

## TO THE MEMBER ASSOCIATIONS OF FIFA

Circular no. 1730

Zurich, 7 September 2020

SG/bas

### **Women's football – support for member associations**

Dear Sir or Madam,

FIFA's commitment to supporting our member associations with women's football development remains one of our top priorities. Women's football has grown exponentially, and the top-class football and billion-plus television viewers of the FIFA Women's World Cup 2019™ in France showed just how much potential it has to become even greater. Collectively, we must do our utmost to keep this momentum going. Our goal remains to bring the women's game into the mainstream, ensuring that opportunities in football exist for women and girls everywhere, both on and off the pitch.

The COVID-19 global pandemic has brought about many challenges for the football community. Whilst the health and safety of all those involved in the game remains our prime concern, we must also ensure that as we return to play, women's football is given the resourcing, attention and prioritisation that it deserves. The FIFA COVID-19 Relief Plan has made this possible, with all member associations eligible to receive the Women's Football Grant of USD 500,000 (see circular 1725).

FIFA has also designed a new set of women's football development programmes to support member associations in achieving key objectives in the women's game. These programmes can be accessed using the funding available via the Women's Football Grant and the FIFA Forward Programme, as well as through additional financial contributions provided by FIFA. Together, this enhanced package of support and assistance from FIFA will allow all member associations to make targeted investment in the women's game for long-term sustainable development.

#### **FIFA Women's Development Programme**

The enclosed FIFA Women's Development Programme brochure highlights the development programmes offered to our member associations for the 2020-2023 period. All FIFA member associations are eligible to apply for these development programmes and may apply for more than one

programme during the same year, provided that they are linked to the association's overall strategy and women's football strategy.

These programmes have been designed as a key element of the FIFA Women's Football Strategy, and we encourage you to make use of the framework and expertise that the programmes deliver to enhance your overall investment in women's football.

The programmes on offer are the following:

- Women's Football Strategy
- League Development
- Women's Football Campaign
- Club Licensing
- Capacity-Building for Administrators
- Coach Education Scholarships\*
- Coach Mentorship\*
- Women in Football Leadership\*

Please refer to each programme within the brochure to understand the criteria to apply and the accompanying documents that must be sent with the application. Applications will be assessed on a monthly basis. All applications should be sent to the email address [developmentprogrammes@fifa.org](mailto:developmentprogrammes@fifa.org).

The FIFA Women's Football Division will conduct a separate application process for those programmes marked with an asterisk (\*) above; separate letters will be sent in the coming months outlining the requirements needed for the applications.

### Women's Football Administrator Handbook

Please also find enclosed the Women's Football Administrator Handbook. This handbook serves as a practical guide on the governance, development and administration of the women's game around the world. Having the correct structures and processes in place is key to generating the maximum benefit possible from the increased investment available to women's football and to unlocking its full potential. FIFA hopes that this document will help assist leaders and administrators in achieving our communal objective of growing the game everywhere.

If you have any questions regarding the Women's Development Programme or the Women's Football Administrator Handbook, please do not hesitate to contact Arijana Demirovic of the FIFA Women's Football Division at [arijana.demirovic@fifa.org](mailto:arijana.demirovic@fifa.org).

We look forward to continuing our work with you towards bringing women's football into the mainstream and reaching our objectives for the women's game.

Yours faithfully,

FÉDÉRATION INTERNATIONALE  
DE FOOTBALL ASSOCIATION



Fatma Samoura  
Secretary General

Encl.

1. FIFA Women's Development Programme brochure
2. Women's Football Administrator Handbook

cc:

- FIFA Council
- Confederations