

Grant Application Guidelines 2027

ASICS Foundation

Grant Program Overview

Purpose of Grant
ASICS Foundation aims to realize a world where all people are physically and mentally healthy through exercise and sports by improving accessibility to physical activity and sports. We support initiatives that address social issues through sports and enhance people's accessibility to sports.

For Applicant Organizations

Organizations planning activities outside of Japan should select and apply for Course A

	Course A
Objective	Aims to develop and strengthen programs
Eligibility	<ul style="list-style-type: none"> ■ Non-profit organizations with at least 3 years of activity history
Primary Beneficiaries	<ul style="list-style-type: none"> ■ Children / Youth : India • Vietnam • Indonesia • Cambodia ■ Individuals with Disabilities : Japan ■ Women : India
Funding Period	Up to 3 years
Grant Amount	Up to 5 million yen / year
Application Deadline	Thursday, April 30, 2026, 23:59 (Japan Standard Time)

Introduction

ASICS Foundation aims to realize a world where all people are physically and mentally healthy through exercise and sports by improving accessibility to physical activity and sports.

Sports have the power to enhance both mind and body, generating hope and courage. We believe that enabling individuals facing economic and social difficulties to overcome their challenges through sports, fostering hope and courage, ensuring everyone has access to physical activity and sports, and passing on sports culture and values to the next generation will realize Sound Mind, Sound Body.



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Grant Program 【Course A】

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. We support organizations addressing sports-related challenges faced by youth, individuals with disabilities, and women, particularly those in economic or social difficulties.

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

Funding Period and Grant Amount

Funding Period : January 2027 – December 2029 (Maximum 3 years)

- Program implementation periods are generally one year from January 1 to December 31.

Grant Amount : Up to 5 million yen per year

- The fiscal year is generally one year from January 1 to December 31.
- Direct costs are capped at 90% and indirect costs are capped at 10% of the annual grant amount.
- If indirect costs exceeding the cap are necessary, please contact ASICS Foundation in advance.
Exceeding the cap may be permitted only if deemed reasonable.
- Budget plans should generally be prepared in local currency (Preparation in Japanese yen is also accepted)
- The final grant amount may be reduced following the review.

Eligible Activities

- Activities that promote behavioral or changes in mindset to beneficiaries by increasing sports accessibility.
- Awareness-raising activities using sports as a medium to increase recognition of social issues that encourage solutions.

Examples :

1. Activities aiming to build peaceful local communities by helping children achieve physical and mental well-being through exercise and sports, while acquiring essential life skills.
2. Activities promoting inclusive coexistence in communities by creating accessible environments for individuals with disabilities to enjoy exercise and sports, including instructor training and on-going support.
3. Activities implementing gender-inclusive sports programs in regions with gender disparities, ensuring participants experience safe and psychologically comfortable sports environments, and aiming to correct gender inequality.

Eligibility Criteria

Applicant organizations must :

- Be Non-profit (Needs to be legally registered)
- Not be involved in political or religious activities.
- Not be an anti-social group or have any relations with anti-social groups
- Demonstrate a commitment to prevent sexual exploitation, abuse, harassment and all forms of discrimination
- Be direct implementers of activities
- The organization must maintain a physical office at the place where its operations are conducted.
- Be able to communicate in Japanese or English
- Have an organizational bank account and able to receive grant funds from Japan
- Have a track record of at least 3 years of activities
- Have compliance with local legal requirements when applicable (e.g. FCRA registration in India)

Selection

Timeline

Submission of applications: 1 March, 2026 – 30 April, 2026, 11:59 PM (Japan Standard Time)

Strictly Enforced

Selection Process

1. First Screening (Application Review) : 1 May, 2026 – 10 July, 2026
First-round screening results will be notified by email by mid-July 2026.
2. Online Interview: (with the organizations passing the first screening and ASICS Foundation) :
14 July – 31 July, 2026
We will conduct interviews regarding safety considerations and schedule adjustments for site visits. We may request the preparation of simple materials regarding the program visit locations.
3. Second Screening (Site Visit and Presentation): August - late September 2026
4. We will share evaluators' comments from the first screening, including evaluation points and questions, for your reference in preparing your presentation.
5. Announcement of Short-listed Organizations: October 2026
Second-round screening results will be notified by email in October 2026 and subsequently announced on the ASICS Foundation official website and other channels.

Application Procedure

- Download the application form from the [ASICS Foundation official website](#).
- Select course A, if you wish to apply for it from overseas.
- Complete the application form with all required information and attach the necessary documents to submit your application.
- Submit all documents in PDF format.
- Application can be submitted in Japanese or English.

Selection Criteria

Understanding of Issues and Current Situation

- Are there economic or social difficulties in the region that limit beneficiaries' sports activities?
- Has the applicant collected and analyzed information on social problems to be addressed and the target beneficiaries?
- Is the necessity for a sports intervention clearly demonstrated?

Quality of Program

- Is the program able to realize “Sound Mind, Sound Body”?
- Are the unique characteristics of sports being maximized to address the challenges?

Impact Creation

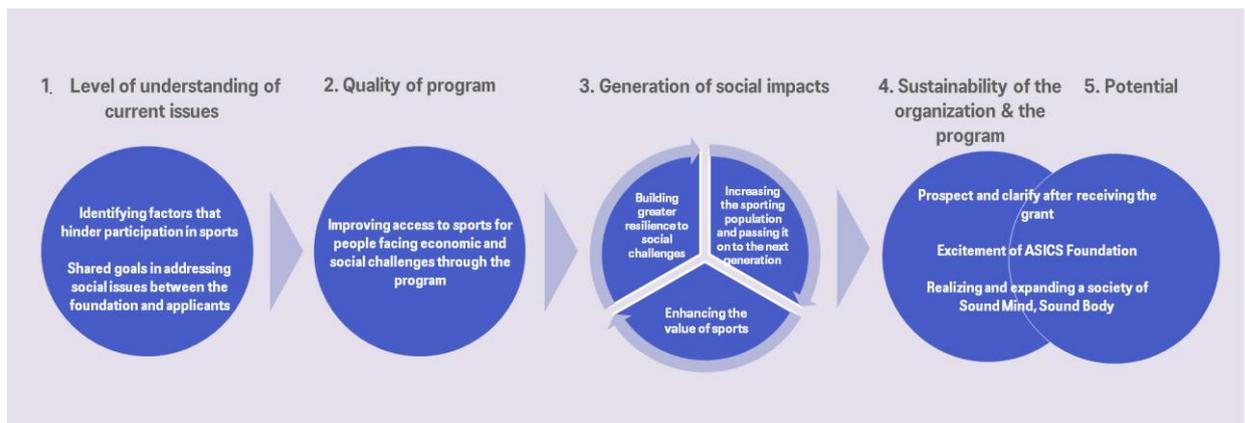
- Are specific and measurable goals established?
- Can the sports program be expected to improve beneficiaries' ongoing accessibility to sports or lead to their growth and change?
- Is there consistency between the goals of the sports activities and the challenges to be addressed?

Organizational Structure and Program Sustainability

- Is the organizational structure sufficiently developed? (including staffing allocation, role division, coach development, and the provision of an appropriate coaching environment)
- Are continuous efforts and improvements being made to ensure sustainability of the program?

Potential of Program

- Is the program likely to become a meaningful endeavor in the future?
- Does the program inspire excitement about the potential of sports?



Application Document Checklist

The application documents are as follows.

All application documents must be converted to PDF format and submitted as attachments at the time of application

	Course A
Application Form (Word⇒PDF)	① Application Form
Required Attachments (Excel⇒PDF)	① Activity Plan for the Application Period ②-1. Budget Plan for the Application Period ②-2. Income and Expenditure Summary (Included in the Budget Plan Excel document)
Required Attachments (PDF)	① Annual Reports for the past 3 years ② Financial Reports for the past 3 years (Preferably in a format that allows comparison with the budget plan) ③ Organization Registration Certificate (For incorporated entities: Articles of Incorporation and Certificate of Registered Matters etc.) ④ List of Officers/Boards ⑤ Organizational Chart ⑥ Safeguarding Policy ⑦ Evidence of compliance with any local legal requirements (e.g., FCRA registration in India, etc.)
Optional Documents	• Relevant documents you may wish to attach

- Refer to the Activity Plan Example for guidance on writing the activity plan.
- Refer to the Budget Plan Example for guidance on writing the financial plan and budget ceilings for each currency.

Post Award Process

Example Schedule for the First Year After Selection



During the Program Implementation Period

Payments

- Payments will be made in up to four installments based on the income and expenditure plan, depending on the grant amount.
- Upon confirming compliance with the grant terms and conditions, the grant amount will be finalized and a "Notice of Grant Award" will be sent. The issuance of this notice constitutes finalization of the grant amount.
- The grant will be disbursed in the currency specified in the application or in US dollars.

Activity Report

- We request a report on the number of beneficiaries reached through the program.
- We request photos and videos through the program.
- During the program implementation period, please submit reports on the activities every 3 months.

Financial Report

- During the program implementation period, please submit a report on the income and expenditure status every three months. Please keep all original receipts carefully as they must be submitted.

Budget Plan and Activity Plan Updates

- For multi-year grants, eligibility for continued funding will be reviewed annually.
- For multi-year grants, the budget plan and activity plan for the following fiscal year must be updated in November.

Program Completion Report

- A final report must be submitted within one month of program completion.
- Organizations who do not submit their final report by the deadline will be excluded from consideration for future grant programs.

Public Relations

- All selected applicants are required to clearly indicate on their websites and social media platforms that they have received grant support from 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.

Surveys and Interviews

- ASICS Foundation may request surveys or interviews .

Q&A

1. Program

Q: What activities are not eligible for grants?

A: Activities not eligible for grants are as follows:

- Scholarships for individuals
- One-time events
- Training activities for professional athletes
- Sponsorship activities aimed at providing goods

Q: What sports activities are eligible for grants?

A: Any sport is eligible. We define sports as not only competitive sports but also recreational activities.

Q: Can eSports be applied for as an activity?

A: For eSports, those involving physical activity are eligible for application.

However, games primarily involving hand-eye coordination without significant physical movement, such as combat-based games, are excluded.

2. Expenses

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 per diem.

Q: If selected for multiple years, can the budget plan be changed during the grant period?

A: We will review the activity plan and budget plan in November for the following year.

3. Application

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 "physical office" under the eligibility requirements?

A: The representative's home qualifies if it is registered as an office. However, shared offices or virtual offices are not recognized as local offices.

Q: I forgot to include some information after submitting my application. Can I resubmit it?

A: After submission, changes may not be made to any information except basic details (address, phone number, email address).

Important Notes

- Information provided in application documents will be used solely for selection purposes, statistical data collection, and operational needs. It will not be used for any other purpose without the applicant's consent.
- All copyrights for deliverables from programs receiving foundation grants belong to the grantee organization. However, ASICS Foundation may create publications based on reports submitted by the organization, only with the grantee's consent.
- After selection, you must comply with the Grant Award Guidelines.
If any actions violating the pledge are confirmed, the grant award decision may be revoked, and repayment of any funds already disbursed may be requested. The main reasons for this are as follows.
 - Using the grant for purposes other than the approved project
 - If there is fraud, negligence, or other inappropriate conduct related to the funded project
 - When continuation of the funded project becomes unnecessary due to project changes, etc.
 - Inappropriate conduct in the content or submission of reports
 - Other significant reasons deemed appropriate for revocation of the grant decision
- We do not answer to any requested feedbacks, comments or inquiries from outside of the focus regions.
- For any other questions regarding the application, please contact us at:
ahq-foundation@asics.com