



Nike Community Impact Fund 2024

CREATE STRONGER COMMUNITIES IN THE NETHERLANDS THROUGH THE POWER OF SPORT

Selection

Selection of application forms takes place in two stages:

Stage 1 - An independent jury of external experts make a preselection based on the selection criteria set out below.

Stage 2 – The preselected application forms are assessed by the Nike employee committee. This committee makes the final selection, taking into account the selection criteria and the available budget.

The results of the selection by the jury will be announced no later than early June 2024.

Selection Criteria

* **Aim of the project.** This should be a concrete local initiative by a club/community organization in the cities of Amsterdam, Amersfoort, Utrecht and Hilversum. The initiative seeks to use sport or play to:

1. offer an added social value, meaning a positive influence on social skills, mental wellbeing, lifestyle habits etc;
2. connect community groups;
3. include underserved and underrepresented groups;
4. help to create an improved understanding of each other's backgrounds and a greater respect for diversity;
5. create a social platform.
6. Have a built-in method of assessment for impact on the community the program serves.

* **Target group.** The project should demonstrate that it wishes to reach people from marginalized communities (all ages) who might typically be excluded: immigrants, homeless, refugees, people with mental or physical disabilities, teenage girls and underserved and

underrepresented people. It should be clearly indicated how these vulnerable groups will be inspired to engage in more physical activities.

* **Accessibility.** The project explains how it wishes to make its own infrastructure and activities accessible to diverse populations. This may involve various different aspects such as geographical accessibility, registration fees and cost of equipment, registration procedures, opening times, teaching methods etc.

* **Timing.** Implementation must run over a period of min. 1 month to up to 12 months and begin no later than September 2024.

* **Sustainability.** The project must have a clear focus on long-term impact. It must either be embedded into an existing long-term project framework or kickstart a new project that has the potential for continuity.

* **Monitoring & evaluation.** The project must result in tangible and measurable results proving its contribution to increase participation in sport.

* **Community collaborations.** Project applications involving additional community partner organizations beyond the lead implementing organization are welcome.

* **Multiplier effect.** It is an added advantage if the project can serve as an example and be multiplied in other places and can inspire other organizations.
