



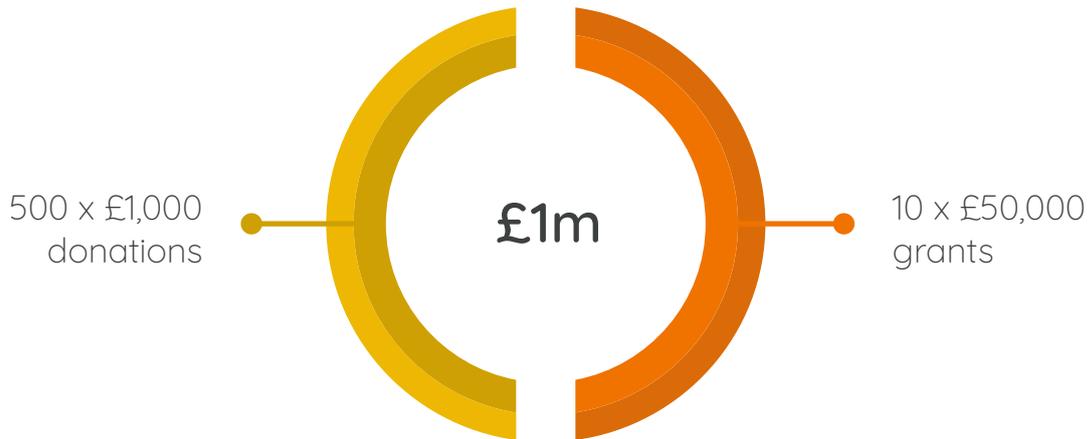
Application guide

Contains promotional material



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Charitable giving has been at the heart of our business for over 130 years and we're building on that legacy with our Movement for Good awards. We're giving £1million to support charity projects that are helping to make a real difference in their communities.

We know that for many charities, £1,000 can make a real difference. The £1,000 awards are open to eligible charities registered in the UK and Republic of Ireland. This could range from smaller volunteer-run groups to larger, well-known organisations. Read our [full terms and conditions](#), to see whether your charity is eligible to apply.

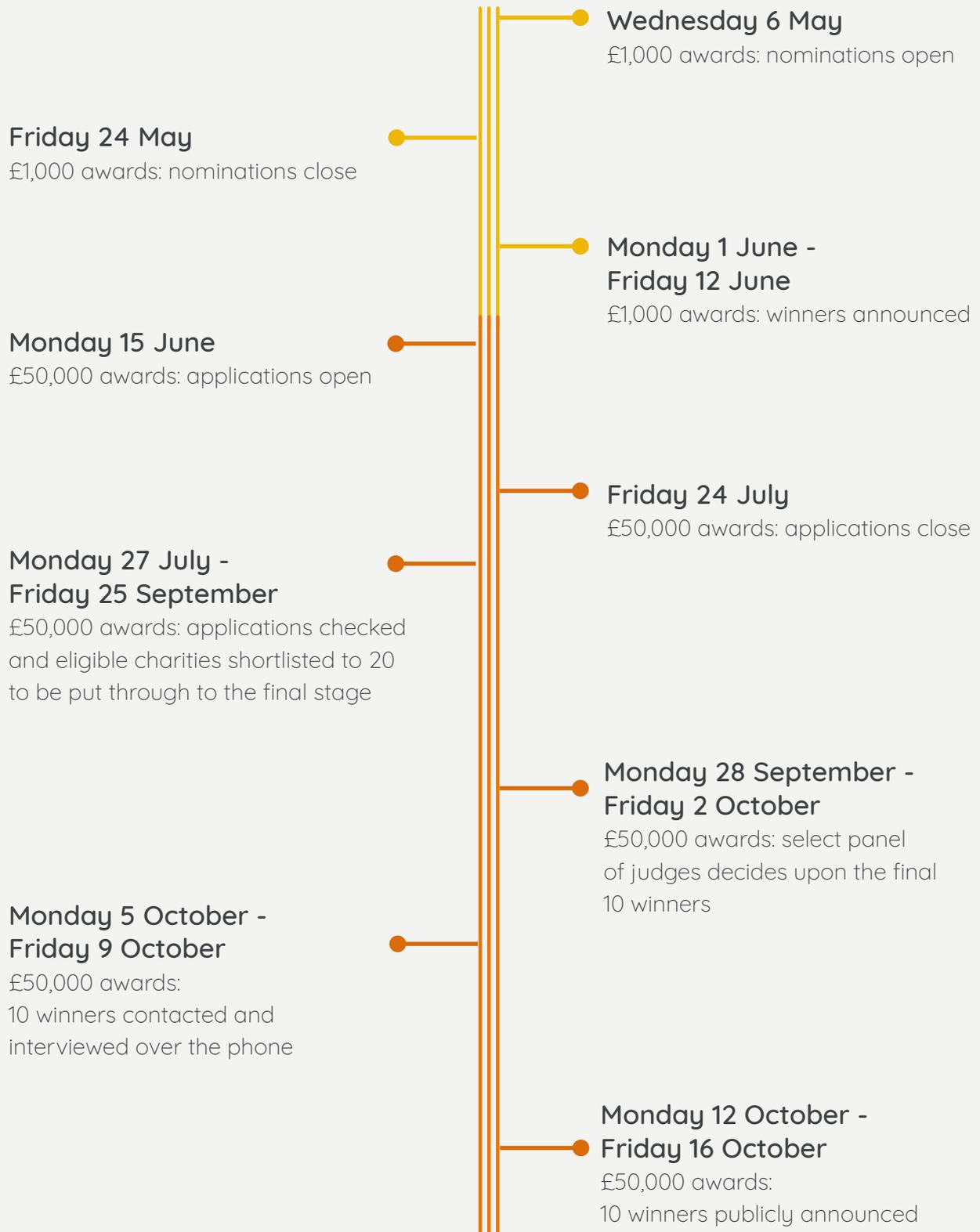
We also know the importance of longer-term funding to help charities bring exciting new projects to life.

Our £50,000 awards will support innovative projects over the longer-term. They are open to eligible charities registered in the UK and Republic of Ireland with an income of less than £5m, which support a cause that we know our communities care about. Read our [full terms and conditions](#), to see whether your charity is eligible to apply.

By splitting the awards into two categories, we are allocating the funds in a way that charities tell us will have the greatest impact.

KEY TIMINGS TO FAMILIARISE YOURSELF WITH

2020



● Key dates specific to £1,000 awards

● Key dates specific to £50,000 awards

We know £1,000 can make a huge difference to many charities. That's why we're awarding £1,000 to 500 charities during the first phase of our campaign.

Do I need to meet any specific criteria to take part?

The charity you nominate must be an eligible charity. Please read our [terms and conditions](#).

Can anyone nominate?

Anyone can nominate a charity to receive the £1,000 donation. It's one nomination per person, identified by their unique email address. A charity can only win once, but they can be nominated multiple times.

This is a great opportunity for you to generate support for your chosen charity – the more nominations your charity gets, the more likely they are to win £1,000.

How do I nominate a charity?

You can nominate a charity via a simple form on the [Movement for Good awards website](#).

How do I drum up support for my charity and increase our chances of winning?

We've provided you with a [toolkit](#) to help you. In it you'll find great resources like email, social media and PR templates, which you can share with your friends, family and community to help you generate as much support as possible.

What happens once I've nominated a charity, and the window closes on 24 May?

500 winners will be drawn at random from the pot of nominations. We will then work with our trusted partner, Charities Trust, which will validate the 500 winning charities. We will contact each of the charities to congratulate them on their win, and share their story with the press, across our website and social media.

Please read our full [terms and conditions](#) on the £1,000 awards.

We understand the importance of larger, longer-term funding for charities, and how difficult it can be to get transformative projects off the ground. That's why we're awarding 10 charities a £50,000 grant to support them with longer-term project funding.

Do I need to meet any criteria to put my project forward?

We are looking to fund projects that support areas which we know our communities care about: the advancement of education and skills; citizenship or community development; arts, culture or heritage (please see page 7 for details).

You also must be an eligible charity to apply. Please read our full [terms and conditions](#).

When can I submit my project?

The £50,000 awards open on Monday 15 June for six weeks, closing on Friday 24 July – giving you plenty of time to create a great project submission.

How do I submit my project?

You can submit your project via a form on the [Movement for Good awards website](#). You only have one chance to submit your application, so to ensure your submission matches our specific criteria please see [pages 7-12](#).

What happens once I've submitted my project, and the window closes on 24 July?

- As part of our judging process, we will review all project submissions and may get in touch to ask for some extra information, such as your detailed financial project plans and a short film, to help you tell your story and bring your submission alive.
- We will then narrow the applications down to a shortlist of 20 projects.
- Our select panel of judges, will assess the 20 project applications against specific criteria and decide upon the 10 winning charities.
- We will then contact the winning charities and interview them about their project.
- A week later, the winners will be publicly announced on our [website](#) and across our social media and PR channels.

Our £50,000 awards are for exciting and innovative projects. We're looking for charities which can demonstrate a clearly identified need and want to take their work to a new level, boosting their ability to make a difference.

The funding can be used over one year or spread over three years. We're looking for specific projects or innovative initiatives with clear outcomes and benefits. We will fund project-related salaries but not ongoing salary costs. And we will fund capital costs but not part-capital costs of very large capital projects. We expect the total project costs to be equal to or greater than £50,000 and Ecclesiastical should be the main contributor.

We'd like you to supply an evaluation of the project when it's finished, and update us on its progress. We may choose to release the grant in staged payments. We will put in place grant agreements with all winners.

All charities must be:

1. Eligible to apply.
Please read our [terms and conditions](#).
2. Supporting one or several of the below charitable objectives.
3. Be willing and available to be interviewed about the project (if they win) over the phone w/c Monday 5 October.

The advancement of education and skills

We're looking for projects which promote or sustain skills and expertise among any group of people. It could be a programme to improve employability in a deprived area or a training scheme for young people for example.

The advancement of citizenship or community development

We're looking for any project which strengthens a community to make it more inclusive, supportive or sustainable. It could be a new community café or local community service for elderly people for example.

The advancement of arts, culture or heritage

We're looking for any project that promotes or supports our history and traditions, or focuses on the preservation of historic land and buildings. It could be an initiative to reinvigorate a craft skill or increase the reach of a youth theatre programme for example.

Application assessment

The following section explains exactly how we will assess your application.

As well as approving the eligibility of your charity we will score each application under four areas:

1. **impact and effectiveness;**
2. **sustainability;**
3. **innovation; and**
4. **care and compassion.**

The areas are weighted differently to reflect their relative importance.

Please read this section carefully to help you submit the best possible application.

1. Impact and effectiveness:

We're looking for projects which can demonstrate real impact through robust assessment of information and a range of facts. We'd like to understand the reach and influence of the project in detail. In particular we want to assess the capacity and capability (financial, personnel and leadership) to deliver the proposed project. Also, whether there is sufficient evidence to demonstrate how effectively the project will address the community need and how it will be measured.

Key questions

- Are the costs of the project clearly and sufficiently broken down?
- Is there evidence of how the project will be managed and resourced?
- Is there evidence of successful use of previous grant receipts?
- Is the community need clearly identified?
- Does the project as described address the identified need?
- Are there clear milestones and resource requirements outlined which would lead to a successful delivery?
- Is success clearly defined?
- Is the impact clearly described with indications of how it would be measured?

Good evidence in this area looks like...

- A summary of your financial plans (we may request detailed financial project plans at a later stage)
- Project plans with milestones
- Impact expressed in terms of social value per £ invested



**MAXIMUM
SCORE 40**

2. Sustainability:

We're looking for projects which can achieve a lasting difference, changing the way the charity can do good for the long-term.

| Key questions | Good evidence in this area looks like... |
|--|---|
| <ul style="list-style-type: none">• How long has the charity been in existence?• Does the charity have a long-term plan (up to five years)?• Is further investment/expenditure required to maintain the benefit of the project into the future and where will it come from?• Does the project provide benefit for future beneficiaries and how?• Is continuation of the impact reliant on the ongoing involvement of the charity?• Does the charity demonstrate an understanding of future trends which might impact its operation – changing demographics for example? | <ul style="list-style-type: none">• A brief summary of your strategy or five year plan• History of the charity and its success and achievements over a long-term period• Detailed future financial planning |



3. Innovation:

We're looking for projects which are doing it differently – finding new and innovative ways to tackle social issues by taking a new perspective, establishing new partnerships or taking new approaches.

| Key questions | Good evidence in this area looks like... |
|---|--|
| <ul style="list-style-type: none">• How can the charity evidence that this project is genuinely different?• How is the idea endorsed or supported by any independent party? (For example representative body or local authority.)• Can the charity give examples of where a similar idea has worked in different circumstances? | <ul style="list-style-type: none">• An independent endorsement from a third party• Detailed projections of the anticipated impact - how many people will be helped during years 1, 2 & 3 and what outcomes will be achieved |



4. Care and compassion:

We're looking for projects which can clearly demonstrate care and compassion for the people, places and communities they are supporting.

| Key questions | Good evidence in this area looks like... |
|--|--|
| <ul style="list-style-type: none">• How clearly does the application define the end beneficiaries of the project?• How well does the charity understand the end beneficiaries?• How does the charity clearly connect with the communities it is seeking to benefit?• Can the charity present evidence of what the end beneficiaries or communities think/feel?• Is the charity clear on how it will measure the improvement of wellbeing or achievement for example? | <ul style="list-style-type: none">• Examples of results from a community study• Feedback from end beneficiary surveys |



In your toolkit you'll find useful resources to help you drum up support. These include:

- Social media resources – we've provided you with [social media posts](#) to help you connect with your followers online.
- Tell your friends and colleagues – there's an [email template](#) with a link to the Movement for Good awards web page, so your contacts can nominate your charity.
- Share with the media – getting your story in your local paper is a great way to spread awareness. We've provided a [press release template](#) to enable charities to do just that.

The [toolkit](#) for the £1,000 awards will be available from Wednesday 6 May to Friday 24 May – allowing you to drum up as much support as possible whilst the nomination window is still open.

If you have any questions about your toolkit or how to enter the awards, please call us on [0151 318 0969](tel:01513180969) or drop us an email at ecclesiastical@charitiestrust.org

