



Fund for Resilience and Prosperity

# **Mastercard Foundation Fund for Resilience and Prosperity**

## **APPLICATION GUIDANCE NOTES**

# Contents

1.	The Application Process for the Mastercard Foundation Fund for Resilience and Prosperity (FRP) Agribusiness Challenge Fund .....	3
1.1	Stage One: Initial Application .....	3
1.2	Stage Two: Refinement of Business Plan .....	3
2.	The Fund for Resilience and Prosperity Challenge Fund Selection Criteria .....	4
3.	Type of Support Available .....	5
4.	Funds Available .....	5
5.	Matching Funds .....	5
6.	Focus Countries .....	5
7.	Challenge Fund Eligibility .....	5
8.	The Application Form .....	6
	Introduction .....	7
	Company Profile .....	7
	Company Address .....	7
	CEO/Founder/Principal Officer Contact Details .....	7
	Project Overview .....	9
	Detailed Project Information .....	9
	Team Structure .....	10
	Project Impact .....	12
	Risks and Mitigations .....	13
	Other Information .....	13

## 1. The Application Process for the Mastercard Foundation Fund for Resilience and Prosperity (FRP) Agribusiness Challenge Fund

The Agribusiness Challenge Fund is a two-stage competitive process designed to identify and support Small and Medium Enterprises (SMEs) operating in 20 countries across Sub-Saharan Africa. The Challenge Fund aims to implement interventions and promote SME-based solutions within **agriculture value chains**. These initiatives target the creation of a sustainable framework that generates dignified and fulfilling employment opportunities for young people, ensuring a lasting impact beyond the program's lifespan.

### 1.1 Stage One: Initial Application

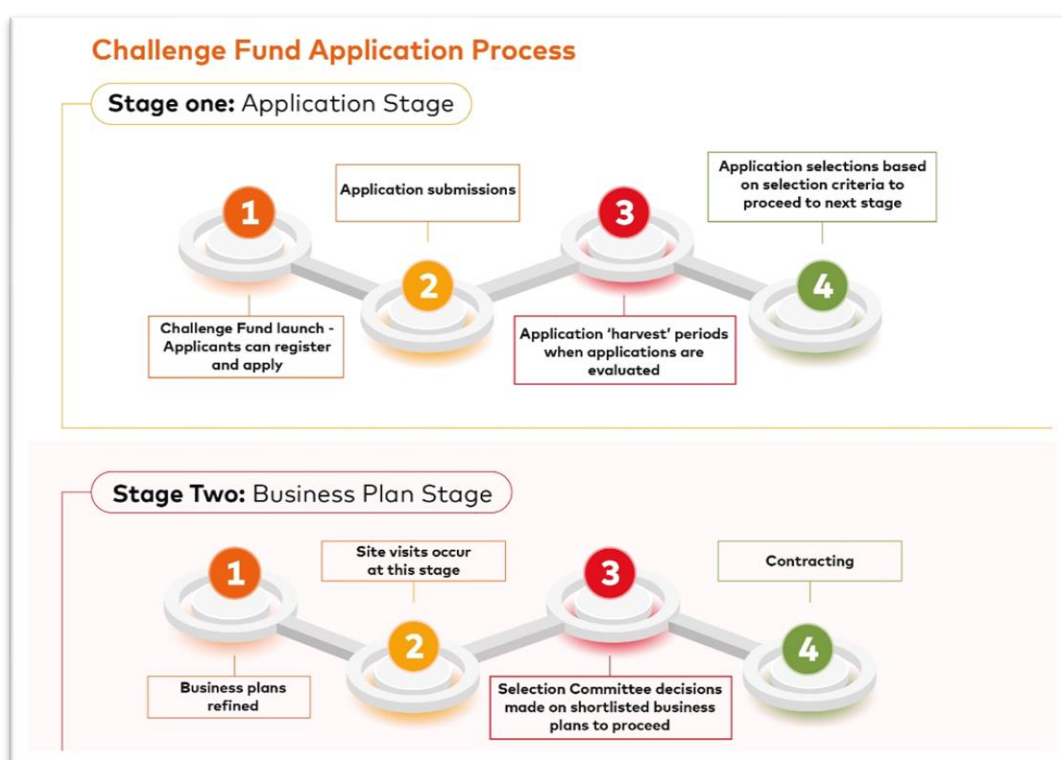
This stage involves completion of the initial application form setting out the project objectives to the Fund for Resilience and Prosperity for support. ***Please note that additional attachments beyond those specified on the form will not be considered.***

Upon submission of your application to the Fund for Resilience and Prosperity, an acknowledgment of receipt will be sent to the email address provided during registration. Along with this confirmation, you will be assigned a **Unique Project Identification Number**, which should be referenced in all future communications related to the Fund.

The applications will be evaluated based on predefined criteria. Successful applicants will be notified and invited to proceed to Stage Two. Unsuccessful applicants will receive a notification detailing the primary reasons for non-selection. They are encouraged to refine their applications and resubmit for consideration in subsequent harvest periods.

### 1.2 Stage Two: Refinement of Business Plan

Upon progression to Stage Two, applicants are required to further develop their business plans and provide supplementary documentation. This includes completing a standardized financial model for your project which includes profit and loss accounts, balance sheets, and cash flow projections. Collaborating with the Fund Manager, applicants will refine their business plan, financial projections, and development impact model. The Selection Committee will review these refined applications, ultimately selecting winners based on the merit of their submissions.



Applicants may be contacted by a representative of the Fund to provide further information, so please ensure that the email address indicated on the form is correct.

For any inquiries concerning your application, contact us via email at: [info@frp.org](mailto:info@frp.org)

**Here are the important dates and deadlines for the Agribusiness Challenge Fund in 2024.**

Schedule	Deadline
Agribusiness Challenge Fund launch	<b>18 March 2024</b>
Agribusiness Challenge Fund - Harvest #1	<b>07 June 2024</b>
Agribusiness Challenge Fund - Harvest #2	<b>30 August 2024</b>
Agribusiness Challenge Fund - Harvest #3	<b>22 November 2024</b>

## **2. The Fund for Resilience and Prosperity Challenge Fund Selection Criteria**

---

We will evaluate and select the most promising applications based on their alignment with the aims and objectives of the Fund for Resilience and Prosperity. The following criteria will guide the selection process:

- **Project description and objective**
  - Articulate a compelling and clear project purpose and goal.
  - Concise description of the intended outcomes and deliverables.
  - Present a well-structured and executable plan for project implementation.
- **Alignment with FRP priorities**
  - Demonstration of how the project aligns with the specific priorities outlined by the fund.
  - Explanation of the relevance and contribution of the project to the fund's overarching goals.
- **Project Impact**
  - Evaluation of the potential positive effects and benefits the project will bring.
  - Outline a clear plan for tracking progress, measuring key performance indicators (KPIs), and evaluating the achievement of objectives.
- **Financing plan/Matching funds**
  - Detailed and realistic and well-defined financial projections, including revenue streams, cost structures, and profitability forecasts. Outlining the budget and how fund resources will be utilized.
  - Identification and commitment of matching funds or other financial contributions from the applicant or external sources.
- **Team structure**
  - Presentation of a competent and well-organized team structure.
  - Clear delineation of roles and responsibilities among team members.
  - Highlighting of relevant expertise and experience of key team members.
- **Additionality**
  - Explanation of how the project introduces elements that go beyond business-as-usual, showcasing its uniqueness and innovation. For instance:
    - **Gender Integration:** Clearly demonstrate how your project promotes gender equality and empowers young women and young men including the PWD's and Refugees throughout the agricultural value chain.
    - **Youth Engagement:** Outline strategies for involving young women and men including the PWD's and Refugees in creating employment and in project activities, decision-making processes, and capacity building initiatives.
  - Assessment of the extent to which the fund's support adds value and enables outcomes that wouldn't have been possible without its intervention.
  - Alignment with local context by demonstrating an understanding of the local agricultural sector, challenges, and opportunities.
  - Long-Term Viability by demonstrating a clear strategy for ensuring the project's sustainability beyond the funding period.

### 3. Type of Support Available

---

The Fund will provide support to SMEs through four interventions:

- **Challenge Fund intervention:** Offering direct financial support to selected SMEs.
- **Technical Assistance intervention:** Adding value beyond financial support through technical assistance and capacity building.
- **Connect intervention:** Providing investor readiness support to the portfolio of selected SMEs and negotiating partnerships with potential financiers.
- **Convening and Influencing intervention:** Convening relevant stakeholders to encourage an enabling business environment that drives systematic change and address the issues that impede the creation of work for young women and men.

### 4. Funds Available

---

Applicants are required to submit an application, providing justification for their business to be funded, along with details on the funding amount and duration. Funding should be earmarked for a specific project in the target countries, such as scaling up an existing product or service, or expanding to a new market.

Applicants can apply for grant funding ranging from US\$ 500,000 to US\$ 2,500,000 to be disbursed over a 3-year period, based on the applicant's development stage, scalability, and business model, in accordance with agreed periodic milestone targets. Funding structure will be determined on a case-by-case basis after evaluating proposals and organizations. Additional support to successful applicants will include tailored technical assistance in alignment with FRP objectives over the 3-year period.

### 5. Matching Funds

---

FRP requires a matching contribution from the applicant to signify their interest and commitment to the long-term sustainability of the business. The funding provided by the applicant must constitute a minimum of 30% of the total project cost, excluding any funding from the Mastercard Foundation. This matching requirement ensures a collaborative financial investment, reinforcing the dedication of the applicant towards the project's success and alignment with the goals of the Fund for Resilience and Prosperity.

Matching contributions can be made either entirely in cash or through a combination of cash and/or in-kind contributions, as outlined below:

- **Cash contribution:** Refers to actual monetary contributions made to the business to match the FRP funds. This might include direct financial investments by the lead organization or implementing partners, equity investments by third parties, bank loans related to the project activities, reinvested profits generated by the business, etc.
- **In-kind contribution:** Refers to a non-monetary contribution made to a business. Instead of providing cash, the business may contribute goods, services, or assets that hold tangible value. These contributions could include donations of equipment, supplies, professional services, or volunteer hours.

The combination of cash and in-kind will be determined on a case-by-case basis after evaluating the proposal and business needs.

### 6. Focus Countries

---

FRP will focus on the following 20 countries in Sub-Saharan Africa: Benin, Botswana, Burundi, Cameroon, Côte d'Ivoire, Democratic Republic of Congo, Ethiopia, Ghana, Kenya, Malawi, Mozambique, Nigeria, Rwanda, Senegal, Sierra Leone, South Africa, South Sudan, Tanzania, Uganda, and Zambia

### 7. Challenge Fund Eligibility

---

Your SME must meet the following criteria for your application to be considered:

- Be involved in the sector of focus i.e., Agriculture.
- Be an existing for-profit Small or Medium-sized Enterprise.

- Be implementing the business project in at least one of the 20 focus countries in Africa.
- Be requesting for grant funding ranging from US\$ 500,000 to US\$ 2,500,000 to be disbursed over a 3-year period, based on the applicant's development stage, scalability, and business model, in accordance with agreed periodic milestone targets.
- Be providing matching contribution of at least 30% of the total project cost.
- Have innovative, practical, and scalable businesses that aim to create work opportunities for young women and men, young people with disabilities or refugee youth.
- Adhere to fundamental human rights, labour standards, and environmental management laws, both nationally and internationally, including seed laws/policy.
- Refrain from any involvement in acts of terrorism or support for terrorist activities.

## 8. The Application Form

Below you will find a guide to help you complete the Fund for Resilience and Prosperity Challenge Fund Application Form. **Please download this document to refer to as you complete your application form.**

## Introduction

1	Full Legal Company Name	
2	Is your company a private sector enterprise (For-Profit)	
3	Do you or any of your implementing partners have operations in any of the following countries?	Please select
4	Is your company legally registered and continuously been in operation for at least 3 years?	<i>To qualify, your company must have been legally registered and actively operating for a minimum of 3 years. This means that the company should have been in operation for the entire 3-year period without interruptions.</i>
5	Did you apply in the first and/or the second harvest of the Agribusiness Challenge Fund?	Please select
6	Are you a beneficiary of the Fund for Rural Prosperity?	Please select
	Are you seeking funding for the same project that was funded under the Mastercard Foundation Fund for Rural Prosperity?	Please select
	Briefly describe how different this new project is from the one previously funded	
7	Please tell us how you heard about the Mastercard Foundation Fund for Resilience and Prosperity?	Please select

## Company Profile

8	Brief Summary of company's business operations	<i>Please provide information about your company's current activities, describing the significant challenge you intend to focus on addressing and the target impact.</i>
---	--	--

## Company Address

9		
	Physical Address	
	Address Line	
	Town/city	
	State/County	
	Postcode/Zip code	
	Company Phone Number	
	Company Email	
	Company Website	

## CEO/Founder/Principal Officer Contact Details

10		
	First Name	
	Last Name	
	Gender	Please select
	Age Range	Please select
	Phone Number	
	Email Address	
11 Primary Contact Details		
	First Name	
	Last Name	
	Job Title	
	Phone Number	

	Email Address	
<b>Secondary Contact Details</b>		
	First Name	
	Last Name	
	Job Title	
	Phone Number	
	Email Address	

<b>12 Company Registration Details</b>		
	Country of Registration	
	Year of Registration	<i>Enter the year your organization was registered</i>
	Registration Number	
	Upload your Registration Certificate	<i>Registration Certificate to be uploaded</i>

<b>13 Company Shareholder Details</b>		
	<b>Shareholders</b> In the case of public limited companies (PLCs) with many shareholders, you need only list the major shareholders. The purpose of this is for the Fund for Resilience and Prosperity to know who, if any, major and/or controlling shareholders are. As a guide, it may be appropriate to list companies or individuals with 15 % or more of issued shares. For private limited companies, the Fund would like to know who all the shareholders are.	
	Shareholder 1	0%holding/ age/gender/ nationality
	Shareholder 2	0%holding/ age/gender/ nationality
	Shareholder 3	0%holding/ age/gender/ nationality
	Other shareholders	0%holding/ age/gender/ nationality
	Is your company registered in the country of implementation? Please select	

<b>14</b>	<b>Are you partnering with other SMEs / Organizations in implementing your project?</b> If this project will be implemented with partners, what part of the implementation will you and your partners be responsible for?	Please select
<b>If selected 'Yes'</b>		
	Partner Organization Name	
	Country of Registration	
	Website	
	Phone Number	
	Provide a brief Summary of your company's business operations	
	How much is the Partner organization contributing towards this project	
	How will these funds from the partner organisation be utilized in this project	
	Is your implementing partner registered in the country of implementation	Please select
	<b>*Attach your partnership Memorandum of Understanding (MOU) or Letter of Commitment (LOC)</b>  <i>The MOU should highlight the roles of both parties in the partnership. Should an MOU not be in place, partners may instead execute a Letter of Commitment as a demonstration of their intent to collaborate.</i>	

<b>15</b>	<b>Company Past Performance</b> Make any appropriate brief descriptions, including any implications on the numbers below.	
What is your financial year end?		<i>Here, please indicate your financial year, in case it does not fit with the calendar years stated below.</i>



Financial Year	FY 2021	FY 2022	FY 2023
Financial Year Turnover (excluding grants received, if any)			
Number of employees directly contracted by your company			
Upload your most recent audited accounts	<p>Enter the exchange rate to the US Dollar (USD) used in your financial statements.</p> <p>Please provide the specific exchange rate to USD that you applied in your financial statements or audited accounts for converting figures from your local currency (LCY). If you did not use an exchange rate or did not convert figures to USD, please enter "1" This information is essential for verifying the accuracy of the financial data provided.</p>		Provide any comments or further information regarding the attached audited accounts
<b>16</b> Has your company raised funds through other means? (Investors, lending etc.)	Please select		
Current Investors	Investor name/Amount/Year/Purpose of funding		
Current Lenders	Investor name/Amount/Year approved/Purpose of funding		
Current or previous donor support including from The Mastercard Foundation.	Donor name/Funding amount /Year approved/Purpose of funding		

## Project Overview

<b>17</b>	Project Title/Name	
<b>18</b>	Which specific agricultural value chain does your project focus on?	
<b>19</b>	Main focus of your project?	Primary production / Processing & aggregation / Trading & market linkage / or multiple
<b>20</b>	Does your project focus on sustainable agriculture practices?	Please select Description:
<b>21</b>	Has your company adopted any practices aligned to environmental conservation and strategies to adapt to climate change?	Please select Describe the environmental conservation practices. Describe your company's strategies to adapt to climate change.
<b>22</b>	Has your company adopted any Digital/Technology to improve business practices?	Describe how you are using technology to improve your business practices.
<b>23</b>	Country of Implementation Focus	Primary country: Please select Secondary country: Please select
<b>24</b>	How long has your project existed?	
<b>25</b>	Current stage of the project	

## Detailed Project Information

<p>This section is for you to provide concise descriptions of the project that gives information on your innovative project and challenge being addressed, your business case, capacity to implement etc.</p>
---

26	What is the specific problem or challenge that your project is aiming to solve? Clearly define the problem or challenge your project addresses, including relevant details that illustrate the significance and impact of this issue on the target population or sector.
27	Describe the primary activities of your proposed project. Include a detailed outline of the 3-5 key activities you will undertake, specifying the objectives, methods, and expected outcomes for each activity.
28	How do these activities align with the FRP objectives of enterprise growth and employment creation for young women and men? Explain how your project's activities contribute to the FRP objectives, focusing on enterprise growth and job creation for young women and men, and provide examples or evidence of how your project supports these goals.
29	What are the key assumptions that must be true for your project to succeed? Please identify and explain the specific assumptions related to your project's context, resources, stakeholders, and external factors. Detail how each assumption impacts the success of your project and describe your plan for addressing or mitigating risks associated with these assumptions.
30	Why is your company (or consortium) best placed to implement this project? What unique experience, resources, footprint etc will you be drawing on? <i>Note: What is the competitive edge of your project/agricultural solution?</i>
31	FRP has ambitious targets around inclusion, aiming to support 70% women and 10% other marginalized groups. How will your project ensure that women and marginalized groups (PWD, refugees) will be able to share in the benefits of this project?
32	With the focus on resilience, FRP has a strong focus on climate adaptation and mitigation. How has your project integrated these issues into your proposed activities? Or how will your project build upon what you have already been doing to better align with climate adaptation and mitigation?
33	FRP aims to support the use of digital platforms and technology to better reach our target groups and maximize the impact of our support. If relevant, explain how your project has or intends to leverage the digital platforms to enhance business enterprise growth and the creation of employment for young women and men?

## Team Structure

Please describe the capacity of your organization and your organization's partners (if any) to implement your project in this section.

- Describe your capabilities to implement the project in terms of the management team and structure (experience, sustainability, staffing); operational system and facilities; management information system etc.
- What new capabilities will be needed in your organization to implement?

34	What is your management and governance structure?
	<i>Organization Structure to be attached</i>

<b>35</b>	<b>Describe your capacity to implement the project (human resources; management team; operations), including any additional recruitments and changes that will be made if funding is successful. Clearly state which aspects will be implemented by partner organisations.</b>
<b>36</b>	<b>Are there any capacity gaps you have identified that are necessary for the successful implementation of the project?</b>

## Fund for Resilience and Prosperity Support Details

In the sections below, please provide the summary financial figure for your project in the formats requested. Please provide the following:

- The total Fund for Resilience and Prosperity support required to implement your project. This must be no more than 70% of the total project cost.
- Note: The grant requested MUST be between US\$ 500,000 and US\$ 2,500,000.

In the table below we ask for information about the matching funds/contribution that your business will invest into the project. Please note the following points:

- The Fund for Resilience and Prosperity expects you to provide matching funds from your own resources (including those of your partner organizations) of at least 30% of the total project cost.
- Matching Funds can be either cash investments or in-kind contributions.
  - Acceptable cash contributions are (1) a cash/equity investment by the lead organization or implementing partners; (2) facilities provided by other organizations (e.g., equity investments, bank loans; (3) reinvested profits; and (4) guarantee facilities intended to support financing of young women and men. Please provide information about the cash investments.
  - Acceptable in-kind contributions are (1) salaries of employees working directly on project implementation; (2) rental of buildings, offices, and facilities; (3) equipment purchases agreed for the implementation of the project; (4) travel and consultancies; (5) materials and supplies, training and workshops, printing and publications; (6) market research and marketing materials; and (7) projects administrative costs. Please provide information about in-kind contributions.
- Please calculate the total matching funds by adding up the figures you have given in 41 and 42.

Fund for Resilience and Prosperity Support Details (in US\$)		
<b>37</b>	<b>What is the total estimated project cost.</b> <i>Indicate the total cost of the overall project</i>	US\$0
<b>38</b>	<b>Grant amount requested</b>	
<b>39</b>	<b>Provide a detailed breakdown of how you intend to utilise the FRP funds on this project. Indicate the activities that the FRP funding will be used on this project</b>	
<b>40</b>	<b>What is the expected implementation period of the project?</b> <i>Indicate the expected duration of the project.</i>	
<b>Matching Funds (in US\$)</b>		
<b>Cash Contribution</b>		
<b>41</b>	<b>New cash investment into the business that your company will provide from towards your project from shareholders, partner organization bank loans, investors, etc.</b>	US\$0
	<b>How do you intend to raise this new financing?</b> <i>Indicate the source of the new cash investments.</i>	
<b>In-Kind Contribution</b>		

42	Value of resources that your company, shareholders and other partners will provide as 'in-kind' contributions for your business for your business growth from the proposed project	US\$0
43	Funding Gap (US\$)	
44	How do you intend to close the funding Gap?	Description
45	What other non-financial support would you require to meet the project objectives?	Description

## Project Impact

The Mastercard Foundation, through the Fund for Resilience and Prosperity, is committed to improving the lives of young women and men, young people living with disability and refugee youth and believe that job creation can be used to improve the lives of these groups of people. The Fund seeks to channel direct support to SMEs with projects that have developmental benefits.

46	<b>Business impact: What is the expected impact on your business (e.g., growth in revenue, expansion into new markets, sustainability, new products &amp; customers, etc.) once the project is successfully implemented?</b>
47	<b>Employment Creation: Please describe how many new jobs for young women and men will be directly created in your company and those of your partners, as a result of this project?</b> <ul style="list-style-type: none"> <li>- Youth living with disabilities.</li> <li>- Displaced youth.</li> </ul> <p>Please also describe the kinds of jobs that will be created i.e., will they be full-time or seasonal in nature, will they require specific skills, how many will be created for youth living with disabilities and refugee youth etc.</p>
	Category/Employment type/Number of jobs/Describe how jobs will be created
48	<b>Indirect employment creation: In addition to the direct jobs that will be created, how many additional jobs for young women and men will be created as a result of this project?</b> <ul style="list-style-type: none"> <li>- Youth living with disabilities.</li> <li>- Displaced youth.</li> </ul> <p>These could be smallholder farmers, micro-entrepreneurs etc who directly engage and benefit with the project in a way that secures their livelihoods, creates self-employment, or places them into wage employment, but are not directly employed by your company or partners.</p> <p>Please describe the kinds of jobs that will be created i.e., will they be full-time or seasonal in nature, will they require specific skills, how many will be created for youth living with disabilities and refugee youth etc.</p>
	Category/Employment type/Number of jobs/Describe how jobs will be created
49	<b>Potential Wider Development Impacts: Apart from the business and employment impacts outlined above, what are the other wider impacts you think your project will have on the sector / ecosystem that you work in if successfully implemented?</b>
50	<b>Please describe how the results outlined above will be sustained after your FRP-supported project comes to an end? How do you intend to sustain the business once the Fund for Resilience and prosperity support ends?</b>

## Risks and Mitigations

Please describe the key risks, including any environmental and social risks, and assumptions with respect to your business and how you intend to mitigate or reduce the potential impact of these risks.

In the table provided below, please list the risks, state how important (impact) you think each risk is (low, medium, high), what the probability is of each risk occurring (low, medium, high) and then explain how you intend to reduce the risk to your business (mitigation strategies).

NOTE: The Fund for Resilience and Prosperity encourages innovative businesses. What matters is that you have identified the potential risks and have/will put plans in place to try and manage these risks.

51	Risks and Mitigations	Impact (L, M, H)	Probability of Risk Occurring (L, M, H)	Mitigation Strategies
Risks here may relate to the market, operating environment, supply chain, etc. For example, the introduction of new VAT regulations; the evolution of the market; new competing products/services; etc.				
		L	L	

## Other Information

Please provide any additional relevant information not included in other sections.	

All applicants must accept the Fund for Resilience and Prosperity General Terms and Conditions, which you will have read during the online registration process, and which are also available as a separate document.

<input type="checkbox"/>	Please click this box to indicate that you have <i>read</i> and <i>accept</i> the <b><i>Fund for Resilience and Prosperity General Terms and Conditions*</i></b>
--------------------------	--