

UK Aid Match

FREQUENTLY ASKED QUESTIONS (FAQs)

SECTION A: Questions about the use of UK Aid Match funds

1. What sort of overseas development activities can be match funded?

UK Aid Match can be used to (i) fund specific projects that deliver results by improving the lives of poor people in developing countries, or (ii) provide unrestricted funding to organisations that have a primary purpose of poverty reduction in developing countries.

Funds provided by DFID under UK Aid Match must be used for the same purpose as the funds which are raised from public donations. So if an appeal is for a specific project or projects, then funds from the UK Aid Match grant must be used to finance the same project.

Applicants must be able to explain what results the funding aims to achieve, how the results of the funding and its impact on poor people will be measured, and how value for money will be maximised. See the specific questions on this in the application form ([add link](#)).

2. Which countries can we work in?

We will award UK Aid Match grants to organisations working in DFID's focus countries or in countries that are in the bottom 50 of the Human Development Index (HDI) – i.e. the world's poorest countries. (Note: We will accept applications for activities in countries that are in the bottom 50 of the 2009 HDI or the 2010 HDI.) See country list ([add hyperlink](#))

3. How much money is available through a UK Aid Match grant?

DFID will match fund, pound for pound, donations that are given by members of the public to an appeal. In cases where an appeal is expected to raise more than £5 million, DFID will discuss with the recipient organisation how best to agree a match funding commitment.

DFID also runs a number of other NGO funding schemes which do not involve match funding. If your organisation is seeking funding, but does not intend to run a public appeal using a communications partner, we suggest you apply to these alternative schemes (see <http://www.dfid.gov.uk/Working-with-DFID/Funding-opportunities/Not-for-profit-organisations/>).

4. How long can the UK Aid Match project go on for?

DFID will provide funding through a grant for up to 3 year period from the close of the appeal. DFID will not disburse any funding longer than 36 months after the closure of the appeal.

5. What can DFID *not* fund under UK Aid Match?

Below is a list of activities DFID cannot support through UK Aid Match. This list covers activities that we are often asked about, but it is not exhaustive:

Capital expenditure

Major capital expenditure will not be supported (e.g. construction or purchase of buildings, land, vehicles, etc). If any capital expenditure is included (e.g. project related equipment and vehicles), it must be fully justified as contributing to the sustainable outcome of the initiative.

Discrimination

We will not consider initiatives that discriminate between individuals or groups of people on any grounds including race, sex, sexual orientation, religion, disability or age.

Scholarships

We will not fund educational scholarships.

'Stand alone' activities

We will not fund stand alone initiatives which are not part of a wider programme, e.g. one-off conferences, training events. Nor can we support initiatives dealing purely 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 which promote particular religious beliefs, or provide unrestricted funding to organisations whose primary purpose includes the promotion of particular religious beliefs.

Response to acute humanitarian disasters

UK Aid Match is not appropriate for appeals aiming to raise money for disasters which require an immediate response as it is not possible to process applications and agree communications plans and log-frames in the time available when raising funds for immediate response. However, disaster response/humanitarian operations which do not require an immediate response can be considered for match funding. If you want to make an application for an appeal for disaster response/humanitarian work, we suggest that you discuss this with the UK Aid Match Team.

SECTION B: Questions about running the appeal

1. What counts as an appeal?

To qualify, a public appeal must meet the following criteria:

- i) it must inform the public about the work which a UK based not-for-profit organisation wants to undertake in a developing country, and seek to raise funds for this work from donations which come from members of the public (rather than corporate donors).
- ii) it must use, as one of its fundraising approaches, a partnership (referred to in the context of UK Aid Match as a “communications partnership”) with an organisation/s that can confidently achieve a minimum of **400,000** opportunities to view appeal information among the UK public. Examples include: UK newspapers with a circulation of over 400,000; broadcasts that achieve viewer ratings greater than 400,000; on-line channels that receive more than 400,000 hits from unique users, private sector corporations which communicate with a wide public (e.g. a supermarket).
- iii) it must have a fixed duration of 3 months or less. Funds must be raised during this period.
- iv) it must be expected to raise at least £100,000 from public donations.

v) it must carry the DFID (UKaid) logo, a link to the DFID website and the message “Your donation will be matched by the UK Government pound for pound” (or an agreed variation).

vi) the organisation(s) running or benefiting from the appeal must provide feedback to the UK public within an agreed period on how the money received from the public and the Government have been spent, with a focus on the results that have been achieved for poor people.

2. What is a communications partnership?

A communications partnership is an agreement between the not for profit organisation responsible for delivering support in the developing country (which will be the organisation that receives funding from DFID) and an organisation that publicises the appeal to the general public (e.g. a newspaper, broadcast company, internet company, major UK retailer with significant public reach). A strong communications partnership will be one which is able to provide at least 400,000 opportunities to view information about the appeal for a UK public audience, and can be expected to generate individual donations totalling at least £100,000. A communications partner should be committed to playing an active role in explaining and supporting the appeal, and to reporting back to the public on how the funds raised are being / have been used.

A communications partnership should not be based on a commercial arrangement such as paid-for advertising. However some paid-for advertising is permissible as part of the appeal, providing i) no UK Aid Match funds are used to pay the costs of such advertising, and ii) it represents a small element in an overall communications plan.

Corporate partners can be involved in the partnership, but any financial contribution made by a corporate partner cannot be match funded by UK Aid Match. However, funds raised by the employees of a corporate or communications partner can be match funded, providing they do not include any corporate donations.

More than one communications partner can be used to publicise the appeal and to report back to the public on the use of funds raised.

3. What sort of agreement is needed from the communications partner/s to make an application?

Applicants must have a *provisional* agreement with the communications partner/s when they submit their application. . If DFID agrees a provisional award of match funding, the communications partnership must be developed into a full communications plan, and the applicant must confirm agreement

from the communications partner/s to their involvement in the appeal before DFID commits to a grant agreement for a UK Aid Match contribution. DFID will provide guidance on what to include in a Communications Plan.

4. Does there need to be a formal written “agreement” between the not-for-profit organisation receiving funding from UK Aid Match and the communications partner which publicises the appeal?

You must be able to produce an exchange of letters that demonstrate a shared understanding and intent to run an appeal that will be publicised through a media outlet or organisation with the ability to reach a wide UK public audience (e.g. a major supermarket, or a private sector corporation). This does not need to be a formal exchange in the legal sense.

5. Can an appeal directly target the applicant organisation(s)’ existing supporters?

Yes. The appeal can include direct marketing to an organisation’s existing supporters provided that this represents just one of the communication methods. Overall, the appeal must be aimed at and accessible to a UK general public audience. The number of existing supporters reached through direct marketing will not count towards achieving the 400,000 opportunities to view.

6. What counts as a public donation?

DFID will only match fund public donations which are given in response to the appeal. These donations must be:

- i) financial (gifts of goods or donations in kind cannot be matched); and
- ii) from individuals residing in the UK (i.e. not from corporate sponsors or philanthropic organisations). DFID requires that the recipient organisation is able to identify the source of any donation, and that for donations of over £5,000, the organisation provides DFID with evidence to support the identity of the donation. Any donations which do not come from members of the public must be excluded from the amount to be match funded by DFID.
- iii) demonstrably given in response to the appeal, i.e. where the donor has made an informed decision to donate to the appeal.

DFID will not match any Gift Aid element of donations

SECTION C : Questions about applicant organisations

1. Who can apply for a UK Aid Match grant?

DFID will consider applications from UK-based, non-governmental, not-for-profit organisations in a partnership with a not for profit organisation. Either the Not-for-profit organisation or the communications partner can apply.

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 (sometimes known as policy institutes, which conduct or analyse research)

Academic institutions (including institutions which are eligible for funding from the Higher Education Funding Councils and equivalents in England, Wales, Scotland and Northern Ireland)

Research organisations

Governmental & 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

2. Does the organisation that receives funds have to be a registered charity?

No. The recipient of the funds raised by the appeal need only be a UK-based, non-governmental, not-for-profit organisation. They do not have to be a registered charity.

3. What is a not-for-profit organisation?

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.

4. What qualifies as UK-based?

To qualify as UK based, the largest/main office of the receiving organisation should be in the UK. If the receiving organisation is part of a larger

international family, we expect its UK office to demonstrate significant autonomy. The organisation must be registered in the UK and have its own UK constitution and board of trustees. We may request to see relevant documentation to support this.

5. Can my organisation apply if it has not run an appeal before?

Yes. However, it will be a strong advantage for the applicants (i.e. the development organisation and/or communications partner) to have a track record of running similar public appeals within the last three years.. DFID will consider the track record of the applicant organisation to assess claims made about the likely reach and fund raising potential of any match funded appeal. You will need to produce a credible communications plan which explains how you are going to publicise the appeal widely and raise at least £100,000.

6. Our organisation has never had any support from DFID in the past – can we still apply?

Yes. You do not have to have received any DFID support in the past to apply for funding. However, if the recipient organisation has not been subject to a recent due diligence assessment from DFID, which examines the capacity of the organisation to manage DFID funds appropriately and transparently, DFID will conduct a due diligence assessment of the organisation. Following the outcome of this assessment, DFID's offer of support will either be agreed or withdrawn.

7. Can my organisation apply if we are already receiving support from DFID?

Yes. There is no restriction on organisations that are already in receipt of another DFID grant (including a Programme Partnership Agreement) applying for UK Aid Match. However, the total funds provided by DFID, including match funding, must not exceed 40% of the recipient organisation's annual income (which is calculated by working out the average annual income of the intended recipient over the last two years).

8. We are a charity working on poverty alleviation in the UK – can we apply?

No – this fund is for overseas development only.

9. Our organisation is based overseas – can we apply?

No – this fund is for UK based organisations only.

10. Our organisation was only set up last year. Can we still apply?

No. All applicants must be able to provide annual audited accounts for the previous year.

11. We are part of a group of organisations (consortium) – are we eligible to apply?

Yes, we are willing to consider providing funding to existing consortia of not-for-profit organisations and those which have recently come together around a particular initiative. The group of organisations receiving funding from UK Aid Match will have to elect one member of the consortium as the 'lead' organisation, i.e. the organisation through which all funding will be channelled and which will operate as the main point of contact with DFID for the duration of the project. 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 for public funds.

SECTION D: Questions about the application process

1. When should I submit an application?

All appeals to be funded under the pilot must be approved by 30 June 2012. To allow time for assessment, **applications must be received no later than Friday 11 May 2012**. DFID will review applications as they are received and provide a response within one month. When the £30m available for the scheme is committed, no further new applications will be accepted.

2. How many applications can I submit?

An organisation can submit only one application at a time. Additional applications may be submitted once a decision to approve or reject the previous application has been made.

3. Can my organisation hold more than one UK Aid Match grant at a time?

Yes – each organisation can have a maximum of three UK Aid Match grants at any one time.

4. How much funding can we apply for?

Applications can be made for any amount above a minimum of £100,000. DFID will assess how realistic estimates of fund raising are by considering the performance of previous appeals. Prior to the appeal, DFID will agree to provide a provisional amount of grant funding based on expected levels of

fund raising. Once the appeal is completed, the grant amount will be amended to match exactly the amount of funds raised from public donations.

If an appeal expects to raise more than £5 million, DFID will discuss with the receiving organisation the level of the UK Aid Match grant which DFID can provide.

5. How many UK Aid Match grants will you award?

We do not have a pre-set number of grants that we are seeking to fund. The final number of grants that we support will depend on the quality of the bids received and the funds available.

6. Who is responsible for administering the UK Aid Match grants?

DFID will manage the scheme.

7. What documents do I need to submit to support an application?

Applicants are required to submit a completed application form with supporting documentation. There are separate application forms for applying for project funding and unrestricted funding. The supporting documents are:

- For project funding, a fully completed budget template , **or**
- For unrestricted funding, a logical framework setting out the objectives of the organisation and additional impact the organisation expects to achieve through UK Aid Match Funding
- A copy of, or link to, the constitution of the organisation that will receive the match funding
- The recipient organisation's most recent annual audited accounts
- If the fund raising is for a project, a maximum 1 A4 page CV of the lead person carrying out the project
- Evidence of the appeal media partnership (e.g. a letter).

If successful in passing the initial assessment applicants will then be required to submit two further documents: a logical framework (unless already submitted, for unrestricted funding) and a communications plan. The logical framework template and guidance on completion is available at

<http://www.dfid.gov.uk/Work-with-us/Funding-opportunities/Not-for-profit-organisations/UK-Aid-Match/Submit-a-proposal/>

8. How will my application be assessed and scored?

Your application will be assessed and scored by DFID staff against the following criteria.

i) Minimum eligibility criteria, scored as pass or fail

- Correct documentation, as listed in the question above
- Target countries meet the criteria set out above
- Proposed activities do not contravene the list of proscribed activities
- Proposed activities run for 36 months or less
- The recipient organisation is: UK based; a Not For Profit; established for at least 2 years; not on the list of proscribed organisation types; not conducting one of the proscribed activities.
- The appeal: is estimated to raise more than £100,000; will secure donations from the UK public; has an agreed communications partnership
- The proposed level of support will mean that the organisation receives no more than 40% of its annual income from DFID

ii) Providing the minimum eligibility criteria are met, the application will then be assessed against the following criteria (scored on a 4 point scale)

- Appeal reach and capacity - includes number of opportunities to view, scale of funds to be raised , strength of communications partnership, track record of running appeals
- Project/organisation objectives - includes consistency with DFID values/priorities, scale of planned results, clear linking of activities to outcomes, convincing beneficiary analysis, sustainability
- Financial viability and value for money
- Project management capacity, including monitoring and evaluation
- Financial management capacity
- Transparency and accountability
- (for unrestricted funding only) Partnership behaviour

9. What level of commitment is needed from implementation partners?

The application should come with letters that support the claims made in the application as necessary. Communications partnerships can be provisional at the time of application (a letter will suffice to confirm a provisional agreement), but before DFID agrees to a UK Aid Match commitment, there must be formal confirmation of partners and their roles in the appeal, with written commitments from both the media partner and the recipient organisation.

10. Can I count the funds I raise either from the public, or from UK Aid Match funding towards the 60% funds I need to raise to qualify for a separate Global Poverty Action Fund (GPAF) grant?

No. If public donations are match funded, then neither these funds, nor the additional funds provided by DFID can be used as resources to count towards the level of funding required for support from DFID under GPAF. The total amount of funding raised from DFID, from all sources, must not exceed 40% of the recipient organisation's total income.

11. Do I have to submit our application in the format provided?

Yes. We will not consider applications submitted in any other format.

12. Can I submit our application in any language and format?

No. All applications must be in English.

13. How long should my application be?

Sections 1-8 of the application form should be no longer than ten A4 pages, using Arial 12 pt font. The first page guidance note is not included in the page limit.

14. I do not have enough space to include everything in my application. Can I change the font size?

No. All applications must be in Arial Font 12 and keep within the page limits.

15. Can I send an application by post?

No. All applications must be sent electronically as a word (*.doc) document to UKAidMatch@dfid.gov.uk.

16. Can I send an application that is handwritten?

No. All applications must be typed and sent electronically in the format provided by DFID.

17. When do I have to submit my application?

Applications can be submitted at any time from June 2011 up to Friday 11 May 2012. DFID will respond to all applications within one month, and all appeals match-funded under the pilot will be approved no later than 30 June 2012.

18. Will you take my organisations/consortium's previous work or relationship with DFID into account when assessing my application?

We will only take account of the information which is explicitly contained within your application when making the initial assessment of eligibility. You must not assume that we have any prior knowledge of your organisation/consortium or its work. However, if your application meets the basic criteria for funding, we may take account of the management and performance of previous projects funded by DFID when making final decisions.

19. The application form mentions a 'fit with DFID values and priorities'. Where can I find details of what these are?

Please find information on DFID's values and priorities on DFID's website using the following links:

- values: <http://www.dfid.gov.uk/About-DFID/Working-for-DFID1/Diversity-and-equality/>
- priorities: <http://www.dfid.gov.uk/About-DFID/Finance-and-performance/DFID-Business-plan-2011---2015/>

20. What happens to my application when I send it to you?

When your application is received by DFID you will receive an automated message to confirm receipt. We will then review your application and a response with feedback will be given within one month. We will try to assess applications more quickly if required..

21. What happens if my application is accepted?

DFID will contact you to resolve any issues for clarification. We may also undertake a review of your organisation's financial management capacity, including a visit to your office.

- You will then be asked to submit two further documents: a logical framework (unless already provided) and a communications plan. A

template for the log-frame and guidance for completion are available on the UK Aid Match web pages. You will need to fill in the first two columns of the log-frame, and include information on the baseline, mile-stones and target dates where possible. You will also need to fill in the last column of the log-frame (assumptions and risks.).

- The communications plan will set out what the recipient, and communications partner organisation(s) will do to publicise the appeal, including how they will report back to the public on how the funds have been used and the results they have achieved. DFID will provide a checklist to help applicants complete the communications plan.

Once the logframe and communications plans have been approved and any outstanding issues resolved, a grant arrangement document will be issued. The amount in the grant arrangement will be based on your estimated level of fundraising, and will be amended once the appeal is completed to reflect the actual amount raised by the appeal.

In line with **DFID's UK Aid Transparency Guarantee**, all information about the grant will be published on DFID's website. DFID will expect a similar level of transparency about the grant and how it is used from the recipient organisation in their own public communications.

When running the appeal, publicity will carry the UKaid logo, a link to the DFID website and the wording 'Your donations will be matched by the Government pound for pound' (or a modified version of this, as agreed with DFID).

22. If our proposal is unsuccessful, can we appeal?

No. All decisions are final. There is no appeals process.

23. Will I receive feedback if my proposal is unsuccessful?

DFID will provide brief feedback on all applications.

24. What happens if our appeal raises more than we had anticipated? Will DFID increase its offer?

Yes. An initial estimate based on track record will be made to give a sense of the level of funding required. However, DFID will commit to match fund, pound for pound, the level of funding raised in an appeal, although funding arrangements for appeals that raise over £5m will be subject to discussion between DFID and the recipient.

25. Can we resubmit an unsuccessful application?

There is no formal resubmission process. You should consider very carefully the feedback provided on why your application was not accepted before deciding whether to submit a new application for the same initiative.

26. Our appeal will run for 3 months, but we will continue to receive donations in support after the appeal has ended. Will DFID only match the funds received within the three month period?

Yes. DFID will only provide funding in response to the appeal over a period of three months or less. At the agreed cut-off date, DFID and the recipient organisation will agree the actual amount of money raised in the appeal and provide a UK Aid Match grant for the same amount.

27. Do we have to fully account for all of the DFID funds after we have received them?

The financial reporting requirements will differ, depending on whether restricted or unrestricted funding is sought.

Restricted funding will be provided quarterly, either in advance or in arrears, on the basis of an agreed project budget, and the grant holder will be required to report quarterly on the expenditure of UK Aid Match funds.

Unrestricted funding will be provided quarterly in advance. Organisations do not provide reporting on the use of the unrestricted funding. Instead, the unrestricted funding is referred to in the organisation's annual audited accounts.

In both cases the grant holder is required to submit annual audited accounts and regular narrative progress reports to DFID.

28. Further questions

If you have any queries not covered by these FAQs, please e-mail enquiries at UKAidMatch@dfid.gov.uk. The FAQs will be updated periodically, so that everyone can benefit from the same FAQs.