

Grant application form guidance

This document provides guidance to support you in completing our grant application form.

Get to know us!

We understand that time is a valuable resource for charities, so we encourage you to review our eligibility criteria before completing the application form.

If you feel your organisation meets our criteria, we also welcome you to get in touch to discuss your work and suitability ahead of applying.

Completing the form

Please be honest, real and clear in your answers. To help with this, we have guidance on how to answer each of our longer, free form questions as follows:

What is the funding for? Please summarise the need for the project, the project aims and the expected outcomes

Please demonstrate how your work addresses our objectives of helping those who are experiencing poverty, disadvantage or inequality. Try to include the following information:

Who is your priority group(s)? For example: people living in poverty, people with mental health issues, disadvantaged elderly residents, people with low basic skills, people living with disabilities or those with neurodiversity. We support an array of demographics so your intended beneficiaries may not be on this list of examples, but it is important to state clearly who the project is aimed at helping.

Where do your beneficiaries live? Please detail the area where your beneficiaries reside as for the application to be eligible, the beneficiaries need to reside within our catchment area which is available on our website.

Why is this support needed? Clearly articulate the purpose of your work, and evidence the need of the work so we can fully understand the problem you are addressing.

This could include publicly available data about deprivation in the area, statistics and figures only you know or surveys with existing or potential service users. Where relevant, please describe how the current provision and services (by the local authority or other charities) is not meeting the needs you've identified.



As well as a general overview of the work your organisation is doing, please provide information on the specific purpose of the grant you are applying for. That is, what exactly this grant will be spent on.

What are the expected outcomes from the funding? For example, improved access, increased confidence, increased skills, improved health and lifestyle.

Please provide enough detail so we can clearly understand what you plan to do and how it will be carried out.

What quantitative and/or qualitative impact will this funding have? How will you measure it?

We want you to have clear metrics to monitor the effectiveness of this grant and explain the methods for tracking them.

Examples of quantitative impact could be how many people will directly benefit from the work, the number of sessions or workshops delivered or the amount of resources distributed.

Examples of qualitative impact could be beneficiaries feeling better supported, less isolated, more skilled or more confident.

It's important that you have in place a process and a plan to measure the impact on the intended beneficiaries.

How will you ensure the work this funding covers continues after the funding ends?

We would like to know how your work would continue to have an impact after our funding ends, if you were successful.

Examples of this could include future grant applications, contracts won in the public sector, generating income from rent, providing chargeable services, traditional fundraising or an increase in volunteers.

Submitting your application

Before submitting your application, we would always recommend you ask others to proofread it.

When you wish to submit your application form, please follow the instructions on our website. Please ensure that all other required documents are submitted alongside your application form.

If you are unsure about any aspect of the application process, please contact us. We are happy to clarify any questions and help ensure your application is as strong as possible.