

The Wembley Park Community Fund

Online Application Form Guidelines

Guidance notes

Please read before starting your online application

These are guidance notes to help you complete some of the key questions in the online application form for The Wembley Park Community Fund 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.
- 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.

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.

Main Contact Person

Please provide details for the main person who we should contact in relation to this application. 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 accounting year.

Please let us know your organisation's income over the last financial year. If you are a new organization, enter your income to date from your management accounts.

Average yearly income

Please let us know your organisation's average income over the last three years. To calculate this add up the total income of your organisation in your last three complete financial years, and divide by three. If you have been in existence for less than three years please let us know the average income over the lifetime of your group to date. You may be asked to provide evidence of this.

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 people on it)

Please describe briefly the overall aims and objectives of your organisations and the activities or services your organisation provides.

Please tell us about your group's aims and objectives and give a short description of what your organisation does at the moment. For example,

"We are a youth club for young people in a small village 20 miles from the nearest town. We meet every Tuesday night from 6pm – 9pm. We provide a number of free activities to local young people, including DJing, dance, drama and monthly cooking sessions, to meet and support their ideas and interests. There is no other facility in the locality."

If you are part of a larger regional or national organisation please explain your relationship here.

Bank Account Details

Please provide the names and addresses of all authorised signatories on your bank account, please indicate if any signatories are related. Bank accounts should have at least two unrelated signatories and preferably three.

Section 2: About Your Grant Application

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

Successful applicants will have a maximum period of 12 months to spend the grant – your project start date should not be before mid-August 2018.

Which area (estate/region/borough) do most of the people who benefit come from?

Please tell us what area your organisation serves in London, this may be a borough, region of London, a specific area or estate.

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.

Please provide a postcode which represents the geographical area you will benefit.

Please provide the postcode where most of your beneficiaries reside, if there are multiple places please just pick one. If it is too difficult to distinguish please provide the postcode of your organisation.

What are the problems or issues that this project will address and how do you know?

What can you tell us about the need for the work that you do? Have you done surveys, had feedback? Is there a gap in provision? Is there is nothing else in the area? Is it in response to local demand? Who will benefit and why are you focusing on them?

What would you like to do with the grant? Please describe your project or activity.

This is where we ask you to tell us about what you need the money for. If you are applying for capital equipment, tell us what you want to buy and what benefit it will have i.e. what you will use it for. If you are applying for ongoing activities or new work, what is it that you would like to do?

For example: "We are requesting funding to train 10 new volunteers to deliver support to people who have experienced domestic violence. Each volunteer will complete an OCN accredited 6 day training course 'volunteering with survivors of domestic violence' which will equip them with increased knowledge and understanding of DV and increased skills provide practical and emotional support to survivors. Each volunteer will use their training to provide regular tailored support for an individual DV survivor, helping them to live a safe and healthy lives. Each volunteer will work with up to three individuals."

Is this new work?

Please check this box if the work proposed is new for your organisation. If you are applying to continue existing work please leave this blank.

Please explain the benefits and outcomes you expect to achieve as a result of the funding

What are the benefits or outcomes of your project? 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 provide outcomes for beneficiaries, and also consider outcomes for your organisation, partner organisations, and the area. Outcomes begin with 'change' words such as 'improve', or 'reduce'. Words like 'provide' and 'deliver' are for objectives, not outcomes, because they refer to the activity that you will be undertaking rather than the change that you want to make.

Examples of outcomes for beneficiaries include:

- improved mental and health wellbeing
- increased confidence and independence
- improved skills and knowledge
- decrease in risky behaviour

Examples of outcomes for your organisation might include:

- improved governance
- improving the quality of service delivery
- expansion of service provision
- increased skills amongst staff and volunteers

It's likely you'll have a number of benefits or changes that you're aiming for – you can list them if you prefer.

Please explain how you will collate, measure and report the benefits and changes that you describe in the question above.

Please explain how you plan to track and measure the change that you hope to achieve through your project. You might plan to have informal discussions with staff or participants, ask staff to complete questionnaires, or gather people together in one place to feedback on the project. Using a variety of methods will enable you to gather detailed and rich information that will help you to know how well your project is doing. All the information you collate should therefore enable you to report on your progress towards achieving your outcomes, so make sure that for everything you want to measure you have a method of gathering information as evidence. Monitoring and evaluation should be an ongoing process that you undertake regularly throughout the lifetime of the project, not just at the end. If you are successful in securing a grant you will be required to provide an end-of-grant monitoring report. We will give you a copy of this report at the beginning of the grant so that you know what information you need to collate.

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.

This is about your organisation's track record in delivering the proposed project or similar work you have delivered in the past. If you are new to delivering this type of work, please tell us about the skills you have in your organisation, that will help to ensure the project will achieve the intended impact. You can also tell us about any partners. A strong answer will include clear evidence of the outcomes and success that your previous work has had.

For example: for a project working with NEET young people (those Not in Education, Employment or Training) – "In the last year 30 out of 50 beneficiaries have gone back into full time education, 95% of beneficiaries reported an increase in confidence, etc..."

Quintain and their contractors may be able to offer additional support through staff volunteering. Please indicate any areas of your work where you could benefit from this support.

This could be a single day of mass volunteering that could be of use to you, or an area of expertise that they could support you with such as HR or comms. If volunteering is not relevant to your organisation, please put N/A.

Section 3: Impact

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. 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:

- **Improve people's life skills, employability and enterprise** - We want to support a thriving city that creates opportunities for people to fulfil their potential, to become more self-sufficient and to build their confidence.
- **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.
- **Advance people's physical and mental health, wellbeing and safety** - We want people to feel safe and connected in their communities, and to have more opportunities to improve their physical and mental health.
- **Connect people with the arts culture and heritage** - We want to create a city that values and takes pride in the excellence and diversity of arts and culture, where everyone feels encouraged to participate, and their efforts create a lasting legacy.
- **Transform people's access to, and engagement with, their environment** - We want to create a city that promotes and creates a safer, healthier, and more sustainable environment, where people in urban areas feel free and welcome to access community spaces.

When applying you have to choose **four outcomes** to report on, two of which will need to be linked to **one of the IMPACT themes**. 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 for details.

To complete the impact section on the form

1. Select the theme from the drop down list – this will give you the range of outcomes in the drop down list attached to the impact theme.
2. Then select your 1st outcome from the drop down list
3. This will then open up the available indicators – select the indicators and fill in the anticipated numbers. **Please remember to tick the indicators that you have selected**
4. Then select your 2nd outcome from the drop down list
5. This will then open up the available indicators – select the indicators and fill in the anticipated numbers. **Please remember to tick the indicators that you have selected**

6. Then repeat for your 3rd and 4th outcome – these can be any of the others from the full list of outcomes across all themes.
7. The indicators will show for your chosen 3rd and 4th outcome – select the indicators and fill in the anticipated numbers. **Please remember to tick the indicators that you have selected**

For an example see the picture below:

Section 3 - Impact

Which category best describes the impact your project will have?
 Improve life skills, education, employability and enterprise

Select the primary outcome for your project or activity
 Improve economic wellbeing

<input checked="" type="checkbox"/> Number of new employment opportunities as a result of the project	20
<input type="checkbox"/> Number of new volunteer opportunities as a result of the project	0
<input type="checkbox"/> Number of people becoming self-employed as a result of the project	0
<input checked="" type="checkbox"/> Number of people coming off work related benefits	2
<input type="checkbox"/> Number of people who accessed benefits for the first time as a result of the project	0
<input type="checkbox"/> Number of people who are able to remain in housing as a result of the project	0
<input checked="" type="checkbox"/> Number of people who gained sustainable employment as a result of the project	5
<input type="checkbox"/> Number of people who reported a reduction in debt as a result of the project	0
<input type="checkbox"/> Number of people who started on the path to employability as a result of the project	0
<input type="checkbox"/> Number of volunteer opportunities as a result of the project	0
<input type="checkbox"/> Number of work placement/experience opportunities available as a result of the project	0

Select the second outcome for your project or activity
 Increase in beneficiary training, education, accreditation and employment

<input type="checkbox"/> Number of people coming off work related benefits	0
<input checked="" type="checkbox"/> Number of people who attended training as part of the project	20
<input type="checkbox"/> Number of people who attended training for the first time as part of the project	0
<input type="checkbox"/> Number of people who gain new skills as part of the project	0
<input type="checkbox"/> Number of people who gain new skills for the first time as part of the project	0

Section 1 - Organisation
 Section 2 - About your grant application
Section 3 - Impact
 Section 4 - Project Budget and Consent
 Attachments
 Save Application

How many people will directly benefit from this grant?

Please estimate how many people will directly benefit from any changes to your organisation as a result of this funding, throughout the funding period. We realise that you cannot give exact figures but please estimate as accurately as possible. This information is important and will be used to evaluate the project at the end of the grant period.

Please note this is the total number of beneficiaries supported by your organisation and its activities, and should not include staff or volunteers unless volunteers are also beneficiaries.

Other people benefiting

Tell us about other people who will benefit from your project or service. For example, family members who are not taking part in the project.

Percentage of beneficiaries that live in the Borough of Brent

Please estimate the percentage of your project's beneficiaries who live in the London Borough of Brent. This must be 90% or more for your application to be eligible for this fund.

Primary Beneficiary

From the drop down list, please click on the one group that best reflects the majority of the beneficiaries of your organisation. This will then be entered in the selection box. On doing this you will then be presented with a series of check boxes, tick any other relevant groups that will be affected. Please don't tick them all if they don't apply, just think about who the primary beneficiaries will be. This doesn't have to be 100% accurate, you're just giving an indication.

Ethnicity

From the drop down list, please select one ethnic group that best reflects the majority of the users of your organisation and enter it in the box provided. Then, using the check boxes, tick any other ethnic groups that will be involved. Please don't tick them all if they don't apply, just think about who the primary groups will be. Again, this doesn't have to be 100% accurate, you're just giving an indication.

Issues

We are interested in the Issues that will be addressed by this grant. From the drop down list, choose the primary issue that will be addressed by this grant. Then, using the check boxes indicate any other issues that will be addressed.

Age groups

Finally we would be interested in knowing which Age groups would benefit from this grant. Please enter in the text box/dropdown the age group that represents the majority of the beneficiaries of your organisation. Then, using the remaining check boxes indicate any other age groups that will benefit.

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.

What is the total cost of the project?

If you are asking us to fund part of a staff salary, for instance, what is the total salary each year? If you are asking us to contribute towards a project or activity, what are the total costs?

How much has been raised so far?

If you are not asking us to fund the full costs, how much have you raised already through other fundraising, secured grants and income generation? If you have not raised anything yet please enter 0.

How much money are you applying to us for?

Please enter the amount of funding you are requesting from us.

Are you seeking other funding towards this project?

Tell us here if you are applying to other funders for funding towards the work. If yes, please provide details. If no, please tell us how the shortfall is being covered.

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	630
Total amount	1000

Breakdown

3 workers@ £7.50 an hour (14 weekly sessions of 2 hours)
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Volunteer Costs

Requested amount	280
Total amount	500

Breakdown

£10/volunteer x 28 volunteers

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.

Declaration - For all applicants

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

How did you find the application form?

Please let us know how challenging you found the application form to complete and any comments that you have on the application process.

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
- A partnership agreement or terms and conditions (for partnership applications only)

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 your 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

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 7582 5117 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:

- **Improve people's life skills, employability and enterprise** - We want to support a thriving city that creates opportunities for people to fulfil their potential, to become more self-sufficient and to build their confidence.
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- **Advance people's physical and mental health, wellbeing and safety** - We want people to feel safe and connected in their communities, and to have more opportunities to improve their physical and mental health.
- **Connect people with the arts culture and heritage** - We want to create a city that values and takes pride in the excellence and diversity of arts and culture, where everyone feels encouraged to participate, and their efforts create a lasting legacy.
- **Transform people's access to, and engagement with, their environment** - We want to create a city that promotes and creates a safer, healthier, and more sustainable environment, where people in urban areas feel free and welcome to access community spaces.

There is a lot of information about impact assessment and the outcomes approach to project evaluation. You may find the following websites helpful:

<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 of 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 in 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.

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