

DISCOVER FLAG WITH
**Go! London x
NFL Foundation UK
Grant Fund**

Delivered by Beyond Sport

**Guidance for
Applicants**



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About the Go! London x NFL Foundation UK Grant Fund

Go! London and NFL Foundation UK have partnered to launch the Go! London x NFL Foundation UK Grant Fund, delivered by Beyond Sport. You are invited to complete this application form for a grant of up to £55,000 (GBP) starting in May 2026 and running through April 2028. We encourage you to apply for the relevant funding amount to cover your proposed project delivery for 24 months, which may be less than £55,000 (GBP), depending on the size of your organisation.

What This Grant Supports

This grant will support you in building on your existing sports programming by either introducing flag football (non-contact 5v5 American Football) as a tool to engage young people further or, if already implementing flag football, expanding its reach. The support from this programme will allow chosen organisations to harness the uniqueness of the sport to bring people together in a positive and supportive environment, strengthen their communities and improve the physical and mental health of young people facing inequality. Click [here](#) to learn more about flag football.

Programme Focus: Flag Football + Wraparound Support

Funded projects must combine flag football (non-contact 5v5 American Football) with wraparound support to deepen the impact of the initiative. This support should be tailored to the needs of your community but may include mentoring programmes, counselling, educational workshops or support to develop employability skills as examples.

Additional Support Beyond Funding

In addition to the funding, we will work with you to understand any additional training and equipment needs you may have to support the delivery of flag football (non-contact 5v5 American football) as part of this programme. No previous experience delivering flag football sessions is required. Coach education will be provided and coach support will be available throughout the programme.



Programme Overview & Delivery Expectations

This section sets out the core expectations for delivering your project and engaging participants. It aims to ensure quality and meaningful outcomes by making sure participants have enough time and contact to benefit from the support. Beyond these basics, it's up to each organisation to shape the project in a way that best fits their community's needs.

Who Can Apply

To be eligible for a grant, all partners must:

- Be a registered charity or Community Interest Company (CIC), with at least three directors or trustees (or two at the point of application, but will add a third as a condition of the grant)
- Have access to an indoor or outdoor space, such as a park or sports hall. The space must be suitable for flag football (minimum dimensions equivalent to a 5-a-side football pitch) and be available for the duration of the project.
- Have been in operation for at least 2 years
- Deliver activities at a location(s) within Greater London
- Be experienced in delivering sport initiatives with young people that contribute to social change within communities facing inequality
- Have access to groups of young people aged 11-24
- Be able to deliver flag football (non-contact 5v5 American football project) on a regular basis, at least weekly or fortnightly
- Have a robust Safeguarding Policy in place
- Be operational across the period of a 24-month grant
- Provide a budget overview detailing how funds will be used
- Funds granted must not exceed 50% of the organisation's total annual revenue
- Have a maximum annual income of £1,000,000 (GBP)
- If previously funded by the Greater London Authority, Sport England or London Marathon Foundation, the organisation must have less than £50,000 of those funds remaining by April 2026. This includes Go! London funding.



As part of this application process, organisations will be asked to select one of two delivery tiers – Targeted Support or Specialised Support – or propose a thoughtful combination of both that best reflects the needs of the young people you work with.

These tiers represent two levels of programme intensity, duration and wraparound support. They are designed to ensure that organisations can deliver physical activity opportunities that are both equitable and responsive to local community contexts.

Applicants should review the tiers below carefully to determine which model best aligns with their capacity, intended outcomes and the specific groups they aim to support.

Choosing the Right Delivery Tier

CATEGORY	TARGETED SUPPORT TIER	SPECIALISED SUPPORT TIER
Purpose	Improve physical activity levels, ensure equitable access and achieve one measurable social outcome .	Improve physical activity levels, achieve one measurable social outcome and provide access to specialist support .
Target Group	Underserved young people facing barriers to participation (e.g., girls and young women, LGBTQ+ young people, disabled young people). At least 50% of participants must identify as girls.	Young people facing significant or complex barriers (e.g., care leavers, refugees, young people with complex needs). At least 50% of participants must identify as girls.
Delivery Duration	Minimum of three months of regular, structured sessions.	Minimum of six months of long-term, regular engagement.
Session Requirements	At least six sessions , minimum one hour each , delivered weekly or fortnightly, for each young person.	At least eight sessions , minimum one hour each for each young person, designed to build trust and continuity.
Engagement Style	Accessible, engaging physical activity sessions with consistent attendance.	Relationship-centred, trust-building sessions with sustained engagement over time.
Wraparound Support	Includes mentoring and/or workshops aligned to a specific social outcome.	Tailored wraparound support based on individual needs, including specialist provision or referral pathways where relevant.
Intensity Level	Moderate, structured support designed for groups with identifiable participation barriers.	High-intensity, individualised support designed for young people with significant challenges.

What High-Quality Delivery Looks Like

We're looking for delivery that is characterised by being:

- loud, fun, unapologetic, full of variety, safe
- co-created by young people
- tailored to individual and collective needs
- free or low cost
- easy to access in terms of transport / location
- inclusive and reflective of the communities in which activities take place
- delivered regularly and with consistency
- non-judgmental / intrusive
- welcoming - not intimidating
- progressive, exciting and engaging
- designed with clear progression and exit routes from the outset
- a place where progress is incentivised, awarded and recognised
- designed to allow for discipline and behaviour to be well managed
- drivers of respect between participants and for the environment

The People Behind the Programme

And those that interact with and support participants with their development should be:

- reliable, consistent, high energy, caring, diverse
- relatable, patient, passionate, enthusiastic
- able to match their actions to their words
- able to take the time to get to know participants and develop healthy relationships with them
- more than just sports coaches - they offer pastoral support



Measurement & Reporting

The Go! London x NFL Foundation UK Grant Fund is focused on supporting projects that use flag football alongside wraparound support to drive meaningful, measurable change in the lives of young people across Greater London.

All funded projects must clearly align to one or more of the programme's participant outcomes, which include:

- Improved community and social connection
- Improved safety
- Improved employability skills
- Improved mental wellbeing among participants

Each of these outcomes contributes to one of the programme's core impact areas (More inclusive and cohesive communities; Reduction in under/unemployment and increased educational attainment; Reduction in physical and mental health inequalities).

Organisations will be asked to select one of the outcomes listed above and demonstrate how their proposed project contributes to that outcome.

Applicants should ensure that their project design, delivery model and wraparound support are intentionally shaped around these impact areas and the young people they aim to serve.

Measuring Impact Through Upshot

All funded partners will be required to measure and report on agreed outputs and outcomes using Upshot, an impact management system. Access to Upshot will be provided to successful organisations, along with onboarding, training and ongoing support throughout the partnership.

Partners will be expected to:

- Record participant data and programme outputs
- Use agreed survey tools to capture changes in young people's experiences and outcomes
- Submit regular monitoring data to support learning, reporting and programme improvement

Specific survey questions and reporting requirements will be provided to ensure consistency across the programme and alignment with the fund's impact areas and outcomes. Upshot is designed to support organisations not only in reporting impact, but also in strengthening their own learning and evaluation practice.

Review Criteria

All applications to the Go! London x NFL Foundation UK Grant Fund will be reviewed through a structured and transparent assessment process. Reviewers will score applications across eight sections, using a 1–5 scale, with 5 representing an excellent response.

The criteria below summarise what reviewers will be looking for at the highest level:

- **Project Need & Community Context (18%):** A compelling, well-evidenced explanation of the local need, demonstrating a deep understanding of the community context, challenges and the young people the project aims to support.
- **Project Design & Use of Flag Football (18%):** A clear, strategic and realistic delivery model showing how flag football is meaningfully integrated to drive outcomes, with strong alignment to the selected Targeted and/or Specialised support tier.
- **Wraparound Support & Participant Safety (18%):** Well-designed wraparound support aligned to participant needs, supported by appropriate staffing, partnerships and strong safeguarding awareness.
- **Impact, Outcomes & Measurement (12%):** Clear evidence of past impact, strong alignment to required outcomes and a robust approach to monitoring, evaluation and learning, including readiness to use Upshot.
- **Inclusion, Target Population & Youth Voice (12%):** A clear focus on underserved young people, with a strong inclusion strategy and meaningful youth involvement in shaping programme design and delivery.
- **Sustainability & Exit Pathways (5%):** A realistic plan for sustainability beyond the grant period, with clear progression or exit pathways for young people.
- **Organisational Capacity & Delivery Readiness (12%):** A strong track record, clear staffing and delivery structures and demonstrated operational readiness to deliver a 24-month programme.
- **Budget & Value for Money (5%):** A detailed, transparent and realistic budget that clearly aligns to activities and demonstrates strong value for money.

Overall Assessment

Each section will be scored individually. Final funding decisions will be informed by total scores alongside strategic considerations, including alignment with fund priorities, community reach and balance across the funded portfolio. The aim is to build a strong cohort of partners capable of delivering high-quality, inclusive and impactful programmes for young people across Greater London.

Ready to apply?

» Click [here](#) to access the online application form. **Apply by Friday, 13 February, 11:59pm GMT.**

» Click [here](#) to learn more about Go! London funding pillars.



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