

# Nike Community Impact Fund 2022

## ***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 helping the marginalized communities to become more physically active, we can support you with a grant of up to €20,000.**

Today's physical inactivity disproportionately impacts those in the most underserved and underrepresented communities. People from marginalized backgrounds – as well as girls and kids with different abilities — face even more challenges to participating in play and sport and have fewer opportunities to do so.

However, we know that sport and physical activity have a positive impact on social inclusion, health and also contribute to individuals' self-confidence and social skills. 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 delivers sports, play and physical activity, to the most vulnerable groups in the communities of Amsterdam, Utrecht, Hilversum and Amersfoort, send us your application!

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

Nonprofits, community organizations and clubs from the cities of Amsterdam, Amersfoort, Utrecht and Hilversum can submit projects.

Only projects that address people from marginalized communities and offer social value through sports, play or physical activity will be funded. Commercial projects will not be accepted for this call for projects.

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 €125.000 is available.

Nike employees leverage their local expertise, plus training on how to assess grant applications, to recommend which organizations to fund.

## Timing

Start: 10/01/2022

Submit your application by: 07/03/2022

Announcement of selection: May 2022

## Selection

Selection of application forms takes place in two stages :

Stage 1 - An independent jury of experts makes 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 a 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. 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.

\* **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.

\* **Sustainability.** The project is not a one-off activity but aims to start up something that will have sustained effects and has a potential of continuity.

\* **Tangible impact.** The project can demonstrate clear changes and impact before and after its development.

\* **Partnerships :** Projects that collaborate with other organisations or expand their activities to other populations (in the neighbourhood) have an extra advantage.

\* **Timing.** Implementation of the project must start in September 2022 at the latest and should aim run over a period of at least 12 months. Since we wish to support sustainable projects, the project may run over several years.

\* **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: Ann De Mol - +32 2-549 02 64

Link to the application form: <https://kbs-frb.be/en/nike-community-impact-fund-netherlands-2022>

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