

FUNDRAISING READINESS: CASE STUDY





OLYMPISM 365



<https://www.laureus.com/sport-for-good/sesla>

SPORT FOR EDUCATION AND SUSTAINABLE LIVELIHOODS IN AFRICA

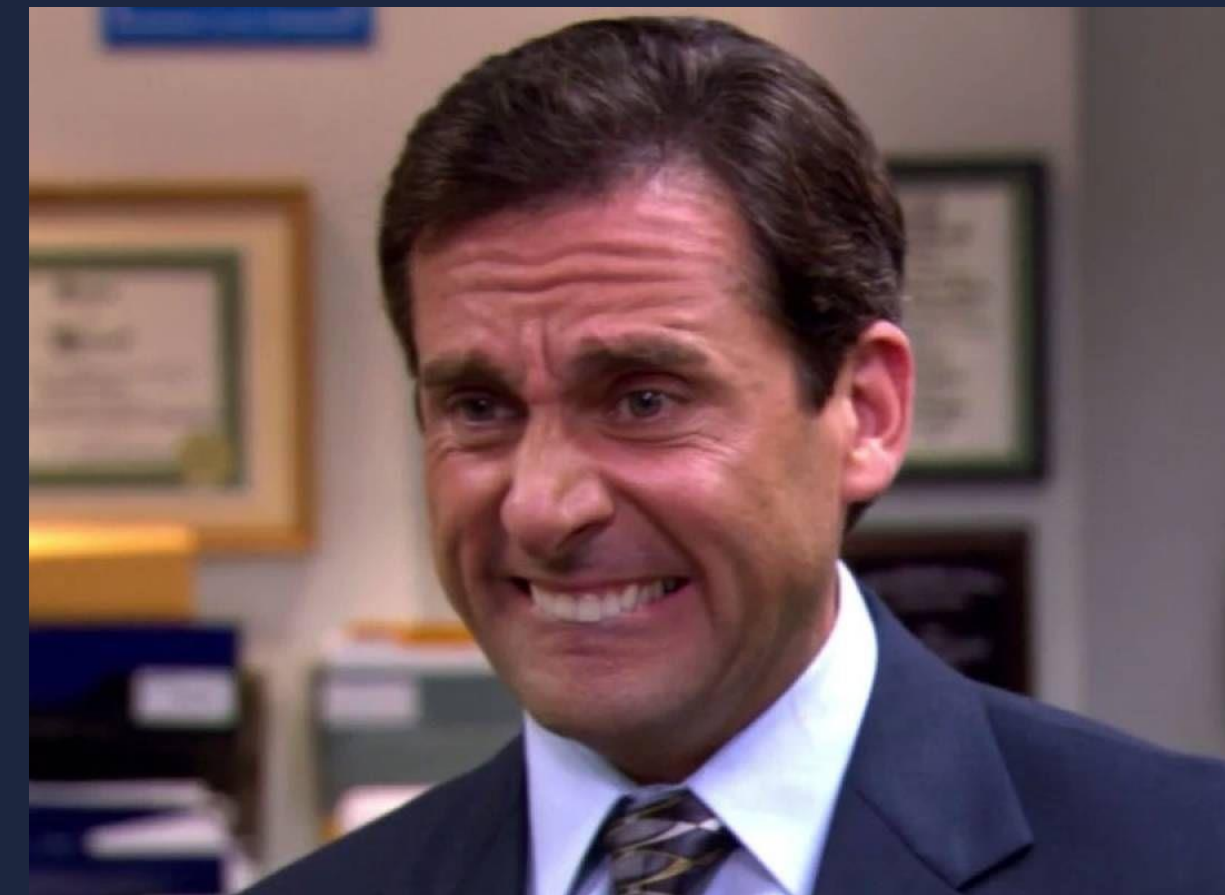
In response to the fact that one in four young people in Africa are not in formal education, employment or training, Laureus Sport for Good, the International Olympic Committee and Agence Française de Développement alongside key African sport and social development institutions, have joined together to form the Sport for Education and Sustainable Livelihoods in Africa program (SESLA).

Launched in January 2024, SESLA is providing grant funding, training, peer learning opportunities and research, with the aim of leveraging the power of sport to empower young people to create more sustainable futures for themselves and their communities.



What are the most common pitfalls?

- Pay attention to the funding criteria
- Check the aims of the funding to inform your application
- Incoherent budget submissions
- Missing attachments
- Submit the application in a timely manner!



First Impressions *can* make an impact..

And some other things to consider..

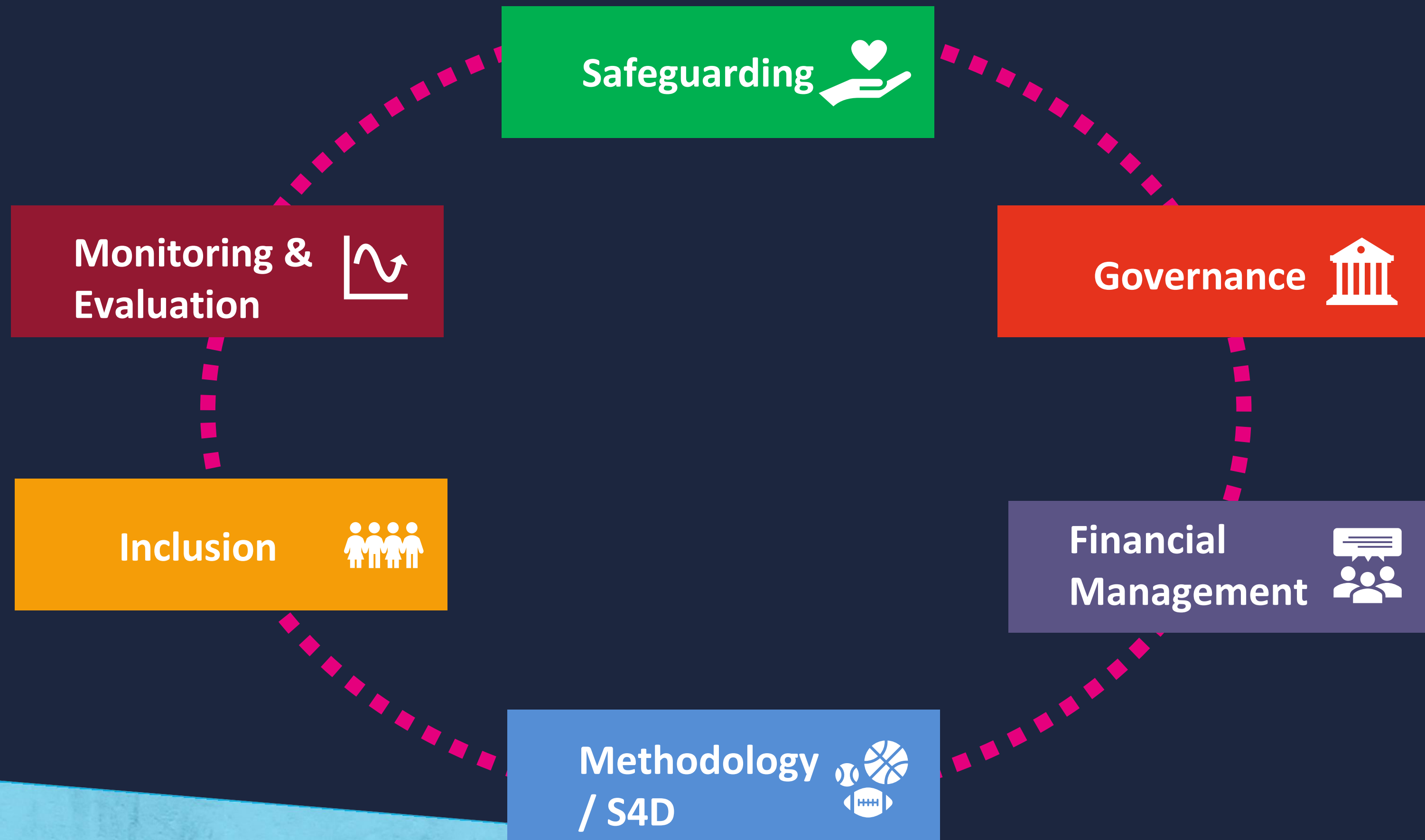
WHAT? The person reading your application might not know anything about your organisation/programme.

Try to emphasise **HOW** your programme/activities will use sport to make positive changes.

WHY? Do not assume that your programme meets needs – try to ensure co-design with participants and refer to relevant statistics, and aim to use the application as an opportunity to show why it should be funded.



What else to we look at in an application?



Thanks!

