

## WHAT MAKES A GOOD APPLICATION?

- Demonstrating how your organisation is embedded in the local community
- Provides evidence that the project is needed locally
- Outlining the direct impact on individuals in support of Nationwide's aims
- Demonstrating sustainability beyond the life of the grant
- Is simple, clear, and concise
- Strong governance ([see financial due diligence and safeguarding guidance page](#))

### DEMONSTRATING YOUR ORGANISATION IS EMBEDDED IN THE LOCAL COMMUNITY

You should be able to demonstrate a good understanding of other service providers and be able to explain how your organisation fits in to this. Unless you are submitting a formal partnership proposal, we do not require a list of local organisations you are working with, rather some indication of how you are working with others to ensure the biggest impact on your service users, tell us:

- In general terms who the other organisations are i.e. other charities, community organisations, local authorities, housing associations, businesses, doctors' surgeries etc.
- An indication of the scope of the relationship and how you are working together
- A recognition of any duplication of services and how you are aiming to work more collaboratively to address different needs where possible.

You may also want to describe organisations you think it would be useful to build connections with and how you might do this over the course of this project.

### EVIDENCE THAT THE PROJECT IS NEEDED LOCALLY

We want to see that you understand the specific need of the community you work in, this might be by demonstrating the growing number of service users, explaining the lack of local services or identifying 'cold spots'. Evidence this need by using facts, statistics or survey responses from your service users.

### THE IMPACT ON INDIVIDUALS IN SUPPORT OF NATIONWIDE'S AIMS

We are aiming to fund local housing projects that will strengthen your local community by supporting the most vulnerable, finding new approaches to increasing the supply of housing or by reinventing renting for both tenants and landlords.

We want you to tell us what will change for who as a result of your project and how this links directly to the Nationwide aims. Tell us who your service users are and how your project will be able to make a change to their lives.

### DEMONSTRATING SUSTAINABILITY BEYOND THE LIFE OF THE GRANT

We are looking to fund sustainable projects and encourage applications from organisations that:

- Can draw in match funding within two months of the award
- Are providing long-term solutions to the people they are helping
- Provide skills-building for their staff and volunteers

- Have strategic local partnerships and networks in place

## WHAT'S IN AND OUT OF SCOPE?

### ELIGIBILITY

- This fund is open to registered UK charities, community land trusts and housing cooperatives
- We welcome partnership bids but the lead organisation must be an eligible entity
- We would like to see partnerships with statutory organisations, housing associations, companies limited by guarantee with charitable objectives, community interest companies, constituted community or voluntary sector groups

### INELIGIBILITY

- Projects run by organisations which are not UK registered charities, Community Land Trusts or housing co-operatives
- Individuals or individual sponsorship
- Activities connected to a political party
- Activities generating private profit
- Organisations operating outside the geographical boundaries of the fund
- Organisations with a religious affiliation are welcome to apply but we do not fund religious activities and we will prioritise projects which benefit all possible target beneficiaries irrespective of religious belief.
- Organisations that do not pass our due diligence requirements ([see financial due diligence and safeguarding guidance page](#))

Organisations who wish to gain charitable status before the Nationwide Community Board meets to assess projects will be considered. Your local Community Foundation may be able to support with this.

### WHAT WE WILL FUND

- Core costs of no more than 20% (not inclusive of staff costs)
- Staff costs for the lead partner (at the Real Living Wage)
- Development and capacity building costs
- Volunteer costs
- Activity costs
- Small-scale capital costs
- Refurbishment costs

### WHAT WE WON'T FUND

- Major / large-scale capital costs - vehicles, land, property, building works.
- Retrospective costs
- Over 25% of your annual income
- Less than 50% of a total project cost, project costs of over 50% will be part funded if the organisation can secure the remaining project costs within two months of the award