Brodie Fairchild, Communications Officer,

Girls United Football Association,

30 Aldwych, London, WC2B 4BG,

12th July 2017.

Dear World Connect,

**Girls United Football Association Application for World Connect.**

We would like to make an application for £3,000 ($3,876) from World connect. We are a small not for profit organisation based in London, and we have set up a project in the Bacalar region of Mexico running football academies for girls aged between 6 and 14.

We were inspired to set up Girls United FA to offer girls from distinct backgrounds in the low-income areas of Bacalar the opportunity to play football and to ultimately empower and inspire girls through sport and cultural exchanges. At Girls United we seek to enrich the lives of locals by promoting gender equality in sport, mobilising the economy and improving the physical health of our participants.

Our academy in Mexico was officially set up in March 2017 and we have been running coaching sessions since June 2017.

Our main aims are to:

* Encourage participation in sport and improve physical health (Mexico has one of the highest rates of childhood obesity in the world).
* To promote gender equality in sport and the economy.
* To provide increased economic opportunities and in the long-term benefit the local economy in a sustainable manner. We aim to boost the economy by creating jobs and encouraging tourism.
* To encourage the learning of life skills through sport and to inspire girls to be leaders on and off the pitch.

Our project has been so successful in the 2017 receiving multiple volunteer applications and over 50 girls participating per academy. With this success in mind we hope to run the project again over the summer of 2018 and also to expand the programme allowing for greater participation. We would eventually want to provide a continuous experience for our participants.

In 2006 the gender distribution of football players highlighted that just 10% of all players were female. While there is some growth in female players - especially following the 2015 women’s world cup – this development tends to be happening in more developed countries and regions. The low participation rates in Mexico, as well as the high levels of childhood obesity are why we have chosen the Bacalar region as our first stop.

We are applying to World Connect for £3,000 to cover the costs of equipment (kit, training equipment and water/snacks) and operations (referees, insurance and coach training). The running of successful academies relies on this equipment and operations being in place.

We will endeavour to provide feedback forms following every academy.

Please see below a budget for our project, showing how we intend to spend the money that we have asked for:

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| Training kit for players/coaches (shirts, shorts, socks) | £500 |
| Training equipment (balls, bibs, cones, goals) | £1,000 |
| Water/Healthy snacks | £250 |
| Referees | £500 |
| Insurance | £750 |

Please do not hesitate to get in touch if you would like more information. Thank you for your consideration.

Yours sincerely,

Brodie Fairchild

Girls United FA