

Feminist Sports Champion Toolkit

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Decision 1:

Objective of the seed grants

The objective of the seed grant is the outcome your organisation hopes to achieve in providing seed grants to your chosen group of 'Champions'. It is important to decide this in advance, as this will determine different processes further down the line.

The objective of a seed-grant can be either;

1. Broad – For example; increase the participation of girls in sport

OR

2. Targeted – For example; increase the participation of 10-15-year-old girls in basketball

The decision as to whether your organisation chooses to have a broad or more targeted objective can **depend on a variety of different factors** including:

- Your organisations area of expertise;
- The context in which your organisation operates
- The current needs of your community;
- Interest from potential Champions;
- Cultural norms;
- Funder requirements

It is also worth noting that the objective of your seed-grant programme could further vary depending on whether your organisation plans for the seed-grant programme to;

1. be a completely new initiative,
2. increase the size of an existing initiative offered by your organisation or
3. support the long-term sustainability of a project.

Additionally, your objective will further vary depending on;

1. your chosen Champions,
2. the group that participate in the Champions projects, or
3. the wider community.

Your seed grant programme could also have multiple objectives, involving a combination of any three of these groups! For specific examples of seed grant objectives, please see below.

Example:

1. Made to Play (Nike x Gurls Talk)

Objective: To equip young female coaches with the leadership and communication skills to design and deliver successful projects to empower younger girls (7-14 years-old)

2. ROLL Models

Objective 1: ROLL Models have increased capacity to become leaders in their communities and take action to promote gender equity

Objective 2: Participating girls experience improved physical and mental wellbeing and greater visibility in their communities to disrupt gender norms



★ together ★



Made to Play (Nike x Gurls Talk)

Decision 1:

Prompt questions

Below are some questions to help guide your organisation in deciding the objective of your seed grant programme:

- ☐ What is the mission and/or vision of your organisation?
- ☐ How will the objective of this seed grant programme support your organisation in achieving your mission and/or vision?
- ☐ Have your organisational staff or coaches noticed any gaps in your current work that could be addressed in this seed grant programme?
- ☐ What are they? *E.g. a target group, a sport, a thematic area, a geography*
- ☐ Is there a particular issue or challenge in your community that your organisation could work to address using seed grants?
- ☐ Is there any recent research that highlights specific issues for girls and women in your context?
E.g. studies on early marriage or pregnancy rates in your country that could inform the objective of your programme.
- ☐ Have the girls or women that you work with asked for support in developing specific skills or knowledge that could be done using seed grants?



