4 on demonstrating communications partner commitment) 2. 'P1 <u>UK Aid Match Concept Note Form</u>' 3. A copy of, or link to, the constitution of the organisation that will receive the match funding 	Deadline for concept note applications

	<p>4. A copy of the recipient organisation’s annual audited accounts for the previous two years (those which are available for the most recent years) or a link to these if they are published.</p> <p>5. 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.</p> <p>Emailing your application The maximum attachment size is 6MB – please bear this in mind to avoid delayed or failed email submissions. You may need to use compressed or zip files or divide documents between separate emails.</p>	
Applications are assessed and scored. Await decision and feedback . If approval is granted please proceed to stage 2		Approx 6 weeks later
UK Aid Match run workshop for organisations invited to full proposal stage to explain the process and answer questions.		Approx 2 weeks later
2. Full proposal	<p>Complete and submit the following individual and clearly labelled documents to ukaidmatch@dfid.gov.uk by the deadline. Late or incomplete submissions will not be considered</p> <ol style="list-style-type: none"> 1. C1 Communications plan form 2. C2 Communications activity timetable 3. Written confirmation of appeal communications partnership(s) detailed in concept note, with any further details that have developed. 4. P2 application/proposal form 5. P3 Logical Framework 6. P4 Budget Template 7. Risk matrix – own format 8. Project organisational chart / organogram in relation to the main people/partners which will be responsible for delivering the project – own format 	Approx 6 weeks later
Applications are assessed and scored. Await decision and feedback.		Approx 7 weeks later
Appeals begin	Appeals can start between 6 weeks and 6 months after match funding has been confirmed, subject to due diligence requirements. Where there are good reasons to delay, flexibility can be offered on start date.	6 weeks to 6 months later
Projects begin	Projects should start within 3-6 months of the appeal ending. Where there are good reasons to delay, flexibility can be offered on start date.	3-6 months later

SECTION 4: THE APPEAL AND COMMUNICATIONS PARTNERSHIP

THE APPEAL AND REPORTING BACK

To meet the minimum standard for UK Aid Match, an appeal must:

- seek to raise at least £100,000, within a 3 month appeal period. Donations must be from people (not businesses) living in the UK and go towards an eligible international development project
- clearly communicate to the UK public what their money and match funding will achieve
- clearly communicate as part of all appeal communications, the 'UKAM message' – that all public donations will be doubled/matched by the UK government, and use the UK Aid Match logo on all applicable communications activities with appropriate messaging
- use a pro bono communications partnership (explained under the heading 'the communications partnership' below) with one or more organisations that can confidently provide at least 400,000 quality opportunities to view (OTV) through a number and variety of channels. In assessment, we will take into consideration to what degree the OTV are unique. This number should not include the applicant organisation's existing supporter database (eg through direct mail). The first 400,000 OTV must be provided on a non-commercial basis (ie no payment given)
- start (but not necessarily finish) within 6 months of proposal approval, with the match funded appeal period lasting no more than 3 months
- include plans for the organisation and communications partner(s) to report back to the public when the project is underway, to transparently demonstrate where money has gone, and how it has improved lives (using images, quotes, stories, case studies etc). There must be at least one quality report back on progress to an audience similar to that of the appeal. CSOs are encouraged to report to the public throughout the life cycle of the project, for example when milestones are reached. The rate of progress will differ from organisation to organisation, so DFID will allow some flexibility in how and when a report-back communications moment takes place.
- where appropriate, include links to DFID's online presence (eg @DFID_UK; www.facebook.com/ukdfid; www.gov.uk/dfid)

Please note that UK Aid Match funding can only be used to deliver the development project. Taxpayers' money must not be used for any expenses relating to the running of the appeal, fundraising, promotional or reporting back communications.

THE COMMUNICATIONS PARTNERSHIP

A communications partnership is a partnership between the UK based civil society organisation (CSO) that will receive and manage the match funding and one or more

organisations (communication partners) that will help publicise the appeal to the general public, free of charge to the CSO. The communications partner or partners must provide existing communication channels that are guaranteed to provide a defined or reasonably estimated number of OTV –with an explanation for how figures have calculated.

A communications partner, in the context of UK Aid Match, is an organisation that:

- is separate to the not-for-profit organisation delivering the project (and therefore has its own, established audience beyond the applicant’s existing supporter base)
- gives its support on a non-commercial basis (ie free of charge)
- provides its own, existing channels.

A communications partner is **not an organisation that:**

- provides services for a fee such as paid-for advertising. This is because DFID does not wish to give undue advantage to organisations that have larger marketing and advertising budgets, nor encourage spending money on advertising for the purposes of meeting UK Aid Match eligibility, ie ‘buying OTV’. Additionally, though well thought-through, paid-for advertising may contribute valuable opportunities to view your appeal, it is unlikely to offer appropriate or justifiable post-appeal communications opportunities.
- buys channels on the organisation’s behalf
- provides other communications-related services (eg graphic and digital design, marketing and PR, media buying etc). Though organisations are encouraged to seek other pro bono services such as these to contribute to their appeal, they are not considered communications partners unless they also provide channels to reach the public.

Strong communications partnerships must:

- provide channels that are, in principle, open-access and publicly available, not exclusively channels that are limited to only a particular set of recipients (eg customers, subscribers from a database). Websites can be considered as channels if the relevant pages attract a high volume of general traffic (eg a site that many and varied people visit regularly) or are accompanied by planned activity that will drive audiences to this content.
- include a commitment from the communications partner to play an active role in explaining the development goals and outcomes of the appeal to their audiences. The most convincing UKAM partnerships are those in which the communications partners genuinely get behind the cause. This allows them to promote it as an issue they themselves support, and believe their audience should support, resulting in more authentic content
- use a suitable and creative range of channels and content to effectively engage the appeal audience with quality content.

Advertising

Whilst UK aid **must not** be spent on communications, we recognise that paid for advertising and other bought in services such as PR are a common element of some appeals. A degree of paid-for communications is permissible as part of overall appeal

communications, but should not be the primary source of opportunities to view, or to reach your target audiences. OTV derived from paid-for communications will not count towards the minimum 400,000.

DEMONSTRATING COMMUNICATIONS PARTNERS' COMMITMENT

The communications partner(s) must be committed to delivering the UKAM message and using the logo on the channels it will provide to the appeal.

STAGE 1: CONCEPT NOTE

Applicants must include at least a provisional agreement with each of its communications partner(s) in writing (email, or letter). This should be a statement of interest to support the appeal, use the message and logo, and provide an estimate of the OTV they can guarantee for the appeal, by giving details about its audiences and reach. It should also include an outline of the content and channels that they will provide, and the volume and frequency.

STAGE 2: FULL PROPOSAL

If invited to submit a full proposal, the applicant must demonstrate that any provisional agreements have been formalised in writing (email, letter), and provide any new details. Additional partners may be added at the full proposal stage, and should you be successful, while your appeal is running providing they are agreed by DFID. However, if there is a substantial change in partners between the concept and full proposal stage, the quality of your communications partnership will have to be reassessed for eligibility and your proposal may not be considered.

The partner must be fully aware that your funding will be awarded on the premise that their part in your appeal communications plan is delivered in full, and it is your responsibility to hold them to account.

At both stages

The communications partner must demonstrate in writing:

- a commitment to run or participate in an appeal if UKAM is awarded
- details of the channels (and content) that the partner owns and can provide free of charge, and the volume and frequency of communications support on offer (eg 3 articles over 3 months, Facebook posts, etc)
- details of the reach of its channels (eg readership, listeners, demographics, etc) – independently verifiable where possible
- commitment to use the UKAM message and logo across all provided channels

OPPORTUNITIES TO VIEW

'Opportunity to view' (OTV) refers to each opportunity that a member of the public has to see your appeal communications that include the UKAM message, and logo where appropriate.

A combination of communications partners and other communications activities can be used to reach the required 400,000 opportunities to view. We recognise there are

many ways of estimating opportunities to view. We want you to provide the most meaningful figures. For example, it would not be meaningful to provide an OTV figure of the footfall of an entire department store, if there is only one product or stand in the store that carries your appeal message. Where possible, you should use figures from an established, recognised audience measuring body for that channel or industry. You should use your communications plan documents to explain your calculations.

Examples of how an organisation might achieve at least 400,000 opportunities to view through a single or combination of partners:

- a partnership with a national newspaper with a readership of >400,000
- a partnership with a faith community or schools with over 400,000 in regular worshippers or pupils whose parents will be reached
- a magazine feature with readership of 100,000 + regional paper with 250,000 readers + online feature with a viewership of 70,000
- a partnership with a retailer (eg supermarket) or service provider (eg restaurant) with footfall and/or customer base of >400,000 that has agreed to display or promote your appeal in a way that will realistically be seen
- a combination of partners that have agreed (guaranteed) to provide coverage which collectively provide >400,000 OTV

Prospective coverage (eg coverage that you anticipate getting through PR and selling stories to media and that isn't guaranteed), may be mentioned separately, but will not count towards the eligibility target of 400,000 if it cannot be confirmed in advance. You may count it toward the final opportunities to view figure you provide following your appeal.

Examples of acceptable means of calculating OTV for UKAM:

Channel	Opportunities to view
Partner mailing lists and intranet	Count the readership or distribution list once
Articles in magazines, newspapers TV and radio broadcasts	Readership / viewership / listenership for the day of publication/broadcast, per article or broadcast (ie multiplied by the number of articles/broadcasts)
Adverts in magazines and newspapers	Advertising reach (eg readership or other figure given by advertising vendor)
TV and radio adverts	Advertising reach (as above)
Events	Attendance (providing that the appeal messaging is likely to be viewed by all)
Retail	Average footfall (providing the appeal is very visible) for the period that the messaging is on display
Digital	<p>NOTE: Count Twitter followers, Facebook fans or other social media channel following figures only once towards your OTV (eg if your ambassador tweets 10 times during your campaign, OTV for UKAM does not = 10 x Twitter followers)</p> <p>After your appeal, you may use tools such as TweetReach to calculate total reach or impressions.</p> <p>For websites, use average monthly page views wherever possible, or state in your activity plan what measurement you are using. You need to give a meaningful figure – if the location of your content is buried within a website, or only on display for a limited time, it is not reasonable to claim the full monthly OTV for your content.</p>

Do not overestimate your opportunities to view. Unsubstantiated figures could damage the credibility of your application.

Other forms of communications, eg paid-for advertising or high profile supporter endorsement may contribute to your **total** opportunities to view both for the appeal and report back, but only after the minimum 400,000 has been achieved through your pro bono communications partners. Beneficiary stories, pictures, and voices (written, audio, video) offer a powerful means of engaging the public and convincing them of the value of development. It is the applicant's responsibility to ensure that they have obtained the appropriate consent to use any images, audio, video and quotes.

APPEAL MESSAGING

Appeal messages should clearly and accurately communicate how public donations and match funding are expected to improve the lives of poor people, in a creative and engaging way. Messages and images should emphasise how development interventions aim to increase the empowerment and self-sufficiency of target communities, whilst telling strong, human stories, and giving individuals a platform to tell their own story. We also recommend referring to the [Narrative Project](https://www.bond.org.uk/resources/narrative-project-user-guide-summary) when developing your messages, whilst bearing in mind that the Narrative Project is designed as a long term, whole-organisation approach to changing the public conversation on international development, and not specifically for fundraising. (<https://www.bond.org.uk/resources/narrative-project-user-guide-summary>).

Examples of things to consider in building messages include avoiding:

- sweeping statements
- making people feel guilty or blamed
- avoiding words such as 'could' or 'might', that can provoke doubt.

We expect charities to be familiar with and adhere to relevant legislation and guidance on fundraising, including the sector's self-regulatory [Code of Fundraising Practice](#).

You must ensure that you use the match funding message in a way that does not risk misleading the public as to how their donations and match funding will be spent. The emphasis should be on how it is the public's or individual's act of donating that allows match funding to take place and more people to benefit.

The appeal will ideally have a theme that features the project, issue, sector and/or country that UK Aid Match funds will be used for as all or part of its theme. We have found from experience that this type of appeal has the most simple, compelling messaging and can make best use of the 'doubling' message. Importantly, it also means that UK aid will go towards projects that have motivated public donations. If the appeal is for core funding, you must ensure that the theme and messages are consistent with the match funding agreement. The appeal must not have as its sole or main focus a country or project that is not eligible for match funding.

We expect your appeal communications to focus on the type of work that your organisation will do with UKAM funds, as opposed to your organisation's broader work. Your website and appeal materials should make clear as to how UKAM will be spent.

An example of an acceptable appeal/project combination

The appeal will raise money to improve beneficiary health. DFID money will go towards maternal health training programmes. The appeal focuses on other health interventions that are more easily understood by the public (eg malaria, vaccination, clean water). This is acceptable providing that: i) there are a number of communication activities that explain how match funding money will be spent, and a permanent record of this on the website; ii) donations will be spent on malaria

prevention among other things; iii) the messaging does not imply that the match funding will go towards more vaccines, more clean water etc.

If your organisation is running another appeal at the same time as UKAM funded appeal, they must be kept distinct: you cannot apply the UKAM match funding offer to the other appeal, and must ensure that donors to other funds are not given the impression that their donations might also be matched. It is preferable for your UKAM appeal to be the main or only appeal that your organisation is running for that period; exceptions to this will be considered on a case by case basis.

We will not match fund appeals that:

- take a partisan political stance,
- include initiatives which involve direct lobbying of the UK government or of international organisations of which the UK is a member
- include lobbying for or against activities of specific companies, individuals or institutions
- promote policies in direct conflict of UK policy on that theme

Publicity before the appeal period

Organisations may not start to publicise the match funding of their appeal or solicit donations before it starts. Income donated or solicited outside of the period will not be eligible for match funding. However, it is acceptable to distribute information about the appeal to specific fundraising or volunteer networks, to enable them to prepare for the appeal launch. This includes, for example, sending information packs to faith group leaders, schools and partners so that they are ready to begin fundraising when the appeal is launched.

It must be clear to the recipients of any advance communications, that fundraising and donating (including sponsorship) can only take place during the appeal period, and there must be no call to donate before the appeal period starts. Organisations may also recruit potential challenge participants (eg for challenges such as runs, climbs etc) or volunteers for fundraising events including sponsored activities that fall within the appeal period, letting them know that funds raised as a result of the activity they will be participating in will be match funded. Recruits must be aware that fundraising must not take place prior to the appeal starting.

AUDIENCES

UK Aid Match is designed to give a wide and diverse range of the UK public the opportunity to have a say on how some of the aid budget is spent, through appeals run by civil society organisations. As such, there are no specific target audiences for the scheme within the UK population. However, your application should explain your choice of audiences, and what methods and messages you will use to reach them. You should explain why you think your proposed appeal activities will engage your chosen target audiences effectively.

In keeping with our principle of giving a wide and diverse public a say, we want to make sure appeal communications are accessible and not the preserve of limited or

exclusive groups. For this reason, communications that are limited to individuals on a closed customer database will not count towards the eligibility threshold of 400,000 opportunities to view. For example, this will include the CSO's own database of supporters, the employees of a company adopting the appeal for internal fundraising, and customers on a retailer's email distribution list. However, such channels can and should contribute to total OTV once you have passed the eligibility threshold.

While direct communications to existing supporters will not count towards the eligibility threshold, they should be included in the appeal communications plan and must also adhere to UKAM guidance as explained above.

BRANDING

When running the appeal, publicity must carry the UK Aid Match logo, and words to the effect of 'your donations will be matched by the UK government'. This will preferably be followed by an example of what doubled donations will help achieve. The logo must not be altered in any way nor incorporated into another logo.

SECTION 5: WHAT DONATIONS CAN BE MATCHED

DFID will match financial donations from members of the UK* public up to a maximum of £5 million per appeal.

To be eligible for matching, donations must be the result of an informed decision to donate to a match funded appeal (ie where the donor has been made aware both of the appeal purpose, and of government match funding.)

To be eligible, fundraising activities must take place and donations **must be made** during the 3 month appeal period. Donations made but not received by the organisation during that period are eligible to be matched, providing they are received within 2 months of the appeal end. This grace period is designed to allow for the proceeds of all fundraising activities to be collected from fundraisers by the CSO running the appeal. It is not designed to allow donors to postpone their giving.

DFID will match fund monetary donations from UK* based:

<p>1. Individuals</p>	<p><u>Terms and conditions</u></p> <ul style="list-style-type: none"> - Where possible the organisation should check that individuals donating are resident in, or have their primary residence in the UK. - There is no size limit on donations. However, for each donation over £5,000, DFID will request evidence of eligibility, such as the postcode of the donor to show that the donor is resident in the UK. In line with data protection protocol, DFID will not keep this data on file after it has been validated.
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2. Communities	<u>Terms and conditions</u> <ul style="list-style-type: none"> - DFID will match donations raised by community groups and events for example cake sales, concerts, school fetes, including employee fundraising where the donation is not made on behalf of a private sector organisation. For ease of administration, payments can be made via the group or organisation providing all funds were given by individuals
3. Trust Funds	<u>Terms and conditions</u> <ul style="list-style-type: none"> - DFID will match donations from Trust Funds where each individual who <u>owns</u> the funds agrees to the donation being made during the appeal period. - DFID require proof of this in the form of a statement signed by the Financial Director or equivalent of the partner organisation specifying each donation and confirming that the donations have been made by individuals who own the funds, that the individuals have agreed to the donation being made to a specified appeal, and that the individuals understand that their donation will be match funded. The statement should be included in the Certified Statement of Income (CSI) which the partner organisation is required to submit to DFID (see “Templates for successful applicants” on our webpage.) - Donations from Trust Funds will not be matched if the decision to donate is made by trustees who administer the funds but do not own them.
4. Philanthropic organisations eg rotary clubs.	<u>Terms and conditions</u> <ul style="list-style-type: none"> - The organisation must be not-for-profit - The money must be raised for the specific appeal in question, and all individual donors must be aware both of the appeal purpose, and of government match funding when they donate. Donations from foundations where funds are administered on behalf of the owners of the funds are not eligible for match funding.

*For the purpose of UK Aid Match, the UK includes the Crown Dependencies - Jersey, Guernsey and the Isle of Man.

DFID will match fund the value of “in kind” (ie non-monetary) donations made to:

5. Individual or community events	<u>Terms and conditions</u> <ul style="list-style-type: none"> - The donation must be made and the event held within the appeal dates.
6. Charity shops	<u>Terms and conditions</u> <ul style="list-style-type: none"> - Appeals for stock to be sold in charity shops can only be included as one part of a broader communications and fundraising plan for the appeal, ie charity shops must not be the only communications partner for the appeal, as this would give an unfair advantage to larger charities that have a retail arm and high street presence.

	<ul style="list-style-type: none"> - The stock appeal should focus on a particular category of stock eg jumpers, books or crockery. This helps to ensure that more donors are aware of the appeal and not simply ‘incidental’ - charity shops must receive and sell the same good during the appeal period in order for the funds raised by selling that good to be eligible for match funding. A robust system to monitor and evidence this must be in place. - all possible channels should be used to ensure that appeal and match funding messaging is clear to those who are donating their goods to the charity shop and shop staff should be briefed to promote the scheme. Every effort must be made to ensure that the stock appeal is visible to passers-by and other potential donors, before they donate.
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DFID will **not** match:

- financial donations from for-profit organisations
- the Gift Aid element of donations.
- the proceeds of selling in-kind donations made directly to the organisation (eg shares, goods to sell on eBay) unless this is part of a pre-agreed stock appeal.

It is the responsibility of the organisation to make sure these exclusions are clear.

Direct debits

Donations made to the partner organisation during the appeal period by existing regular giving supporters (ie by direct debit or payroll) are not eligible for match funding as this represents income that is already guaranteed to the organisation rather than given in response to the appeal. However, if existing regular givers are informed about the match funding offer for the duration of the appeal and choose to increase their regular giving, the additional amount can be match funded during the appeal period.

Regular giving from new individuals who choose to sign up at any point during the appeal will also be match funded for 3 months. This is to account for the time lag between when the new regular giver signs up and when their first payment is made. Recruitment of new regular givers using the match funding incentive may not take place outside of the appeal period.

Ticket sales

Proceeds of compulsory payment for a ticket to an event associated with an appeal are not eligible for matching because it is not clear that the motivation for making the payment is driven by a desire to donate to an appeal. However, any additional payment beyond the ticket price that is made voluntarily and would qualify for Gift Aid in accordance with [HMRC rules](#) is eligible for matching, providing the donor is informed of the match funding offer at the time of making the donation.

Legacies

Match funding of legacies is theoretically possible under the following circumstances; the person making the legacy donation would have to have been informed about the match funding offer and express the desire to donate to the specific appeal in their will, and the donation would need to be collected within two months of the appeal ending.

Restricted donations

Donations restricted to specific projects/countries/issues are eligible for matching, provided those projects/countries/issues are consistent with the activities which the appeal is raising money for. For example, if the appeal is for improving maternal health in Asia and countries which the partner will use the funds in include Bangladesh, a donation restricted for work to improve maternal health in Bangladesh would be eligible for matching. However, the donor must be made aware that the match funding will not be restricted in the same way, but will rather be spent on the UK Aid Match project which has been agreed with DFID, and be given details of this project.

SECTION 6: HOW THE UK AID MATCH FUNDING CAN BE USED

Eligible countries

UK Aid Match grants will be awarded to organisations for projects in countries ranked in the bottom 50 countries in the Human Development Index (HDI) and in countries assessed as highly or moderately fragile:

Afghanistan
Angola
Azerbaijan
Bangladesh
Benin
Burkina Faso
Burundi
Cambodia
Cameroon
Central African Republic
Chad
Comoros
Congo (Democratic Republic of the)
Côte d'Ivoire
Djibouti
Egypt, Arab Rep
Eritrea
Ethiopia
Gambia
Ghana
Guinea
Guinea-Bissau

Haiti
Iran, Islamic Rep.
Iraq
Kenya
Korea Dem. Rep.
Kyrgyz Republic
Lao People's Democratic Republic
Lebanon
Lesotho
Liberia
Libya
Madagascar
Malawi
Mali
Mauritania
Mozambique
Myanmar
Nepal
Niger
Nigeria
OPTs
Pakistan
Papua New Guinea
Rwanda
Sao Tome and Principe
Senegal
Sierra Leone
Solomon Islands
Somalia
South Sudan
Sudan
Swaziland
Syrian Arab Republic
Tajikistan
Tanzania (United Republic of)
Togo
Turkmenistan
Uganda
Uzbekistan
Venezuela, Rb.
Yemen
Zambia
Zimbabwe

Projects with a total value of more than £2 million can operate in up to 3 countries. Any project under £2 million should only work in 1 country. 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 as opposed to working in one location/country.

Project timeframe

Funding can be used for new, time-limited projects of up to 3 years duration, or to expand on-going projects by up to 3 years. Additional activities funded by UK Aid Match in on-going projects, and the additional results they are expected to achieve, must be clearly identified, with a clear, time-limited schedule for delivery, and a distinct budget.

Project budget

Your project proposal should be for a single project of sufficient scale to use all of the expected match funding, but it does not need to be 100% funded by match funding. For example, your proposal could be for a project which 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. You can also choose to fund your project 100% from UK Aid Match funding.

Since the amount that your appeal raises will not be known when you apply for match funding, your application will need to explain broadly how the proposed project activities could be either scaled 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 DFID has approved the revised proposal.

Project activities

UK Aid Match must be used to fund activities which 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.

If your appeal is for a specific aspect of your organisation's work, UK Aid Match funds must be used for the same purpose. If your appeal is for 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 but you can use funding raised by the appeal flexibly.

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 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, eg 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 particular companies, individuals or institutions.
- **proselytising:** we will not fund project activities intended to promote particular 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 (eg construction or purchase of buildings, vehicles, etc.)** cannot be supported if these items are a primary focus of the proposed initiative, eg if the purpose of the initiative is solely to build a school. Any aspect of capital expenditure that you include (eg project related equipment and vehicles) 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 communications activities that do not directly contribute to the project outcomes. For example, match funding could be used to pay for activities which communicate messages to the project's target communities, eg messages which seek to change behaviours on health if the development objectives include changed behaviours on health. However, match funding could not be used for example to pay for promotion of the organisation receiving match funding. We will give further advice on this within the context of specific project budgets.

SECTION 7: THE DEVELOPMENT PROJECT PROPOSAL

STAGE 1: CONCEPT NOTE

At concept note you are required to submit the following documents related to your project proposal:

[P1 UK Aid Match Concept Note Form](#)

1. The Concept note sets out key facts about the proposed appeal and how the funds will be used to reduce poverty. It will also include provisional information about what results the project is expected to achieve including changes to improve the lives of poor people (the project “outcome”), and what the project is expected to deliver eg services or products (the “outputs”).
2. A copy of, or link to, the constitution of the organisation that will receive the match funding
3. The recipient organisation’s annual audited accounts for the previous two years (those which are available for the most recent years)
4. 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.

STAGE 2: FULL PROPOSAL

At full proposal stage you are required to submit the following documents related to your project proposal:

1. [P2 application/proposal form](#)
2. [P3 Logical Framework](#)
3. [P4 Budget Template](#)
4. A risk register/matrix – own format
5. Project organisational chart / organogram in relation to the main people/partners which will be responsible for delivering the project – own format

P2 PROPOSAL FORM

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, and not require assessors to refer back to the concept note. However, applicants are strongly advised to address feedback they receive on their concept note in their 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 and empowerment, including linking with the leave no one behind agenda, e.g. women and girls with disabilities and women and girls affected by gender-based violence or the threat of such violence;

- the capability of the applicant organisation(s) and where relevant, the partners, to implement the project, including relevant technical and context experience, the added value of the implementing partners, and the proposed management and partnership arrangements.

Cross cutting themes to consider when preparing your application are:

Value for money

Your application will need to explain how the proposed activities will achieve good value for money overall, and in terms of economy, efficiency, effectiveness, and equity.

There is a lot of information available on different aspects of value for money in grant programmes. The BOND paper: Integration of value for money into the programme life cycle (Jan 2012) (accessible from the UK Aid Match web page) presents some key value for money questions relevant to project identification, planning, implementation and monitoring and evaluation and learning.

Empowerment and accountability

If your project aims to empower beneficiaries and/or to make government more accountable, your proposal will need to explain this carefully. For example, your project may aim to:

- empower individuals to take greater control over their lives and to hold their government to account;
- strengthen community action to manage natural resources, demand better services, justice and security and better management of services provided by local government;
- support changes to policy and institutions (including through use of media), which would support and sustain improvements to people's livelihoods.

Environmental impact and climate change

You will need to consider any potential positive and/or negative impacts of your proposed project on the environment.

Specific questions you might want to consider include:

- **environmental and climate sensitivities:** have you identified who or what could be impacted (ie environmental resources or services) by your project?
- **project activities:** are any project activities sensitive to climate change or environmental change? Please also list any major activities likely to have climate or environmental impacts.
- **impact identification:** has the project been assessed/screened for environmental and climate risks and opportunities? Please list these (and include direct, indirect, cumulative, positive and negative impacts). Has the issue of sustainability after the funding period been considered?
- **assessing climate and environmental significance:** have you assessed the significance (ie magnitude, duration, scale, likelihood, reversibility etc.) of

these environmental and climate change impacts? Who will be indirectly impacted by these?

- **climate and disaster risk management procedures:** have you identified measures to mitigate the negative impacts and maximise the opportunities? What are your procedures for managing these environmental and climate risks, impacts and opportunities?
- **monitoring, evaluation and reporting:** are you monitoring/ reporting on project environmental issues and their management? Specify key indicator(s) on climate and environment you are using to monitor project progress.

IDENTIFYING RESULTS AND DEVELOPING YOUR LOG-FRAME

Guidance on how to complete a log-frame is provided separately as part of the application template (see list of links to documents on UK Aid Match website: www.gov.uk/uk-aid-match). Your log-frame will need to include indicators for measuring progress (indicators state what is to be measured). It is important that you are able to measure progress in a meaningful way.

Your application will need to identify what results you expect your project to achieve. In section 3.4 of your application form, you need to state who will benefit from the project, both those who will benefit directly, and indirectly.

- direct beneficiaries are those populations, groups or organisations which are within the immediate reach of the project and which are expected to benefit at the output and outcome levels.
- indirect beneficiaries are those populations, groups or organisations who will indirectly benefit from the project and are outside the immediate reach of the project, yet are expected to benefit at the impact level.

It is important that you provide as much information as you can about who will benefit. Grant holders are required to disaggregate data by sex, age, disability³, geographic location and other characteristics relevant in national contexts.

PREPARING YOUR BUDGET

The budget template is available on the UK Aid Match webpage. This template serves as a budget at application stage, and as a future reporting template should your application be successful. As such, only some of the columns are visible. Please only populate the visible columns. The hidden columns should only be completed if the project is successful and will not be considered as part of your application.

Please follow the instructions included in the template itself and using the following general guidance:

- the summary sheet is where you should enter the general data about the project in the text fields. Please note that the budget figures will auto populate based on your entries in the country and regional sheets.

³ See DFID Disability Framework 2015 and DFID's guide to disaggregating programme data by disability: <https://www.gov.uk/government/publications/dfid-disability-framework-2015>

- a country sheet should be populated for each country the project will be implemented in. UK Aid Match funded projects can work in up to 3 countries for projects over £2m and 1 country for projects under £2m.
- the global sheet should be populated with any costs incurred in the UK, in regional offices, or spend that runs across the whole project rather than relating to one specific country.
- use the notes sheet to explain what is included in budget lines and how/why they are necessary for delivering the project. It will affect the outcome of the appraisal if there are budget items or estimates that are not explained in sufficient detail.
- you may add or delete rows as needed. Please ensure the formulas include these new rows.
- all budgets must be legible when printed on A3;
- please do not use additional shading or colour in your budget as this can make budgets difficult to read.

Currency and exchange rates

Your budget must be in GBP Sterling (£). You must state the source and value of any exchange rates you have used to calculate your budget.

Inflation

You can apply either the local or UK projected inflation rates to each budget line, but not both at the same time. Eg For UK expenditure captured in the regional sheet you may wish to apply a UK rate, and for lines included in a country sheet, you may wish to apply the projected inflation rate in that country. Where inflation is likely to change unit costs over each year of implementation, you can use an average cost across the project years and explain this in the notes.

If using a UK rate, this should not exceed the UK Treasury Rates of inflation for each financial year (01 April – 31 March). These rates, referred to as '[GDP deflators](#)' are [available on GOV.UK](#). For financial years in the future where the Treasury has not yet set the predicted rates, please use the last available rate.

What to include

It is important that your budget is in line with your narrative proposal. The budget should clearly include provision for all the project activities you are proposing to undertake. The template allows space to include both the DFID contribution and any additional funds from other sources; you must clearly show the proportion of the budget you are requesting from DFID, and where any other funds are coming from. It is important that you include as much detail as possible. Please indicate whether funding from other sources is confirmed or that the sources of funding have still to be identified.

You must break down your budget to provide sufficient detail to justify the budget estimates.

The template has five budget sub-headings:

- capital expenditure
- project activities
- all staff costs
- other administration costs
- monitoring, evaluation and lesson learning

There is no percentage, weighting or ceiling applied to any of the sub-headings, however as part of the assessment process the assessor will consider whether the budget is appropriate for the proposed project and whether it offers value for money (eg costs per beneficiary, % of costs of project activities compared to administration/project support costs, likely development impact of the resources requested).

Below are some things to consider under each sub-heading. This is in no way exhaustive and you should not feel constrained by the examples provided.

a. Capital Expenditure

You must explain clearly in the budget notes, supported by the project proposal, why the capital item is required to deliver the project. Where existing vehicles and capital items can be used to deliver a DFID project, we accept a running and maintenance cost for the use of these to be included in the budget, in place of expenditure on new vehicles. If new items are required, you should include the cost in the year in which the purchase is planned; do not spread the cost of a new purchase over the lifetime of the project. Please use the budget notes to provide details of the individual items, eg if the item is a vehicle, include the make and model in the budget notes. Ownership of new capital items bought using DFID funds is retained by DFID throughout the lifetime of the project, and the future use of the item is discussed and agreed on project completion.

Major capital expenditure (eg construction or purchase of buildings, purchase of vehicles, etc.) **cannot be supported if these items are the primary focus of the proposed initiative**, eg if the purpose of the initiative is solely to build a school. Any aspect of capital expenditure that you include (eg project related equipment and vehicles) must be fully justified as contributing to the sustainable outcome of the project.

b. Project Activities

The budget should break down expenditure by activities, which may or may not divide neatly under each output. Please list each activity and related costs separately, for example if the project involves training different groups of stakeholders (eg farmers, paravets, community mobilisers) or different types of training you should list each training activity separately. Do not include staff or administration costs associated with the activity – these should be shown under the relevant sub-headings (see below).

c. Staff Costs

All staff costs, including those associated with project activities, and costs of consultants should be included here. For each staff member, please include their

organisation, job title, location, and percentage of time spent on the project, expressed as a full time equivalent (FTE). We would not accept a budget line which said simply: “Local Staff Costs - £100,000”

These costs should be broken down, for example:

- Project Manager (0.8 Full Time Equivalent (FTE)) £20,000
- Project Officers (3 FTE) £45,000
- Project Assistants (5 FTE) £35,000

The table below illustrates how the full time equivalent can be applied to staff members with different work patterns or schedules. This is a guide only and does not try to cover every situation.

STAFF SITUATION	FTE
A full time member of staff working on the project 100% of their time	1.0
A full time member of staff working on the project 3 days out of 5	0.6
A part-time member of staff (50% of full time hours) working on the project 100% of their time	0.5
A part-time member of staff (50% of full time hours) working on the project 50% of their time	0.25

In order to assess whether your staffing plan represents good value for money we need to understand what each member of staff will deliver in relation to the project. Explain clearly whether the staff are involved in supporting the delivery of the project and what they will do (eg financial management, project monitoring, providing technical advice, logistical arrangements) or whether they are involved in directly delivering the project activities, and what they will do. For staff involved in delivering project activities, include which activities they will deliver in the budget notes.

d. Other administrative costs

All items of administrative expenditure must be shown as separate lines under this sub-heading. This can only include costs which support the delivery of the project. This may include an appropriate proportion of office running costs directly associated with delivering the project. Please indicate which partner the cost is associated with (if appropriate) and the location of where the cost is incurred.

e. Monitoring, evaluation and lesson learning

Please ensure there is provision for baseline and on-going data collection and an end of project review. An independent evaluation of the project is not a mandatory requirement. If you think there is a case for undertaking an independent mid-term review of the project, or a final independent evaluation (eg. if the project is testing a new approach, or working in a particularly difficult or sensitive context, or is high value), please include costs for this in your budget. There is no specific ceiling for

M&E costs but the assessor will consider if the allocation is appropriate for the proposed project. The budget notes should explain what is covered eg visits by the UK office of the organisation, an independent evaluation by consultants, and costs should clearly link to the M&E plan as set out in the narrative proposal.

What not to include

There are a number of items which cannot be included in UK Aid Match funded projects:

- property purchase or construction costs where this is the main focus of the project (see note on major capital expenditure above).
- purchase of land
- inflation must not be included as a stand-alone, separate budget line
- core costs (both UK and overseas): These are costs which are not directly related to the implementation of the project, eg costs for staff not involved with supporting or directly delivering the project and office rent beyond what can be associated with the project.
- contingencies: Unforeseen costs arising during the project implementation will be considered on a case by case basis and must not be included as a separate item in the budget
- depreciation: This is a bookkeeping transaction rather than an actual cost and must not be included
- debt repayment
- pre-project implementation costs ie any costs which you have incurred in preparing the proposal eg design costs, baseline surveys etc.
- marketing/promotional communications that do not directly contribute to project objectives. Funds can be used to communicate results/learning to support project advocacy objectives.

NB: This list is not exhaustive. There will be other budget lines that we cannot accept. If you are unsure about any item please send your query to UKaidmatch@dfid.gov.uk

If we agree to support your proposal but have queries about the budget we will contact you for clarification.

RISK REGISTER

There is no template available for this. Please submit what you would use internally as a live document for managing the risks on this project.

PROJECT ORGANISATION CHART

Project organisation chart/organogram in relation to the main people/partners who will be responsible for delivering the project. There is no template available for this. Submit this using your own format.

SECTION 8: ASSESSMENT AND SCORING CRITERIA

Applications which are eligible for the scheme will be scored on the quality of their project proposal and communications plan. To be successful, an application must meet a minimum standard for both elements; these are not weighted. Once the minimum standards have been met, funding will be awarded on a competitive basis. Assessments will not take place until the application deadline has passed. Applications will be assessed and scored with input from DFID country offices.

DEVELOPMENT PROPOSAL SCORING CRITERIA

At both stages of the application process, you must demonstrate that your proposed development intervention meets identified needs, has a strong chance of delivering sustainable, measurable change and represents good value for money.

You should demonstrate that your organisation and local partners have the right skills and experience – proven by their track record – to deliver a successful project, manage funds transparently and report results accurately.

The management and performance of previous projects funded by DFID may also be taken into account when making final decisions.

APPEAL COMMUNICATIONS SCORING CRITERIA

STAGE 1: CONCEPT NOTE

At concept note stage, your appeal communications will be assessed for eligibility including:

- the opportunities to view provided by both your appeal and your reporting back communications through pro bono communications partnerships
- agreement to incorporate the UKAM message and logo into all appeal communications to ensure the public are aware of match funding whenever they are prompted to donate
- convincing communications partnership(s) that provide a variety of channels for communicating your appeal and for raising at least £100,000, with accompanying proof of partner commitment

STAGE 2: FULL PROPOSAL

At full proposal stage, your communications plan must demonstrate that you are ready to run an appeal. It will be scored taking into account:

- **convincing and creative selection of partners and channels:** have you thoroughly explored the audiences, channels and partners that are a good fit for your appeal? Have you strategically selected a range of partners and channels that will effectively reach your target audiences, so that an individual has a number and varieties of opportunities to view? How are your partners contributing in a way that provides opportunities to view that are meaningful and effective, and brings more than audience numbers to your appeal? How you will equip partners to deliver your appeal and UKAM, and

keep them on message eg by giving them a 'song sheet' or message framework/platform to use?

- **strength, creativity and clarity of messages:** are your main messages about sustainable development rather than traditional 'aid'? For example, do they demonstrate that with a little help, people can be empowered to support themselves and their communities, in the long term? Does your appeal give beneficiaries a voice and/or portray them in a dignified, empathetic manner, rather than as helpless or incapable, or with endless need? Additionally, do your UKAM messages emphasise the fact that it is support from the public that enables match funding to take place? Are UKAM messages well integrated? Have your messages been tested? Do your messages engage the public and help advance the argument that development works? Do your messages provide an engaging new way of looking at an issue? Will a potential donor know what their donation and match funding will be used to achieve and who will benefit? Are messages about what money will buy consistent with your programme bid? Is it clear that donations will be doubled? Does your appeal accurately reflect how match funding will be used and is this consistent with the match funding agreement?
- **depth of engagement:** does your appeal offer audiences a number of repeat opportunities to view across a variety of channels (vs an isolated, single opportunity). Is content of a high quality and depth? Will audiences have the opportunity to see more in-depth information about your appeal (eg articles in addition to any advertisements)? Will audiences have the opportunity to actively **engage with, share and discuss** appeal content? Does your appeal engage your audience with the issues beyond donating?
- **reporting back to the public:** do you have a credible plan for, and partners committed to, reporting back to the public on how their response to the appeal and UK aid have been used? Will there be opportunities to hear from people that have benefitted?
- **innovation:** does your appeal possess a unique or innovative element, whether in fundraising, messaging, interactivity - or anything else?

SECTION 9: WHAT HAPPENS IF I AM SUCCESSFUL?

Applicants will be notified if their application has been successful or not by the dates stated on the UKAM webpage, and feedback will be provided on all applications. If your application is approved for funding, DFID will contact you to resolve any issues in your application (both project and appeal communications) which 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. For example, if we think the proposal is credible but would be improved by working in fewer locations, we may recommend that you reduce the number of project locations. We will discuss any changes we recommend with you.

If successful we expect your appeal to start within 6 months, once a due diligence assessment has been completed, and the project to begin within 6 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.

DUE DILIGENCE

DFID undertakes due diligence assessments of all organisations we fund. This is to assess whether the organisation and its local project implementation partners have the necessary policies, processes, governance systems and resources including human resources with the right skills and experience to manage DFID funds accountably, for the purpose they were awarded, and to deliver the project successfully. We may therefore need to undertake a due diligence assessment of your organisation, including a visit to your office. Your UKAM grant will be conditional on the implementation of recommendations arising from the due diligence assessment either before the grant starts or during the first months of the project depending on the importance of the recommended action for assuring the necessary level of management capacity.

Once any issues about the project proposal have been resolved and we have assurance that your organisation has sufficient capacity to undertake the project and manage UK aid funds transparently, we will confirm match funding. 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 UKAM project. If the due diligence review took place more than three years previous to your proposed project start date, DFID may need to carry out an additional full due diligence review.

HOW TO PREPARE FOR THE APPEAL AND BRAND YOUR PROJECT

Appeal start date

Appeals may not start until issues over your project, the due diligence assessment undertaken, and the appeal have been satisfactorily resolved, which can occasionally cause delays if your appeal start is very soon after the assessment period. It is important for your organisation's programme and communications teams to be aware of the status of each element of your application.

You will need to work closely with DFID as you prepare to communicate your appeal, as small changes may be needed to your messaging, or other aspects such as timing. We will want to see and approve content to ensure that UK aid branding is used correctly, in a suitable context. Branding refers to not only use of the UKAM logo but also UKAM messaging. Organisations that receive funding from DFID are required to use the UK aid logo to show the British public where their taxes have been spent. You have a responsibility to ensure that none of the opportunities to communicate the UKAM offer promised in your communications plan are missed. Any changes or revisions, including additions, should be drawn to DFID's attention at the earliest opportunity.

Using the UK Aid Match logo and messaging

1. For UK Aid Match

This is a slight variation of the standard UK aid logo. UKAM partners must use this version, in their UK facing communications both during their appeal and when reporting back to the public on who has been helped.



UKAM partners should aim to use the logo in all appeal

communications with the UKAM message. We recognise there are occasions (particularly with PR activity) on which the partner may not have editorial control. A non-exhaustive list of places we would expect to see the logo includes: on the organisation's homepage, donation page, owned channels and on all partner communications and collateral relating to the appeal, including websites, posters, billboards, TV, video, etc.

The [general UK aid branding guidance](#) for partners also applies to this logo. This includes:

- using the colour logo on a white background where possible
- not distorting, changing the colour of or rotating the logo
- observing the exclusion zone (width of the 'U' in UK), a minimum logo width of 17mm
- not incorporating the logo into any larger logos.

This version of the logo is **ONLY** for use in your communications to a UK audience that relate to your appeal and where appropriate, reporting back under the UK Aid Match scheme, and should not be used on any materials that are not part of the appeal. The original logo should be used for visibility of your project in country under your accountable grant agreement.

2. Suggested match funding messages

Your appeal copy must include a clear message about government match funding as **an integral part** of the appeal. It should not be treated as small print or an afterthought. There is **no prescribed phrase**, and we encourage CSOs to make the message their own, as an integral part of their appeal. It should clearly convey the doubling of donations and where there is space, include the impact that match funding will have. For example:

- 'Your donation will be doubled by the UK government, so that [we can reach twice as many children]'
- 'Your donation will be matched by the government pound for pound, [so we can reach many more children/help many more mothers/etc]'
- 'In response to your generosity, the government will match every penny you donate.'

However, you must ensure that your messaging meets any fundraising guidelines and any claims about what money will achieve are accurate. You may also wish to highlight the limited nature of this opportunity to help your CSO achieve more.

As previously stated, **whenever an individual is prompted to donate they should understand that their donation will be doubled by the government.** A non-

exhaustive list includes: on screen during TV appeals; videos; telephone scripts; staff and high profile supporter briefings for use in interview; press notices; text messages; emails; social media posts etc.

Whilst you may have a specific logo for your appeal, it is not permissible to include any part of the UKAM logo or the words 'UK government' in any new logo.

Digital

The logo and other references to the UK government in online communications should be linked, where possible to a DFID online presence eg www.facebook.com/ukdfid, www.gov.uk/DFID; – discuss which is most appropriate with DFID. Use #UKaid and #UKgov hashtags and the Twitter handle @DFID_UK when referring to your UKAM appeal. Additional hashtags may be agreed. Until further notice, #UKAidMatch is not a recognised hashtag.

Social media is more effective when strong images or meaningful infographics or pictograms/quotagrams are used, and you should seek to incorporate the UKAM logo (and messaging) in these images (which can save copy on Twitter and other short form social media platforms). We will be looking for content that is sharable.

Facebook prioritises video content and short, interesting videos can be very successful engagement tools.

We also encourage innovate ways of using social media to actively engage your audiences.

Learning points from other charities that have run DFID Aid Match appeals.

The points below have been shared by other charities which have previously run UKAM appeals. Not all points will be practicable – especially for smaller organisations – but you may find them helpful.

- charities running large appeals can benefit from having a full-time project manager to help coordinate the appeal.
- use of the UKAM logo is key to getting public support – make it as prominent as possible.
- charities might need support from PR and creative agencies to make their messaging stand out.
- major donors were a significant source of income and often motivated to give more by the UKAM offer.
- support from media partners can change or be withdrawn, and charities need to be creative to fill gaps.

CERTIFICATION OF MATCH FUNDING

Once the appeal has finished please send us a statement of how much income the appeal has raised, the number of donors, and how much is eligible for match funding (public donations only), certified by your CEO or Financial Director – a template for this 'Certified Statement of Income' will be provided to you if your application is successful. This must be provided within 2 months of the appeal end.

Appeal report and evaluation

You will also need to provide a report your appeal communications, including OTV figures, details of coverage, and levels of engagement (such as likes and share on social media and other audience actions). It should include a variety of visual examples, collated throughout your appeal. Templates will be provided. This report should be provided with or before your certified statement of income. You should also provide an evaluation of the impact of UK Aid Match on your appeal, including the effect on the number of donors, average gift, donor acquisition, fundraising total and any other measures of engagement.

REVISING YOUR PROJECT

Depending on how much the appeal raises, you may need to revise your proposal accordingly. Once DFID has agreed any revisions to the project proposal (narrative), budget, logframe and risk register, a funding arrangement document (Accountable Grant Agreement) will be agreed between your organisation and DFID.

ACCOUNTABLE GRANT AGREEMENT

Once a project is ready to begin and the final project documents have been agreed an Accountable Grant Agreement (AGA) will be issued by DFID by email, and two hard copies signed by DFID will follow by post. The AGA sets out arrangements for DFID to provide match funding, and the responsibilities of the recipient organisation. Projects should not begin until the AGA has been issued and signed by DFID.

Visibility

A visibility statement forms part of the Accountable Grant Agreement. In this document you will describe how you will acknowledge UK funding both in country and when communicating about your project. This should be completed with reference to DFID's [UK aid branding guidance](#).

Project start date

Projects are expected to start within 6 months of the appeal ending. However where there are operational reasons or necessity for a project to start later we will allow this.

REPORTING

Narrative reporting to DFID consists of mid yearly and annual reporting, and covers both programme and communications:

Mid-yearly reporting

The mid-yearly review is an opportunity for you, your partner/s, and DFID to check the progress of the project, discuss any new or on-going challenges and risks, as well as any changes you would like to make to the project. A mid-year report in Y1 is required from all partners, but we hold the discretion to reduce reporting to annual only in years 2 and 3 if we think that a mid-year report is not necessary.

- The due date for the mid-year report in year 1 will be seven months after the project has begun. This allows for six months of implementation, and one month to write the report.
- Partners complete and submit the Y1 mid-year reporting template available on the webpage alongside any updated project documents (logframe and indicator protocol, project activities plan, risk register, asset register, and visibility statement) and the latest quarterly financial report.

Annual reporting

- The due date for the Y1 annual report is 13 months of implementation, and the following Y2 report is due 25 months after implementation. This allows for one full year of implementation, and one month to write the report.
- Partners complete and submit the annual reporting template available on the webpage alongside

Project Completion report

A project completion report (PCR) should be completed and submitted within 3 months after implementation has ended. Where an extension beyond the 3 month deadline is agreed in order for the PCR to align with an independent evaluation or for any other reason, a Y3 annual review should be provided at 37 months after implementation, in addition to the PCR. Where a no cost extension has been granted, an additional annual or mid yearly review may also be needed and a tailored reporting schedule should be agreed with DFID.

COMMUNICATING THE RESULTS OF YOUR PROJECT

The UKAM agreement requires you to provide at least one quality communication to the general public (in particular, the audience of your appeal) about how their money and UKAM match funding has been spent, as outlined in your communications plan. This should usually take place within 12 months of your appeal ending. You should discuss plans with DFID early, in order to maximise the opportunities to provide a report back to the public, and any collaboration and support from DFID (such as ministerial endorsement and social media amplification) can be arranged. The report back should be informative, creative and engaging, use rich content such as photographs, and beneficiary testimony, and make full use of appropriate channels, on and offline.

Visual evidence and OTV figures for your activity must be provided to DFID once the communications have taken place. It is of course, welcome and encouraged for organisations to seek further opportunities to inform the public about the progress of their UKAM project. You will be reminded during your mid yearly and annual reporting of this obligation and must be able to provide evidence of plans or results when asked.

Transparency

DFID is committed to providing transparent information on development expenditure, in line with the requirements of the International Aid Transparency Initiative (IATI): <http://www.aidtransparency.net>. Organisations which receive UK Aid Match funding will be required to publish information about the funding, as

required by IATI. Information on DFID minimum requirements are online [here](#), as well as [guidance](#) on how to meet them.

FINANCE

Payments

In line with UK government financial regulations, DFID does not pay partners in advance of operational need. Funding will therefore be provided to partners quarterly, in arrears, and on the basis of an agreed project budget. However, payment in advance can be provided if a partner can demonstrate that quarterly expenditure on DFID projects will use over 20% of its unrestricted reserves. If there are other reasons why payment in advance should be considered partners can make a request for this to the UK Aid Match Programme Manager explaining why the funds are needed in advance. DFID will make a decision taking into account the grant value, project duration and the organisation's latest unrestricted reserves.

Where a payment in advance is approved funds should be held in a minimum risk interest bearing account. Any interest accruing from these investments must be re-invested within the project.

Forecasting

Please prepare your budget using the template available online and include forecasting for the financial year ahead. Your efforts on forecasting enable us to plan spend accurately across a variety of programmes. Quarterly forecasts for the financial year ahead are needed by the end of December eg we would require quarterly forecast of spend in FY18/19 (April-March) by December 2017. Existing forecasts should be updated on a quarterly basis, in line with any changes to planned project delivery.

We acknowledge the challenges faced particularly when working with a diverse range of organisations and projects in some difficult environments. We also do not underestimate how environmental changes can unexpectedly impact on projects. In this respect, we have compiled a range of best practice tips that you should consider when preparing accurate forecasts for either programme or management spend. The suggestions below should enable stronger forecasting and increased accuracy.

1. Analyse the previous year(s) spend over the course of the year to try and identify trends or cycles.
2. Analyse the previous year(s) spend against past forecasting to identify whether forecasting is potentially overstating/understating forecasts.
3. Ensure that risks and assumptions about a particular country/CSO/thematic area are factored in to the forecast. This can vary between security issues to fluctuating exchange rates/inflation. Be prepared to talk these assumptions through with the DFID team.

4. Understand and highlight the decisions and issues that could lead to higher or lower spend than expected in each period (month).
5. Avoid optimism bias where forecasting is what we hope will happen rather than a realistic estimation of what will probably happen. A good example of this is being realistic about project start dates and what activities will realistically take place in the first year, and in particular the first 6 months. Test your thinking with others. Don't forecast the 'high case' scenario.
6. Review forecasts regularly so that changes are detected as early as possible and ensure financial management is part of routine catch ups with grant holders.
7. Consider how forecast slippage in one period affects a future period. There is often a tendency to move slippage in the early part of the year to the end of the year (last quarter) which isn't always realistic.
8. Ensure that full explanations are given for any variance.

Transferring funds between budget lines

UKAM grant holders can transfer funds across budget lines under the same sub heading as needed to ensure good project delivery and practice. Where these changes do not change the overall delivery model or focus of the project, prior approval is not required. However, partners should inform Programme Managers of these changes when the quarterly invoice is submitted.

Prior approval is needed before moving funds from one budget subheading to another, eg moving funds from "activities" to "staff".

Transferring funds over financial quarters and years

Please flag any potential under/over spend soon as possible in order to enable DFID to forecast accurately.

Further questions

If you have any queries not covered by this guidance, please e-mail enquiries to UKAidMatch@dfid.gov.uk. Please note that to ensure equality of opportunity for all applicants we are not able to provide advice or comments on the specific content of any application.

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