



جسور
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Sponsorship & Donation Guide

Policy Code: SDA-G-004
Version 04
Released 01/05/2012

1. Introduction

The Foundation aims mainly at contributing to a sustainable development of the community, acknowledging and respecting its potentials, values and needs.

The Sponsorship and donation activities of the Foundation reflects its short- and mid- term vision and it shall offer resources (cash or in kind) to punctual initiatives promoted by outer proponents, which must be aligned with the Foundation's mission, either directly or indirectly accomplishing for its focus areas and core objectives.

Considering a maximum transparency in the process of selecting, evaluating and implementing its sponsorships and donations, the Foundation establishes a process opened for the society to submit proposals, which is detailed in this Sponsorship & Donation Application Guide.

Sponsorships and donations are a part of a wider portfolio of social responsibility actions supported by the Foundation. Therefore, the proposals shall be analyzed through the process established in the current Policy, considering the amount of resources placed for this category of financial support within an Annual Budget Plan (annual allocation of funds to the Foundation).

2. Focus Areas supported by the Foundation

The focus areas prioritized aim at the local, integrated and sustainable development, focusing on the territorial development, seeking for proposals that maximize the synergies between the projects and initiatives. Through its social responsibility programmes, the Foundation renders support in four focus areas:

- Entrepreneurship;
- Education for work;
- Culture and Sports;
- Health and Environment.

2.1. Entrepreneurship

The Foundation focus on contributing to enabling an environment to the development of entrepreneurship, as job opportunities shall arise from the creation of new businesses and the improvement of the quality and productivity of existing producers and suppliers in the local economy. In order to support actions towards the improvement of income of small scale entrepreneurs the Foundation seeks to upgrade skills which promote the modernization of administrative practices, enhance the entrepreneurial spirit as well as the development of human resources in matters of research and technology.

Therefore, the Foundation supports initiatives which:

- encourage entrepreneurial activity, innovative applications and enhancement of Small & Medium Enterprises (SMEs);
- promote the preparation and training of people for prospective employment in the industrial cluster, in small businesses and the creation of self-employment;
- promote educational programmes which foster innovative entrepreneurial thinking and action.

2.2 Education for work:

Youth is one of the priorities for the Foundation. Investment in training and education for work shall increase the skills and capacities of the young people. It is about achieving proper levels of quality and productivity, particularly in the modern life, which requires a qualifying effort of manpower, and also of entrepreneurs and suppliers related to any field of work.

Therefore, the Foundation supports initiatives which:

- strengthen the education for work, increasing the skills and capacities of the young people for the labor market;
- enhance the adaptability of young people to the rapid changes that characterize the labor market;
- promote the insertion of the youth in the labor market.

2.3 Culture & Sport:

Culture and sports are important tools to promote the development of communities. The focus area in culture and sport has the potential of enhancing sociability, collective entertainment and integration, thus leveraging the development of the other focus areas.

Considering culture as a social aspect, development might not be truly achieved and sustainable, if it doesn't consider the culture processes, if it ignores the lifestyles, values systems, the traditions, the beliefs and the knowledge of the community.

In face of that, the Foundation supports initiatives which:

- contribute to safeguard the intangible heritage of the Omani culture, enhancing the articulation between social and economic value of such heritage;
- promote the sports development, creating qualification and professionalization opportunities, preferably revealing new talents in Sports;
- promote sports activities, generating social integration.

2.4 Health & Environment:

The performance in the health domain aims at addressing key issues identified in the region: (a) the lack of health personnel in Al Batinah North Governorate, supporting the training of staff in the health area; and (b) the so-called epidemiological transition, by contributing to the reduction of the impacts of modernization, through the prevention and control of 'modern' diseases - such as obesity, hypertension, diabetes and others -, addictions, occupational accidents and traffic accidents.

Therefore, the Foundation supports educational programs in:

- training of health professionals;
- education and prevention of traffic accidents;
- health promotion and prevention of risk factors.

In the Environmental domain, the Foundation supports initiatives which:

- promotes awareness, attitudes and knowledge related to natural resources conservation, and environmental preservation;
- environmental education programmes.

3. Geographic framework of the initiatives to be supported by the Foundation

The Foundation supports Sponsorship and Donation initiatives in the whole Sultanate of Oman. Nevertheless, considering that the investing companies operate in the Sohar Industrial Area, priority is given to initiatives benefiting its surrounding zone areas.

4. Evaluation and selection of the proposals

The evaluation and selection of the proposed sponsorships and donations will be done by a specialized team in the social area of the Foundation, on a comparative basis among requested proposals and based upon each request`s compliance with eligibility criteria and eligible applicants.

4.1 Eligible applicants/ Criteria for eligibility:

Civil society organizations and registered non-profit societies, constituted under the Laws of the Sultanate of Oman and governmental organizations, are eligible to apply for the sponsorship and donation only when they comply with the following criteria:

- Present initiative which clearly fit within the sponsorship & donation policy presented;
- Present the initiative according to the application form made available by the Foundation;
- Present the initiative to be developed within the priority benefited areas;
- Present sponsorship initiatives which must fall within the key focus areas of the Foundation;
- Have technical, managerial and institutional capability to develop the proposed activities;
- Have the capacity to build partnerships with other entities and/ or communities for the implementation of the initiative.

4.2 Support will not be provided to initiatives that:

- Request benefit for an individual person or family;
- Request payment of debts for third parties;
- Duplicate services which fall within the mandate of a senior government agency;
- Are general operating expenses;
- Are programs promoting religious or ideological doctrines;
- Are political campaigns;
- Are seminars and conferences attendance fees (as long as it is not part of one initiative).

5. Projects` evaluation and selection process

All the applications for sponsorship and donation, in conformity with the available application form, will be evaluated by a specialized staff of the Foundation. The selected proposals will be those with the better ranking and which had accomplished the following stages:

5.1 Stage 1: Conformity with the Sponsorships` Application Guide

In this stage, the proposals will be analyzed by the staff in order to verify the accomplishment of the basic requirements identified as general eligibility criteria and the presentation of the sponsorship and donation in conformity with the Sponsorship & Donation Application Guide.

Incomplete information or not provided correctly will implicate on the automatic disqualification. For previous information or doubts on how to fill in the application form and comply with the whole process, a phone number and email will be available to the applicants.

5.2 Stage 2: Evaluation by the Foundation Team

After this first screening, the proposals will be evaluated by the staff, according to defined criteria.

The assessment will be based on the data and information presented in the application form and possible addendum to the initiative, which are optional.

The assessment process involves the following items:

- focus areas being targeted;
- number of direct people benefited¹;
- implementation capacity of the initiative: proponent must have technical staff, partnerships, operational and institutional capacity for implementing the proposed activities;
- visibility potential: the initiative might contribute to the positive impact to the image of the Foundation.

The zone in which the activity will be developed and the investment amounts are also considered by the staff in the assessment of the proposal.

Considering the above criteria in the assessment process, the proposals will be ranked and a recommendation will be provided by the Foundation Team for decision making levels in order to define the initiatives which will be supported at that time.

5.3 Stage 3: Final Validation of the Sponsorship

The Foundation submits the results of the assessment and the recommendations to decision making levels for approval of the selected and prioritized proposals. The projects will be supported considering their classification, the available financial resources and strategic interests of the Foundation. The results will be informed to all applicants.

After approval or partial approval, the proponent is requested to present the legal and technical documents, and a detailed timeline and costing.

5.4 Stage 4: Legal and Technical Documents Presentation

The organizations/ entities of which initiatives were approved shall present the following documents to the Foundation, where applicable:

- MoCI (Ministry of Commerce & Industry) Computer Print-out of the Commercial Registration Information;
- Chamber of Commerce & Industry Registration Certificate ;
- Authorized signatories form;
- Ministerial Establishment Approval;
- Previous years audited financial statements. If the entity doesn't have audited financial statements, it may provide financial balance sheets;
- Personal documents from the legal representatives of the institution;
- Detailed project's timeline, budget and milestones.

The applicants should present all documents within 15 working days, after the communication of the results of the process by the Foundation. In case the applicant doesn't comply with this timeline, the Foundation shall direct the funding to the next project which was sequential ranked.

6. How to present an initiative

The proponent shall obtain this guide and the application form, both available to the community either on hard copy at the Foundation office and on digital format at its website, explaining the process for submitting the request and all its details.

¹**Direct Beneficiaries:** individuals who participate in the activities developed in the project/ initiative. In case of social projects, direct beneficiaries would be, for instance, those who are trained in an educational project or those who will receive direct support in the project (e.g. those handicraftsmen who will receive new equipments in one project). In case of sponsorships, direct beneficiaries would be, for instance, those who attended an event.

In case of any further information needed or doubts on how to fill in the application form and comply with the process, the applicants shall contact the Foundation staff for clarifications.

In case a proposal has timeline restrictions for implementation (e.g. an event), it must be submitted, at least, three months prior to its execution.

The proposal shall be comprised of the following information, according to the Application Form:

Part 1 – Applicant Profile

- Applicant Entity
 - Identification (name, registration number and type);
 - Field of action of the entity;
 - Main activities of the entity;
 - Complete address (address, telephone number, and website).
- Representatives
 - Main contact person (name, ID number, position, email and mobile number).
- Other information
 - Information if any of the shareholders/partners or senior employees have relatives in the Foundation.
 - If positive, it should be specified name and nature of relationship.

Part 2 – Initiative overall description

- Initiative title;
- Strategic fit into key focus areas - inform in which focus area the initiative fit;
- Initiative background and brief summary;
- General Objective - related with the purpose of the initiative;
- Target Audience – inform those who will benefit directly from the initiative outcome – who and how many;
- Partners – potential co-responsible partners/ stakeholders involved for the implementation / execution of the project, and who should be involved in the initiative development / detailing.
- Benefited Area – inform the area which will be benefited;
- Expected results - core results the initiative is intending to achieve or to generate after its implementation;
- Timeline – timeline and milestones;
- Budget – detailing costing and milestones. Inform also if the initiative has other co-sponsors and to which extent.

7. Submittals, timeline and other requirements

The proposals shall be submitted, at least, three months before its implementation timeframe. Only those requests submitted to the Foundation by using the proper form – the Application Form – will be considered for further analysis.

The proponents shall submit their proposals by:

- post correspondence;
- hard copies, delivered in the office of the Foundation,
- on-line application through the Foundation website – www.jusoor-csr.org;
- email to application@jusoor-csr.org

The Foundation is not responsible for any delay or problems on the post correspondence services or electronic mailing.

The Sponsorship Application Guide will be available:

- in the website of the Foundation;
- in the office of the Foundation.

Contact Information:

Address: Al Had Compound – Opposite to Al Had Flyover

Villa No: T15

Willayat of Liwa

P. O. Box: 329, Postal Code: 325, Liwa

Sultanate of Oman

Telephone number: (968) 2676-2637

Main contact person: Mrs.Rabab Al Ajmi

8. Communication of the results

The Foundation team shall confirm the receipt of the proposal to the applicant, at the time of its submittal. Throughout the evaluation process, the Foundation shall contact the proponent, whenever further clarification is required.

After the received requests first screening, the applicants whose application form and its optional addendums were not considered suitable will be informed by the Foundation team, through an official letter, that their requests were rejected at this stage. Only those requests that were not disqualified in the first screening due to non conformity with the eligibility criteria will be subject to further evaluation process.

Applicants will be informed by email or official letter, on an individual basis, about the results of the evaluation process of its proposal.

Applicants whose proposals were selected will be requested to present the legal and technical documentation for a final analysis. Only after such analysis, the partnership between the sponsor and the proponent can be established, in order the applicant can start implementing its initiative.

9. Agreement

Once the proposal is selected and approved, it will be established an agreement, setting the objective of the partnership, the activities to be deployed, the responsibilities of the partners, the procedures and documents for accountability, the investment amount and its payment conditions, besides other contractual conditions.