



Guidance notes for completing the online application form New Beginnings Fund

PLEASE PRINT THESE OFF and READ BEFORE STARTING YOUR APPLICATION

These are guidance notes to help you complete some of the key questions in the online application form for New Beginnings Programme at The London Community Foundation.

Tips:

- You can also hover over the ⓘ symbol next to each question on the online form for help on how to respond.
- Each large text box has a maximum of 300 words.
- Text boxes/fields marked with a red line need completing – without an answer you will not be able to submit your form.
- It is a good idea to draft your responses using a word processing programme such as Microsoft Word, so that you can check your spelling and word count as you go along. Please note: word and the application form treat word counts in different ways. For example Word counts B&YC as one word and the application form as three words.
- As you enter your information on the online form, remember to save your progress periodically by clicking on the 💾 symbol on the right hand side, to prevent you from losing your work in case of internet issues.

Partnership applications

Organisations can apply to the fund individually or in a partnership of three or more organisations together. Please note, there is a separate application form for individual and partnership applications, please ensure you are completing the correct one.

These guidelines are applicable to both individual and partnership applications. Guidance written in red is only applicable to partnership applications and guidance written in black is applicable to both.

Section 1: About your organisation

Organisation Name, Address and general contact information

Please provide details of your organisation as it appears on any governing documents. If you are known by another name, please tell us about this as well. (Please put in Name known as xxxx in the answer box). Please include details of your website and any social media

accounts you use. The telephone number and email address should be one at which the organisation is easily contacted, especially during office hours. If the organisation doesn't have an independent location you can use the contact details of the primary contact.

Main Contact Person

Please provide details for the main person who we should contact in relation to this application. The contact person should be someone who has a good knowledge of the application as this is the person we will contact if we have any queries.

If you are shortlisted we will contact you to arrange a phone call to discuss your application, so please ensure that we have correct contact details, preferably a mobile number and email. We will contact you within one month of the closing date. If there is a chance you might be away during this time, please attach a document with an alternative contact person and their details.

Using the selection buttons you can indicate where correspondence relating to the grant should be directed. If your organisation has an independent address but you wish correspondence to be directed to an alternative address, un-tick the option "Use organisations address" for correspondence and you will be presented with the opportunity to enter different/additional contact details.

Organisation start date

Please let us know the month and year that your group was set up or formally established.

What type of organisation are you?

You do not need to be a registered charity or company limited by guarantee to apply, but we do need to know more about the "status" of your organisation.

Please select all types of organisation which apply. If you are a registered charity please supply your charity number, if you are a registered company please provide your company number. If you check 'other' please specify what type of organisation you are.

Are you part of a larger regional or national organisation?

Please tell us if you are part of a larger regional or national organisation. If you are not please leave this blank.

If you are a sub-group or committee of a larger group, or a local branch of a national charity, we can only fund you if you can demonstrate that you operate independently. This usually means you have separate rules & regulations, an independent committee, a separate bank account and are responsible for generating your own income. Please explain this in the question on aims and objectives of your organisation.

Income over the last account year.

Please let us know your organisation's income over the last financial year. If you are a new organisation what is your income to date from your management accounts. Please ensure you enter a figure here.

Expenditure over the last account year.

Please let us know your organisation's expenditure over the last financial year. If you are a new organisation what is your expenditure to date from your management accounts. Please ensure you enter a figure here.

Your free reserves over the last account year.

Please let us know your organisation's free reserves were over the last financial year. Free reserves is the money that is freely available for general purposes. We will assess free reserves on a case by case basis. Although we do not impose a limit, if an applicant organisation has more than 8 months of its annual expenditure in unrestricted reserves then its application will be considered a lower priority for funding. If your organisation is holding significant financial reserves you will need to make it clear why these reserves cannot be used to cover the cost of the activity.

Staffing and volunteers

Please let us know how many full and part time staff your organisation employs. If applicable let us know how many members and volunteers your organisation has. Your Management Committee may be known as your Trustee Board. (We recommend there is a minimum of 4)

Partnership group(s) name

Please enter the name of the group or groups that you are partnering with to deliver this project

Partnership group(s) brief description

Please briefly describe the structure of the group(s) you are working in partnership with. E.g. Registered Charity, a company Limited by Guarantee, social enterprise etc. How big is the group(s) in terms of staff /volunteers. How long have they been established for etc.

Please describe the overall aims and objectives of your organisation and of the partnership group(s) / Please describe the overall aims and objectives of your organisation and the activities or services your organisation provides

Please tell us the aims and objectives of each organisation and give a short description of your activities / Please tell us about your group's aims and objectives and give a short description of what your organisation does at the moment (usually found in your governing documents).

Please briefly tell us about the collective experience your organisation's have of helping people and the impact of previous work; you may also want to tell us about the people involved in your project and why you are confident in their ability to make the project succeed / Please tell us about your organisation's experience of helping people and the

impact of your previous work; you may also want to tell us about the people involved in your project and why you are confident in their ability to make the project succeed.

To help us understand the difference you make please tell us how you have helped an individual in the past and the change your organisation has made to their life.

Please provide a case study of a person whose life has been considerably enhanced by your project or organisation. A good structure will include: the demonstration of need, the difference made to the life of the beneficiary, a quote from the beneficiary. NB If you are a new organisation please specify, we do not expect you to have previous examples and this will have no bearing on the success of your application.

Section 2: About Your Project

Project name

If your project has a name please put it here, if it has no name please leave this box blank.

Project funding start / end

Please put the forecasted project start and end date. Successful applicants will have a maximum period of 12 months to spend the grant, all expenditure must be complete by then. If your project has a start date, please insert. If your project is on-going, you should enter the start date of the funding period. An end date will be automatically generated one year from the start date.

Which local authority will the activity mainly take place in?

Please enter details of the local authority area where the activity will mainly take place. If the activity takes place across multiple boroughs please select the central one or the borough where your organisation is based. Remember we cannot accept applications for work in the following Boroughs: City of London, Hackney, Newham and Tower Hamlets.

Please explain why refugees and asylum seekers need your organisation? What evidence have you collected to demonstrate this need?

Evidence you have collected might be: project evaluation forms, letters from users, user surveys.

Please explain how your organisations will work in partnership to achieve more effective outcomes than each of your organisations could separately.

Please talk about your common goals and outline how you will share resources - knowledge, expertise, premises, staff etc. and whether this partnership will be sustainable.

How will you spend this grant to address the need and create opportunities?

Please describe your project /activity and how it meets the grant criteria. Please also tell us about what you need the money for. If you are planning to buy equipment, for example, tell us what you want to buy and what benefit it will have.

What additional value will the grant bring to your existing activities? Please give details of the activities, service enhancements or outcomes that would not occur without the provision of this grant. Please describe the activities, service enhancements or outcomes that would not occur without the provision of this grant.

How will you seek to increase volunteering activity in your local community?

Please tell us what strategies you will use to enhance participation in volunteering in your local communities. How can you ensure that you are reaching new people and not just those that would volunteer anyway? Please tell us whether you are using tried and tested methods of engagement or new methods. If you are using new methods - please explain why you think they will work. Should you be successful, please note that in your monitoring form you will be asked how you have increased participation, including how many volunteers and service users were new to you as a result of this funding.

What difference will this grant make to your beneficiaries and the wider community?

Please explain what will change for whom? This is your opportunity to explain your expected outcomes. An outcome describes the benefits or changes that will happen as a result of your work i.e. the impact your work is having.

Please tell us how you will measure and report on the outcomes you expect to achieve?

You might have informal discussions with users, do questionnaires, gather people together in one place, conduct interviews and arrange focus groups. You need to tell us how you will monitor and report on this project through the life of the grant. We suggest, for instance, that you keep a log of users of your services, participants on your courses, enquiries you deal with etc. You should also use this section to tell us how you will know whether you are being successful or not in meeting your objectives.

Will the work continue beyond the life of this grant? If so, please indicate what steps you have in place to make your work more sustainable (i.e. future funding application, income generation ideas, etc.) and what funding you have secured or need to secure to deliver it. Please explain how you will fund your project if it is to continue after this grant.

Section 3: Impact & Beneficiaries

In this section we want you to think about the long term impact that this funding will have on your organisation's beneficiaries rather than the immediate internal impact for your organisation.

Impact

You can help us to achieve our vision and mission by delivering projects that make a difference and – importantly – by gathering evidence to show how your project has made an impact. This information is essential if we are to encourage more donors to support our future work. To help you collect the kind of evidence we need, we have created a framework that measures the impact of our grants.

- **Maximise people's ability to strengthen community cohesion and build social capacity** - We want to strengthen and connect local organisations and improve local facilities so that people can live happier lives alongside each other.
- **Promote reduction of isolation and disadvantage and access to services** - We want people to be connected in their local communities and to their local services, so everyone has a chance to be included.

When applying you have to choose **four outcomes** to report on, two of which will need to be linked to **given theme**. The others can be any of the other outcomes listed. You will also have to choose up to **three indicators** per outcome to report on and set targets that you think you will achieve over the life of the project.

[We have written a guide and helpful tool on how to choose the outcomes and indicators – Please see appendix A](#)

Beneficiaries

People benefiting directly

People who will directly benefit from project activity and are typically involved on a one-to-one or group basis.

Volunteers benefiting

Tell us about the volunteers who will benefit from your project or service. People who will work with or support the project's beneficiaries. They will generally be given training or other forms of guidance and support to enable them to help beneficiaries.

Nationalities

Primary - nationality. Please indicate the country that best reflects where the majority of your users are from.

Please select one nationality that best reflects the majority of the users of this facility or service.

Secondary - nationalities. Please list any other countries that the people you help are from

Please list any other countries that the people you help are from

Age Groups

Please indicate the age group that best reflects the majority of your users.

We are interested in knowing which Age groups would benefit from this grant.

Please list any other applicable age groups for your grant.

We are interested in knowing which Age groups would benefit from this grant.

Gender

Please indicate the gender of those that will benefit from this grant

Percentage Male

We realise that you cannot give exact figures but please estimate as accurately as possible.

If you are unsure please enter 50/50

Percentage Female

We realise that you cannot give exact figures but please estimate as accurately as possible.

If you are unsure please enter 50/50

Section 4 – Project budget and additional information

Project Budget

This section asks you to provide details regarding the amount of money you are applying for and what type of items you will be spending it on. These figures should be inclusive of VAT.

How much money are you applying to us for?

Please enter the amount of funding you are requesting from us. **Please enter the amount you are requesting from us - up to £20,000 / Please enter the amount you are requesting from us - up to £10,000**

Budget breakdown

Here you itemise the costs that will be incurred in running your project. The headings (staff cost, volunteer costs etc.) are examples of types of costs and the amount – you do not have to put a cost in each heading if it does not apply but there may be others that you need to include.

There are two cost boxes, one for the **total project cost for that type of cost** and one for the **amounts you are applying to us under that cost heading**.

The cost breakdown also allows you to enter the details behind the cost summary. These details should only refer to the elements of the project that are covered by your grant from us. Please give us a full breakdown of the costs as shown in the example below.

Example

Staff Costs

Requested amount	768
Total amount	1000

Breakdown

3 workers@ £9.15 an hour (14 weekly sessions of 2 hours)
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Volunteer Costs

Requested amount	280
Total amount	500

Breakdown

£10 per hour x 28 hours

Operations/Activity Costs

Requested amount	56
Total amount	300

Breakdown

4 travel passes for 2 volunteers at £7 each

Capital Costs (Equipment)

Requested amount	1,950
Total amount	5,000

Breakdown

Outdoor play equipment (quotes attached)
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Note for volunteer expenses - Only out-of-pocket expenses can be paid to volunteers, who should submit receipts and/or proof of payment such as bus/rail tickets for your records. Volunteers should not be paid a flat rate as they will be classed as employees of your organisation.

Supporting Documents

Please click on the 'attachments' button at the bottom of the form to upload your supporting documents. You will need to upload:

- A copy of your governing document (e.g. constitution, memorandum & articles or set of rules)

- A copy of your most recent annual accounts or a spending plan and recent bank statement if you are a new group.
- A copy of your safeguarding policies if you will be working with children or vulnerable adults (please contact us if you need help to develop one) For guidance please see our website.
- A list of the names and addresses of your management committee and bank account signatories
- A partnership agreement or terms and conditions (for partnership applications only)
- A cashflow forecast as per the Fund Guidelines.

If for any reason you are not able to provide one of the required document please upload a document explaining why you do not have it.

If you have previously submitted an application using the new online system – you do not have to provide the supporting documents. Please attach a document explaining which programme you applied to. Please ensure that you always submit you latest accounts or any amended documents.

Please clearly label each document with a name and a short description of what it is:

e.g. Name - The Music House – Safeguarding Policies
 Description – Vulnerable Adult and Child Protection Policies for The Music House

Declaration - For all applicants

Please read each statement carefully a check the box if you agree with the statement. Please confirm your name and role.

When you have completed your application

Once you have completed the form please ensure that you save and then click on the 'submit' button at the bottom of the page to send the application through to us. Once you have clicked submit **do not navigate away from the page** until you receive a confirmation of submission message. You should also receive an email with a pdf version of your form after submitting your application. If this email does not arrive within 2 hours please call us.

If you have not completed all of the required fields (shown by a red line) you will not be able to submit your form. If you attempt to submit an incomplete form the incomplete fields will be highlighted in red, once these are filled you should be able to submit the form.

Once your form is submitted you will no longer be able to access and edit it.

If you're still not sure about anything when completing the form, please contact The London Community Foundation on 020 75825117 or email applications@londoncf.org.uk

If you have any issues with accessibility please contact us and we will discuss other options for completing the form.

What happens next?

We will assess your application against the fund criteria. You should expect to hear the result of your application in approximately 8 weeks after the closing date and before the project start dates shown in this guidance.

Appendix A



IMPACT ASSESSMENT

A guide on how to choose the outcomes and indicators for your application

The London Community Foundation's vision is of a strong and generous London where residents, business, government and civil society are inspired to act for the benefit of all who live in the city, leading the way in social action and philanthropic activity. **Our mission** is to make a difference to the lives of Londoners by connecting people who need help with those who are willing to give. We are dedicated to improving the lives of London's most disadvantaged. Child poverty, unemployment, isolation, homelessness, domestic violence and gang crime are just some of the issues we are tackling through our grant making.

You can help us to achieve our vision and mission by delivering projects that make a difference and – importantly – by gathering evidence to show how your project has made an impact. This information is essential if we are to encourage more donors to support our future work. To help you collect the kind of evidence we need, we have created a framework that measures the impact of our grants. There are six themes for this IMPACT framework:

- **Maximise people's ability to strengthen community cohesion and build social capacity** - We want to strengthen and connect local organisations and improve local facilities so that people can live happier lives alongside each other.
- **Promote reduction of isolation and disadvantage and access to services** - We want people to be connected in their local communities and to their local services, so everyone has a chance to be included.

<http://www.ces-vol.org.uk/>

<http://www.evaluation.org.uk/>

<http://mande.co.uk/>

<http://network.youthmusic.org.uk/learning/youth-music-evaluation-builder>

There are a number outcomes – or changes – we want to measure for each theme, and a series of indicators to show evidence of change in a measurable way. When you apply for a grant you will need to choose the theme, outcomes and indicators that you will report against, once you have completed your project.

What do we mean by:

An Outcome?

Outcomes are the changes, benefits, learning and other effects that you can attribute to your projects activities they`re the difference your project makes (CES, 2005)

An Indicator?

Indicators are the evidence you collect to show your progress in achieving the outcomes of your work. They may be about the number of people who have achieved something or feel different.

Collecting evidence.

In order to provide the numbers etc. for your report it is best to plan before you start the project how you will collect the evidence. You could consider taking registers of people who attend for example a training course, carry out interviews, and provide questionnaires for people to complete.

Monitoring and Evaluation

When your funding comes to an end you will have to complete an online monitoring report in which you will have to tell us about how well you did not achieving your chosen outcomes and indicators. It`s therefore very important for you to plan how you will collect the evidence to support your report. If you are successful in getting your work funded we will send you details of the reporting requirements with the offer letter.

Why do we ask you to report?

Simply, we would like to know how the project has gone including what worked and what didn't. The report is both beneficial for you and us, The London Community Foundation.

What does The London Community Foundation use the information for?

We require monitoring for various reasons. Firstly we have a responsibility to ensure grants are used properly to deliver high-quality projects that achieve relevant outcomes.

The London Community Foundation takes pride in gathering evidence from the information reported that allows us to make informed decisions when developing future funding programmes. By deciphering results we obtain from your monitoring we have the ability to identify gaps in provision and develop our knowledge about different types of work and the impact they're capable of having, building our expertise as grant maker. We're also able to tell the story of your work to other potential donors.

We use this **impact assessment framework** to collate relevant outcomes and indicators enabling us to evidence the positive difference the groups we have funded are making.

How will the report help you?

The report will allow for you to develop your practice from reflecting on work carried out. As an organisation your monitoring will act as evidence amplifying your ability to deliver a project effectively and efficiently for prospective funders, investors, etc. Your monitoring report has the ability to generally feed into the improvement of your organisation. It's down to you as to how much you put into your process of monitoring and evaluating and subsequently how much you benefit from it.

What is the difference between monitoring and evaluation?

Monitoring

Monitoring is about collecting information that will help you answer questions about your project. It is important that this information is collected in a planned, organised and routine way. You can use the information you gather to report on your project and to help you evaluate' (Charities Evaluation Services).

Monitoring is an on-going task that would have already started at the planning stages of a project. You would have collected key information on a variety of things relating to your project. Before you started the project you chose various outcomes and indicators to measure your work against – these are what you have to monitor your work against.

Monitoring allows results, procedures and practices to be recorded and eventually acts as a catalyst to direct, develop and learn. The information obtained from monitoring is then used for evaluation purposes.

Evaluation

'Evaluation is about using monitoring and other information you collect to make judgements about your project. It is also about using the information to make changes and improvements' (Charities Evaluation Service).

A good evaluation should be an objective assessment. The evaluation is in essence an appraisal of your findings, looking into themes as such relevancy, effectiveness, efficiency, impact and sustainability.

EXAMPLE OF COMPLETED FORM

IMPACT THEME		Maximise people's ability to strengthen community cohesion and build social capacity		
Improve access to volunteering		Number of people engaged in regular volunteering as part of the project		
		Number of new volunteers as part of the project		
		Number of volunteering opportunities available as part of the project		
		Number of new volunteering opportunities available as part of the project		
Improve community cohesion		Number of people who participated in community activities as part of the project		
		Number of people who have taken part in a community activity for the first time as part of the project		
Improved community facilities		Number of people who have used the new/improved community facilities		
		Number of people who reported that the community facilities were improved as a result of the project		
Improve the community working together		Number of people engaged in regular volunteering as part of the project		
		Number of hours of community activity provided as part of the project		
Promote safer communities		Number of people who reported that they felt safer in their communities as a result of the project		
		Number of people who reported feeling safer in their communities as a result of the project		
		Number of people being supported as victims of anti-social behaviour or crime as a result of the project		
Reduce crime, violence and anti-social behaviour		Number of reported crimes		
		Number of reported incidents of anti-social behavior		
		Number of re-offences		
		Number of reported incidences of vandalism		
		Number of reported incidences of domestic violence		
		Number of perceived incidences of crime and anti-social behavior		
		Number of young people within the youth justice system		
		Number of reported offences of substance misuse		
	Number of recorded addicts in treatment as a result of the project			

		Number of new recorded addicts in treatment as a result of the project		
		Number of people who took part in a project/programme and had not re-offended within a period of 3 months		
		Number of young people who took part in a project/programme and had not re-offended within a period of 3 months		
		Number of ex-offenders taking part in a project/programme designed to divert them away from criminal behavior		
		Number of people taking part in a project/programme designed to divert them away from anti-social behavior		
		Number of perpetrators of domestic abuse taking part in a project/programme designed to divert them away from abusive behavior		
Strengthen organisations through capacity building		Number of new partnerships established as a result of the project		
		Number of existing partnerships developed/strengthened as a result of the project		

IMPACT THEME		Promote reduction of isolation and disadvantage and access to services		
Increase access to services		Number of people accessing services for the first time as part of the project		
		Number of people accessing services for the first time as a result of the project		
Promote human rights and equality		Number of people experiencing disadvantage or exclusion because of their gender, age, race, disability, sexual orientation, religion or belief		
		Number of people accessing support services due to discrimination or unfair treatment		
		Number of new people accessing support services due to discrimination or other treatment		
Reduce isolation		Number of people accessing support services as a result of the project		
		Number of people accessing support services for the first time as a result of the project		
		Number of people attending regular social activities as part of the project		
		Number of people who participated in community activities as a result of the project		
		Number of people who participated in community activities for the first time as a result of the project		
Support vulnerable people		Number of people accessing support services as a result of the project		
		Number of people accessing support services for the first time as a result of the project		
		Number of people supported to achieve independent living/require less living support as a result of the project		
		Number of people achieving independent living/no longer requiring support as a result of the project		
		Number of people attending regular social activities as a result of the project		
		Number of people who participated in community activities as part of the project		
		Number of people who participated in community activities for the first time as part of the project		