

# Nike Community Impact Fund 2025

## ***CREATE STRONGER COMMUNITIES IN THE NETHERLANDS THROUGH THE POWER OF SPORT***

**If your organization delivers projects in Amsterdam, Amersfoort, Hilversum or Utrecht with the aim of powering the future of youth sport , you may be eligible to apply for a grant of up to €20,000.**

Globally, only 1 in 5 youth gets the physical activity they need to thrive, with girls and youth from underserved communities moving the least. However, research shows that active youth are healthier, happier and more successful in school and in life. That's why the Nike Community Impact Fund (NCIF) provides financial support to local programs and grassroots organizations that promote active and inclusive communities in the Netherlands.

If you have a project that **inspires all youth to play and achieve their greatest potential** in the communities of Amsterdam, Utrecht, Hilversum and Amersfoort, send us your application!

### **Who is it for?**

Non-profits, community organizations and clubs from the cities of Amsterdam, Amersfoort, Utrecht and Hilversum can submit proposals.

Only projects that aim to drive positive, lasting change through youth sports will be considered. Commercial projects will not be accepted for this call for proposals.

Partnerships between sporting and other associations and initiatives are an extra advantage.

Applicants may engage in a partnership with a school or local authorities. It is, however, not possible for schools or local authorities themselves to apply.

### **Financial support**

Selected projects can receive financial support ranging from a minimum of €5,000 to a maximum of €20,000.

A total budget of €140.000 is available.

Nike employees participate in specialized training to assess grant applications, as well as leverage their local expertise.

### **Timing**

Start: 09/01/2025

Submit your application by: 13/02/2025

Announcement of selection: mid May 2025

## **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.

## **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. advance inclusion and equity for young people
4. 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 young people in the local community. The project should be inclusive and welcoming of all youth who may wish to participate.

\* **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 2025.

\* **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.

**KBF contacts:**

For general information: contact centre - +32 2-500 4 555

For specific questions: Zoë Kalala – [kalala.z@kbs-frb.be](mailto:kalala.z@kbs-frb.be) - +32 2-549 02 93

Link to the application form: <https://kbs-frb.be/en/nike-community-impact-fund-netherlands-2025>

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