

Appendix A: Laureus Sport for Good and Comic Relief

Laureus Sport for Good

What they do:

Laureus is a global movement that celebrates the power of sport to bring people together as a force for good. Laureus comprises "Laureus Sport for Good", "Laureus World Sports Academy" and "Laureus World Sports Awards".

Laureus Sport for Good is a charity that uses the power of sport to end violence, discrimination and disadvantage for young people, operating through a network of international delivery organisations. More than 150 programmes have been funded internationally. Laureus are long-term investors, supporting projects for 5 years or more and offer tailored support to projects to strengthen their organisations, become more sustainable and 'help them to help themselves'. Laureus brings funding expertise and management, capacity building, coalition-building and evaluation and learning. They are a global leader in sport for development, strengthening it through impact measurement, research and knowledge-sharing.

How their programmes work:

All supported projects address at least one of the following six social issues, which are aligned with the UN Sustainable Development Goals:

- **Health:** Enhancing mental wellbeing and encouraging healthy behaviour change
- **Education:** Increased access to and completion of education
- **Women and Girls:** Promoting equality, empowerment and safety
- **Employability:** Developing skills and creating pathways to employment
- **Inclusive Society:** Creating communities which embrace ethnic, cultural and physical differences
- **Peaceful Society:** Resolving conflict, promoting community peace-building and creating safe spaces

In addition to their traditional grant funding model, Laureus runs a programme called "Model City" – a new approach to creating positive social change through sport. Model City empowers local communities to make change and ensure local voice guides the decision-making process. This approach strengthens existing community assets, builds trust amongst stakeholders, whilst creating a structure to allow new partnerships to develop and communities to thrive. The Model City approach is based on "Collective Impact", which is built on the belief that social issues are solved better collectively.

Level of funding that is going to the Laureus Project:

£500,000 Greater London Authority (GLA) Funding, £250,000 Laureus Funding, \$250,000 Nike Funding

What measures of success they can demonstrate:

Laureus' measurement frameworks are designed to complement and support their funded organisation's existing measurements and not to duplicate or over-shadow. Upon successful funding, all projects have individual indicators that prove individual impact/success measured against the six focus areas mentioned above so that the aggregated impact of all their supported projects can be used to demonstrate their contribution to achieving the Sustainable

Development Goals. We are currently interviewing evaluators for the Model City strand of work and will have them in place by January 2019.

Comic Relief

What they do:

Comic Relief is the UK's lead funder of 'Sport for Change' initiatives and have funded over 400 Sport for Change projects since 2002 to the sum of over £55 million. Projects tackle a range of social issues, using a variety of sports. Comic Relief funds pilots as well as existing, successful projects. They also fund campaign and advocacy work and research projects.

What the money will be used for:

The GLA and Comic Relief are running the '£3m London Together Fund' from 2018-2020. This fund offers large grants (between £25,000 and £150,000) to not-for-profit organisations that are running projects between 12-18 months which intentionally use sport to improve social integration, bring people from different backgrounds together to strengthen local communities and improve community cohesion.

How the money will be used to support the goals of two very different organisations:

Comic Relief's major grant programme clearly aligns with the GLA's objectives for sport. Comic Relief bring a wealth of experience and knowledge from funding hundreds of initiatives that yield the kind of positive outcomes the Mayor's Sport Unites programme is seeking to achieve.

How the governance and accountability of the fund works:

Comic Relief have an existing, robust decision-making process that was refined to account for additional GLA grant funding and sign-off processes.

Every application is:

- Scored by a minimum of 2 Comic Relief assessors and reviewed by GLA staff
- Scrutinised at a shortlisting panel that consists of GLA and Comic Relief representatives

Shortlisted applications are:

- Checked for compliance
- Assessed on organisation "Governance and Finance"
- Assessed on their proposal delivery
- Scrutinised by a final Advisory Group Meeting that consists of GLA and Comic Relief representatives

Recommended successful applications are approved by:

- The Advisory Board (Comic Relief and GLA)
- Comic Relief Trustees
- A GLA Assistant Director