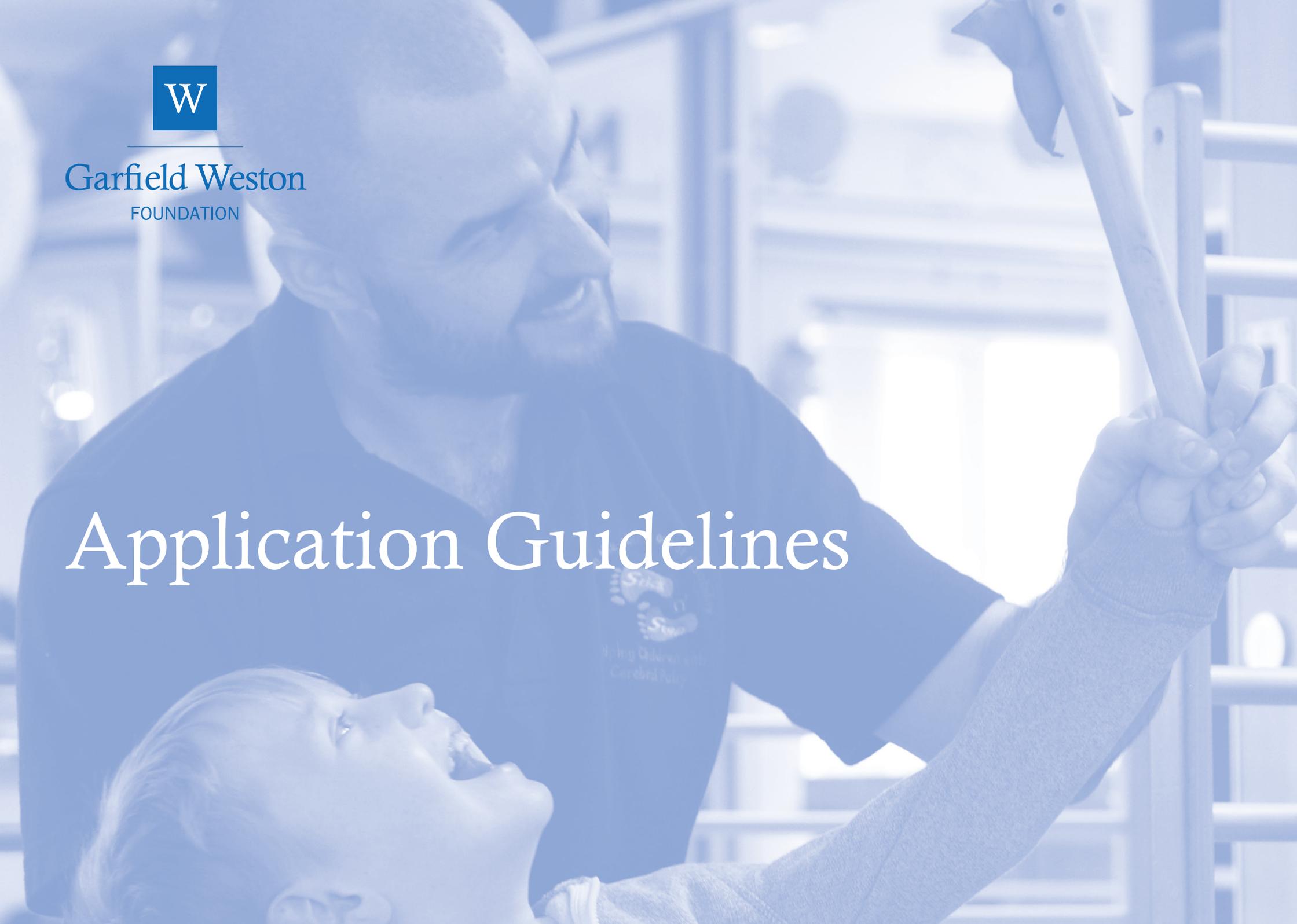




Garfield Weston
FOUNDATION

Application Guidelines





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www.garfieldweston.org

About the Garfield Weston Foundation

The Garfield Weston Foundation is a family-founded grant-making Trust which has been supporting charities across the UK for 60 years. From small community groups to large national institutions, the Trustees' aim is to support organisations that have effective solutions to helping those most in need.

About these guidelines

We appreciate the time and effort that fundraising takes and aim to be as clear as possible about what the Foundation does and doesn't fund, how to apply for a grant and how long the process typically takes.

These guidelines are divided into three sections.

Who we support

The Foundation supports UK registered charities working within the UK in the areas of Welfare, Youth, Community, Arts, Faith, Environment, Education, Health and Museums & Heritage.

What we fund

The Foundation awards grants for both capital and activity expenditure, but there are some things we do not provide funding for.

The application process

To keep things simple, we have a one-stage process which typically takes around four months from submitting your application to receiving a decision. Reading our guidelines thoroughly and including all the information we request will ensure that the process is as speedy as possible for you.

These guidelines relate to our Regular Grants programme which is open all year round for applications under £100,000.

If you want to apply for a Major Grant (i.e. sums of £100,000 or greater), please send a summary to our Director via gdarocha@garfieldweston.org and we will be able to offer you bespoke guidance on whether you may be eligible and what any next steps might be. Please note if you are applying for £100,000 or more, we typically expect that your project and overall annual income is in excess of £1million.



Who we support

The Foundation accepts applications from organisations working in the areas of **Welfare, Youth, Community, Arts, Faith, Environment, Education, Health and Museums & Heritage**. As the Trustees remain flexible and wish to fund the most compelling projects we do not have target expenditure by category. Don't worry if your charity could be described in more than one category as it has no bearing on how likely your project is to be funded.

You do not need to have applied for, or received, a grant from the Foundation in the past, and nor do you need to know anyone or be 'invited' to apply – as long as you are not currently in receipt of a grant from us nor have applied to us within the last year, you are eligible to apply if you are one of the following:

- UK registered charities working in the UK;
- Charitable Incorporated Organisations (CIOs);
- educational establishments (including schools and universities);
- churches;
- Housing Associations; or
- museums and galleries

What we fund

When deciding what to apply for we strongly recommend you apply for whatever is your greatest priority and area of need – this could be in one of three areas: Capital, Revenue (often called 'core costs') or Project work.

Capital

By Capital we mean bricks and mortar or tangible 'stuff' i.e. a building project, repairs, equipment etc – please note a grant is unlikely to be more than around 10% of the total Capital project cost.

If you are applying for a Capital grant, tell us how this will affect the ongoing operating costs of your organisation – for example will a bigger building cost you more to run (in which case tell us how you will sustain this) or will you be able to save money afterwards?

Revenue/Core Costs

These grants are made towards the general costs of what your organisation does - its activity. Revenue grants are sometimes referred to as 'core costs' and are typically unrestricted income which can be used for whatever general costs and expenses you have for your charity's activity – these can include elements such as general salaries (but not a *specific* position or job), rent etc. As a general rule, revenue/unrestricted grants are unlikely to be more than approximately 10–20% of your organisation's total annual income.

Project Costs

If you have a very specific project or activity that you need support for then you can outline this in your proposal - include all the costs involved in delivering the project, including staff costs and a reasonable percentage of overheads if relevant.

We recommend that you have around half of your funding identified before applying to the Foundation.



What we don't fund

We are not able to support:

- individuals;
- Charitable Incorporated Companies (CICs);
- social enterprises without UK Charity Commission registration;
- sporting associations that are not registered charities;
- work that does not deliver a direct benefit in the UK, even if the organisation is a registered charity within Britain;
- animal welfare charities;
- charities that spend the majority of their income outside the UK; and
- local authorities and councils.

Organisations with liquid reserves (net current assets plus investments) covering more than 12 months' expenditure are unlikely to receive a grant unless they can make an exceptionally convincing case that they are in financial need.

There are some things that we do not provide funding for:

- one off events such as festivals or galas, even if they are for fundraising purposes;
- sponsorship;
- individual positions – while the Foundation will make a general contribution to salaries through its project or revenue grants we do not tend to make grants for a particular job or specific member of staff within your organisation;
- feasibility studies;
- activity that takes place overseas, including overseas trips;
- start-up costs, organisations that do not yet have a track record of service delivery, or that have not yet produced accounts;
- campaigning, lobbying and awareness raising activity; and
- endowment appeals.



The application process

This section outlines everything we need to see in a funding application, how to submit your application and what happens next. Please make sure you read this thoroughly before submitting an application.

Top tips for a good application!

- Tell your story in a straightforward way and include the whole context, even if you've applied to us before, as things may have changed since the last time we were in touch – that way you can be sure you've explained everything we need to know.
- Avoid using jargon or acronyms.
- Ask someone who doesn't know your organisation to read your proposal – does it make sense? Can they remember the key points?
- Keep it simple!
- Ensure your budgets are correct, that they add up, and clearly state what your funding shortfall is.
- Include a clear funding plan – we cannot be your only funder so tell us what you have raised so far and from which sources and also outline where else you are applying for the remaining shortfall.

Writing your application

We do not have a rigid application form as we want to give you space to be yourselves so we can understand you better. Please be as succinct as possible and do not exceed 10 sides of A4 - include ALL the information we request in this single document.

If we have additional questions we will ask you. Please submit your proposal in a Word or PDF format and include the following information:

Executive Summary

Summarise at the start of your proposal what your organisation does, the need it is addressing, where you work, the difference it makes (impact), your track record and what you are asking the Foundation for. This is vital context that many organisations forget to convey! Think of the five Ws – *who, what, why, where* and *when*.

Main Proposal

Need and Delivery

- What is the need that your charity is addressing? Why is it important?
- How does your work address this need i.e. what do you actually do or what services do you deliver?

Impact

- What difference does your organisation's work make?
- What are your outputs? For example, who benefits from your work and in what way?
- How do you measure your success? What are the outcomes and impact?



Case Studies & Images

It can help to bring your application to life if you can include one or two case studies and/or quotes from people who have benefitted from your work. Do include some carefully selected images if they help to illustrate your project, what your charity does and the difference it makes. While we expect to see robust plans please don't feel that you have to be too clinical – if the work of your charity has an emotional impact or brings joy then you can tell us that too. A balance between 'head' and 'heart' can make a proposal compelling.

Leadership & Management

We understand that highly competent people and inspiring leadership makes all the difference so do ensure you explain enough about those leading and delivering your work for our Trustees to have confidence in your organisation and your plans. Include a paragraph about the CEO, the senior team and Trustees and their experience in delivering your work.

Partnership Working

If you have partnerships or are collaborating with other organisations please tell us about this. While our Trustees are wary of supporting organisations that are duplicating or overlapping the work of others they do appreciate joined-up working when it delivers a better service, makes things more efficient and/or improves outcomes.

Funding Plan

We appreciate funding is a challenge for charities so this section is extremely important because we need to understand:

- that you have a robust plan to fund your work – both in terms of who is already supporting you and the list of potential sources you are applying to;
- where your funding comes from in general;
- how reliant you are on certain funding sources;
- how sustainable your finances are likely to be; and
- how much your local community or your beneficiaries support your work.

Our Trustees look for a varied funding base to ensure that organisations are financially sustainable. But be straightforward! If there is a reason why your current funding comes from a small number of sources, tell us why this is currently the case and what you aim to do to change this for the future.

How to outline your funding plan

In our experience charities often find it a challenge to summarise their funding plan and budget. Overleaf we have provided examples that you may want to use as a guide. Your budget should show how much your organisation's work costs – your planned expenditure. Your funding plan (anticipated income) will show us how much funding has been secured so far and from what sources, how much is left to raise (the shortfall) and where else you are applying to meet this gap. This will help to reassure us that you have a robust plan to address your shortfall. A clear budget and plan will speed up our decision process as we won't have to contact you for clarification.



Anticipated Income – Funding Plan

We need to see your organisation's expected income. Include any confirmed income and applications pending.

Source of Income	Anticipated/ Target Income	Confirmed Income to date	Notes
Contracts/ statutory funding	£200,000	£100,000	Local council yet to confirm renewed funding
Other earned income	£20,000	£5,000	Sales from social enterprise ongoing
Trusts & Foundations	£150,000	£75,000	Secured £50,000 from named national Trust, five pledges of £5,000 from named local Trusts. Applications pending with six other Foundations - give names
Corporate donations	£20,000	£10,000	Companies targeted include X, Y & Z
Individual giving	£15,000	£5,000	Trustees engaged to contact friends and colleagues
Community/ events	£20,000	£10,000	Car boot sale and other events planned
Reserves carried forward	£75,000	£75,000	
Subtotal of Confirmed Income		£280,000	
Shortfall		£220,000	
TOTAL	£500,000		

Planned Expenditure

Provide a breakdown of your organisation's total expenditure budget for the current financial year. You may want to use the same headings that appear in your audited accounts, for example:

Expenditure Item	Amount	Notes
Salaries	£325,000	3 full-time & 4 part-time staff
Training	£25,000	
Programme Costs	£80,000	Incl. materials
Office costs	£30,000	
Repairs & maintenance	£5,000	
Rent	£25,000	
Legal & professional fees	£5,000	
Governance Costs	£5,000	
TOTAL	£500,000	



Project Specific Funding Plan

If you are applying for a Capital project or specific activity, please also provide a budget and funding plan for the total cost of this specific project.

Plan B

Hopefully your fundraising will be successful however we are aware that raising funds is hard work, especially in the current financial climate. What will happen if the full cost of the project cannot be raised? Will the work go ahead but on a reduced level? Will your organisation phase the work? If you have a loan in place, what are the terms and repayment plan for it? Do you have reserves that can be released? Please ensure our Trustees can see you have thought about alternative options.

Accounts

You will need to submit a copy of your latest audited accounts with your proposal. Please tell us if there is anything unusual in your accounts that needs explaining – for example any exceptional items which may have skewed your accounts (such as a one off legacy windfall, a merger or an unexpected one-off expense). If your organisation is not required to create audited accounts, please send us a copy of your recent management accounts and your most recent bank account statement.

How to submit your application

Now that you have written your application, please refer to our website for information on how to submit it to us.
www.garfieldweston.org/apply-to-us

What happens next?

- Our Regular Grants programme (i.e. applications for funds below £100,000) is open for applications all year round and our Trustees review them carefully on an ongoing basis.
- As our Trustees review applications on a regular basis and there are no deadlines that you need to meet, you can apply at a time to suit you.
- We review applications in order of receipt to be fair to everyone.
- It takes approximately four months from submitting an application to receiving a decision from the Foundation's Trustees.

Once we have acknowledged receipt of your application you may not hear from us for a few months - please do not worry as this simply means that we have all the information we require. You do **not** need to contact the Foundation once you have received an acknowledgement from us - if we feel anything is missing from your application we will get in touch to ask specific questions.

Similarly, if we require a meeting one of our Grants team will be in touch to arrange a site visit or meeting and we will give you as much notice as possible.

Whether or not your application is successful, please note we are unable to accept a subsequent application until at least 12 months have passed from the date of our letter advising you of the outcome of your most recent request.

Thank you for your interest in the Garfield Weston Foundation – we wish you good luck with your fundraising and with your organisation's work.



The Weston Charter

We appreciate that fundraising is not easy – in fact Foundation staff and many of the Trustees also have active involvement and experience of charitable fundraising – that's why we have created the "Weston Charter" which sets out our commitment to you.

Our Trustees are proud of the care taken in considering applications and we thought you'd like to know the principles we work by so that, whatever the outcome, you can be confident in our approach.

Thank you for taking the time to talk to us about your work.

Our commitment to you

- 1 Every application received is acknowledged so you know it has arrived safely.
- 2 Every application considered receives notification of the outcome.
- 3 Every eligible application is considered by at least one Foundation Trustee.
- 4 Your application will receive careful attention but please note it is not possible to guarantee that funding will be available – we know you understand that sometimes the Trustees have to decline good projects as it is simply not possible to support everything.
- 5 The Trustees will note any requested amount you may indicate, but they do not work on an "all or nothing" basis so they may provide support at a different level than that requested.
- 6 We are respectful of your time and resources - please be assured that we will only request additional information when we think it forms an important part of your overall proposition, or if we wish to clarify something we feel is relevant to the Trustees' understanding of your project or organisation – we will ensure we have all the information needed so you can be confident you have done all you can to make your case.
- 7 Foundation expenditure is managed carefully to ensure that at whatever meeting or time of year your project is discussed, it will have the same opportunity as at any other time of year.
- 8 Unless we contact you to request a meeting or visit, you will not be required to attend a Trustee Meeting in person as any meetings and conversations needed for us to fully understand your proposal are completed beforehand.
- 9 On making a decision to provide funding, cheques are generally released immediately to assist your charity with cash flow and planning. If a pledge is made we allow up to two years for you to secure the necessary additional funds.
- 10 Reporting guidelines are kept as clear and uncomplicated as possible to ensure we can remain up-to-date with your work while minimising administrative burden for your charity.