



Application Guidelines 2025

ASICS Foundation

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Introduction

Sound Mind, Sound Body

-Toward a future where everyone can lead a healthy life, both mentally and physically, by engaging in sports and physical activity

ASICS Foundation has been established to further realize our philosophy - a *Sound Mind in a Sound Body*, to contribute to people's physical and mental well-being through sports and physical activity.

We believe that sports have the power to enhance both the body and mind, fostering hope and courage.

Through our grant-making activities, we are dedicated to addressing sports-related social challenges and supporting individuals facing economic and social hardships to overcome their struggles and discover new hope. We are also committed to creating an environment where everyone can access sports and experience their values and benefits.

Grants

The aim of this grant is to strengthen and expand the activities (hereinafter referred to as “programs”) of organizations that offer support through physical activity and sports to people in economically and socially challenged situations.

Program Category

ASICS Foundation recognizes the limited access to safe, inclusive, and sustainable physical activity and sports especially for people facing economic and social challenges. Considering the unique issues and circumstances in the regions listed below, the Foundation will support organizations that promote sports activities aimed at addressing the challenges faced by economically and socially disadvantaged youth, individuals with disabilities, and women.

Primary Beneficiaries	Focus Regions
Youth	India • Vietnam • Indonesia • Cambodia
Individuals with disabilities	Japan
Women	India

Eligible Activities

- Activities that leverage the unique characteristics of sports to help solve social issues.
- Activities contributing to improving access to sports for beneficiaries
- Activities that support the development of coaches and instructors.

Examples:

1. Youth Development Through Sports: Activities that promote children's physical and mental well-being through sports and exercise, while fostering essential life skills and community building.
2. Inclusive Sports Programs: Activities that enhance social integration by creating opportunities for people with disabilities to access sport, fostering learning, collaboration, and support in a supportive environment.
3. Gender Equity in Sports: Initiatives that address gender disparities through:
 - Implementation of gender-inclusive sports programs
 - Creation of safe and supportive environments for all participants
 - Promotion of equal opportunities in sports participation

Funding Period • Grant Amount

Funding Period	Grant Amount
Pilot Phase: October 2025-December 2025	Up to 1.25 million JPY
Year 1: January 2026-December 2026	Up to 5 million JPY
Year 2: January 2027-December 2027	Up to 5 million JPY
Year 3: January 2028-December 2028	Up to 5 million JPY

- Funding Period
 - With the exception of 2025, the program implementation period, as a general rule, is one year from January 1 to December 31.
 - Applications may be submitted for a single year, but applications for only the pilot phase (October to December 2025) will not be accepted.
- Grant Amount
 - The budget plan should be prepared in your local currency. Please refer to the "Estimated Maximum Grant Amounts" section in the budget plan template for the maximum grant amount available in each currency.
 - Applicants may request funding up to but not exceeding the annual maximum allowance. The proposed budget must be limited to essential expenses related to program implementation. Please refer to the list of eligible expenses below when preparing your budget proposal.

Examples of eligible expenses:

	Description	Example
Direct costs	Personnel expenses	Coach and coordinator payroll costs
	Facility • Venue expenses	Fields and Sports facility usage fees
	Supplies expenses	Sporting goods
	Traveling and transportation expenses	Transportation fees for coaches and travel costs
	Outsourcing expenses	
	Packing and courier expenses	
	Communication expenses	

	Repair expenses	Hard infrastructure development (Maintenance, Restoration)
	Insurance expenses	Insurance costs related to the program
	Tools, furniture and fixtures	Hard infrastructure development, sporting goods
Indirect costs	Administrative personnel payroll	
	Rent expenses	
	Utilities expenses	
	Publication production costs	

- As a general rule, the fiscal year is from January 1 to December 31, except for 2025.
- Indirect costs are capped at 10% of the total annual benefit amount. However, in 2025 and 2026, the ASICS Foundation team may provide grants beyond the maximum amount if it deems it appropriate.
- The final amount of the grant may be reduced or revised after the selection process.

Eligibility Criteria

To be eligible for the ASICS Foundation Grants, an organization must meet the following criteria:

- Must be a non-profit organization, regardless of legal incorporation status
- Must not be involved in political, commercial or religious activities.
- Must not be associated with, or have any relations to, anti-social forces or organized crime groups
- Must demonstrate commitment to prevent sexual exploitation, abuse, harassment, and all forms of discrimination
- Must be direct implementers of activities
- Must have a local office
- Must have a track record of activities for at least 3 years
- Must demonstrate the capacity to communicate with ASICS Foundation team and to carry out reporting in Japanese or English
- Must have a bank account and able to receive grant funds from Japan

Selection Process

Timeline

- **Submission of applications : 16 May 2025 -12 June 2025 11:59 PM (JST)**
- 1st screening (Application review) : 13 June 2025 - 11 July 2025
Results of the 1st screening will be sent via email by mid-July
ASICS Foundation team will conduct a hearing regarding scheduling arrangements for site visits with the shortlisted applicants.
- 2nd screening (Site visit & Presentation) : end of July- end of August 2025
- Selected applicants will receive an email by the end of September followed by an announcement on our website etc.

Application Procedure

1. Email your interest in applying to ahq-foundation@asics.com using the following subject line:
Subject: Expression of Interest to Apply for ASICS Foundation Grants Program
In your email, please share only your organization's basic details (name, location, and contact person). Kindly refrain from including additional information at this stage
2. Upon receiving your email, we will send you the application form and budget template. Download both documents, fill in the required fields, and save them as PDF files.
3. Email the completed application form, budget plan, and all other required documents listed in the application form as attachments to ahq-foundation@asics.com.

• Application can be submitted in Japanese or English.

Selection Criteria

Below is an overview of the selection criteria that will guide the evaluation of applications. Please note that these are not questions to be answered, but the internal criteria we will use to assess submissions.

- **Understanding of the issues and the current situation of the area**
 - Are there any economic or social challenges faced by beneficiaries in the region?
 - Has the organization collected and analyzed information on social problems to be

addressed and the target beneficiaries?

- Is it clear why sport interventions are needed?

● **Quality of the program**

- Is the program able to realize “Sound Mind, Sound Body”?
- Is the unique potential of sports being fully leveraged to address the identified challenges?

● **Impact**

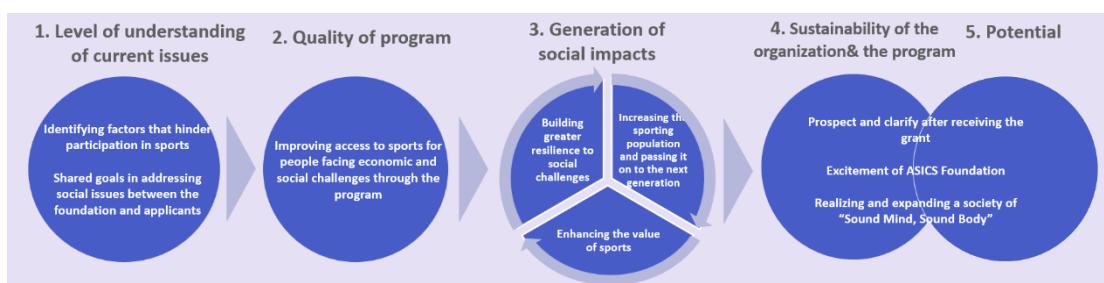
- Do the objectives define a visible, measurable, and tangible result?
- Can the program contribute to improving the sustained accessibility of sports for the beneficiaries
- Are the activities' KPIs and the program's objectives linked to any of the following?
 - Building greater resilience to social challenges (e.g., changes in target indicators before and after the program)
 - increasing the sporting population and passing it on to the next generation (e.g., number of program beneficiaries, number of coach development training sessions conducted)
 - enhancing the value of sport (e.g., awareness and interest in sports within the community)

● **Sustainability of the organization and program**

- Is the organizational structure sufficiently developed?
- Is there consideration for the capacity building of coaches and the improvement of coaching environment?
- Do they have an understanding of the current situation and have a vison and plan for the future to ensure sustainability?

● **Potential**

- Is there a unique perspective and the potential to offer an alternative approach to traditional problem solving?
- Does it inspire excitement about the potential of sports



Application Document Checklist

The application documents are as follows.

Please make sure that the attached application documents are converted to PDF.

- Mandatory Documents
 - Application form (including activity plan proposal/ agreement form)
 - Budget plan for the application period
 - Annual reports for the past three years
 - Financial reports for the past three years - preferably in a format that allows comparison with budget plans.
 - Organization registration certificate (For incorporated entities: Articles of Incorporation and Certificate of Registered Matters etc.)
 - Organizational chart
- Optional Supporting Documents and Materials
 - Samples of monitoring and evaluation framework for the activities
 - Safeguarding policy
 - Activity introduction videos
 - Review and evaluation reports of the past programs
 - Additional documents – relevant documents you may wish to attach

Post Award Process

- Grant Payment
Payments will be divided in up to four installments depending on the grant amount.
- Activity Report
Activity reports are required every three months during the program implementation period.
- Financial Report
Financial reports are required every three months during the program implementation period. Please keep all original receipts carefully as they must be submitted.
- Budget and Activity Plan Updates
For multi-year grants, budget and activity plans need to be updated in November.
- Completion Report
A final report must be submitted within one month of program completion.
Selected applicants who do not submit their final report by the deadline will be excluded from future ASICS Foundation Grants and related opportunities.
- Public Relations
 - All selected applicants are required to clearly indicate on their websites and social media platforms that they have received grant support from the ASICS Foundation.
 - ASICS Foundation may share photos and videos of the activities on its website and social media platforms to showcase the program's achievements, participants' testimonials, and experiences.

Q&A

● Program

Q: What activities are not eligible for grants?

A: Grants cannot be used for:

- Research and studies
- Scholarships for individuals
- One-time events
- Programs related to professional athlete development

Q: What types of sports activities are eligible?

A: Any types of sports are eligible. We define sports not only as competitive sports but also as recreational physical activities and exercise play.

● Eligible Expense

Q: Can each expense item be set based on the applicant organization's own rules?

A: There are no limits on each expense item. The applicant organization is responsible for determining the percentage of personnel expenses and the maximum amount of per diem.

● Application

Q: Can applications be submitted for existing projects that are already underway if they are eligible for funding?

A: If the eligibility requirements are met, applications may be submitted for both new and existing projects. Please provide detailed plans for strengthening or expanding the program in the activity plan.

Q: We are conducting multiple projects. Can we submit separate applications for each project?

A: Only one program per organization may be submitted.

Q: Does the representative's home qualify as a "local office" under the eligibility requirements?

A: If the representative's residence is registered as an office, it qualifies. However, shared offices or virtual offices are not recognized as local offices.



Q: I forgot to include some information in my application. Can I resubmit the application?

A: After submission, only basic information (address, phone number, email address) can be changed.

Others

- Information provided in the application documents will be used solely for the purpose of selection, statistical data collection, and operational management. This information will not be used for any other purposes without applicants' consent.
- All copyrights for the outcomes of the programs supported by the foundation's grants belong to the selected applicants. ASICS Foundation reserves the right to create publications based on submitted program reports, subject to prior agreement from the selected applicants.
- ASICS Foundation reserves the right to terminate the grant and/or request repayment if any information provided in the application is found to be false or if the organization becomes unable to implement the proposed activities as described in the original application.

For any questions or inquiries regarding the application, please contact us at:

ahq-foundation@asics.com