

COMMUNITY GRANT PROGRAMME - GUIDANCE - 2022



McCARTHY STONE
FOUNDATION



WELCOME, AND THANK YOU FOR TAKING AN INTEREST IN WORKING WITH OUR FOUNDATION

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INTRODUCTION

Charities spend over £1.1 Billion a year applying for funding, of which 63% of applications are unsuccessful. We do not want your application to become one of those statistics, so before completing our online form, we encourage you to read through this guidance outlining the projects we are looking to support.

As a relatively small foundation, we are keen to work closely with local community led organisations to provide a range of support. Through partnership with our parent company, McCarthy Stone, and other supplier partners, we are able to access funds, resources, volunteers, and materials at little or no cost.

The scale of the projects we look to take on is less important than the difference they will make to the community, so when reviewing applications we are looking to see evidence that your application makes a real impact on the lives of local people.

In particular, our primary focus is on projects that support the health and wellbeing of older people, through intergenerational activities and/or community regeneration. A strong application will be able to demonstrate outcomes across all three areas, but this is not always required. To help bring this to life we have included two case studies of recent grantees.

Before you move to making an online expression of interest, please be confident that you can evidence the above. You can do this a range of ways, using case studies, user feedback, annual reports, online or offline media, and any other supporting evidence you have. We know that your time is valuable, so we continue to develop our application process to be as quick and straightforward as possible.

Lastly, we want to help you, so if you feel that your project is a great candidate for support, but would like some help or require additional support with the process, please get in touch.

I look forward to reading your application soon,

Graeme Marsh, Foundation Manager

About our Foundation

The McCarthy Stone Foundation is an independent registered Charitable Incorporated Organisation (CIO) in England and Wales reg no. 1191504. It is governed by a board of volunteer trustees, from McCarthy Stone and ‘independent’ members from outside the organisation.

The Foundation delivers on its charitable purposes through grant making, project support and employer supported volunteering. Grants range from £250 to £6250 and are focused on supporting grassroots charitable causes supporting the health and wellbeing of older people in communities across the country. The foundation particularly supports causes that achieve this through intergenerational activity and the regeneration of community spaces.

BOARD OF TRUSTEES

The Foundation is led by a board of volunteer trustees, who oversee the governance of the charity, determine strategy, ensure compliance, and decide on grant awards and partnerships. In 2022 we will be increasing the board to 7 trustees with the addition of 3 new external members. This will strengthen our commitment to EDI and ensure the continued independence of the charity.

FOUNDATION MANAGER

The Foundation Manager is responsible for daily operations and management of the Foundation and is a full-time staff member whose costs are covered by McCarthy Stone.



John Tonkiss
Chair



Paula Jordan
Trustee



Paul Teverson
Trustee



Martin Edwards
Trustee



Graeme Marsh
Foundation
Manager

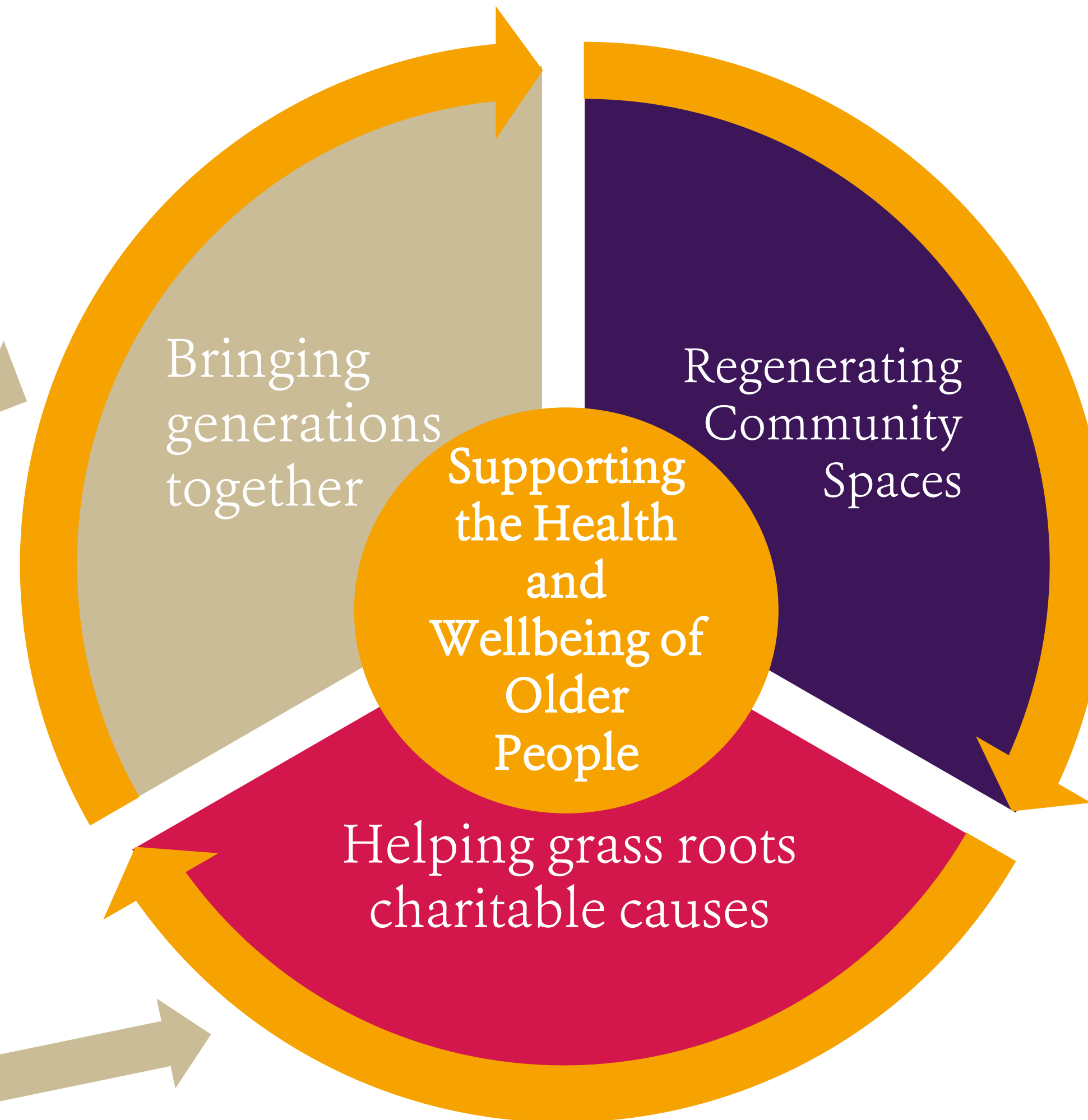
www.mccarthystonefoundation.org

OUR STRATEGY



Intergenerational connection supports both old and young, helping young people to understand ageing better while supporting the wellbeing of older people.

We work proactively to support grassroots causes that have local impact, are volunteer driven and often find accessing funding a challenge due to resources and expertise.



Community spaces are critical to help older people to connect and access local support. From village halls to community allotments, we support local resources that provide a hub for people to come together, reducing isolation and loneliness.

“PEOPLE NEED PEOPLE, AND PEOPLE NEED PURPOSE FOR COMMUNITIES TO THRIVE, AND WHILE OUR HOMEOWNERS LEAD HAPPY AND FULFILLING LIVES, WE KNOW MANY IN THE WIDER POPULATION ALSO FACE CHALLENGES INCLUDING ISOLATION, ILL HEALTH, AND HARDSHIP”

JOHN TONKISS

CHAIR OF TRUSTEES – MCCARTHY STONE FOUNDATION.

OUR WORK, YOUR IMPACT

- We accept applications from Charities, CICs, Community Groups, Schools/Colleges or Social Enterprises.
- Your work must be legally charitable, and we will only award unrestricted funds to registered charities. We do not fund:
 - Contributions to general appeals or circulars.
 - Religious activity which is not for wider public benefit.
 - Public bodies to carry out their statutory obligations.
 - Activities which solely support animal welfare.
 - Activities which have already taken place.
 - Grant-making by other organisations.
 - Privately owned and profit-distributing companies or limited partnerships.
- You must have a governing document and a registered bank account for the organisation.
- Grants are generally for amounts up to £5000
- Where your project has opportunities for volunteering or project support, and where it is wanted, we will work with you to identify other ways in which we might be able to contribute.

Grant
Funding



Volunteer
Support



Project
Support



Expertise





Alive Activities – Bristol

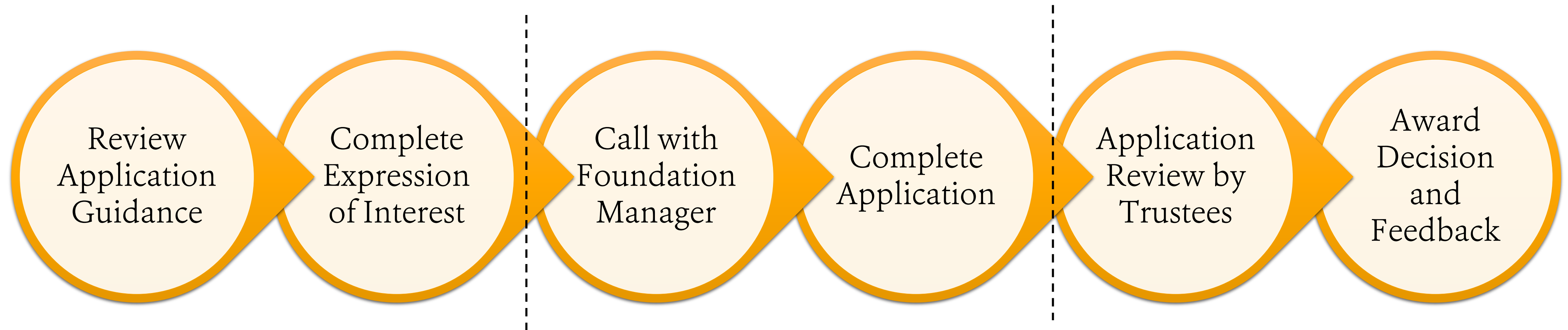
- Intergenerational Dementia Allotment Project
- Received £5000 towards project costs, including materials and facilitator wages.
- Demonstrated strong alignment with all of our strategic aims, particularly bringing generations together (focus). Provided expected outcomes (impact) and evidence of robust governance (risk and organisation).



Minehead Shed – Somerset

- Regeneration of a Community Space for a ‘Shed’
- Received £6250 towards project costs, including a large donation of paint.
- Demonstrated strong alignment with all of our strategic aims, particularly community regeneration and a grassroots approach (focus). Evidenced fundraising efforts to date and showed strong commitment to the project success (impact, risk, organisation).

COMMUNITY GRANTS – APPLICATION PROCESS



- Trustees review applications quarterly. Cut-off dates for each round of applications will be publicised on the Foundation website and social media pages. Applications will next be reviewed on March 16th 2022.
- A copy of our Grant Making Policy can be downloaded or viewed on our website.
- Expressions of interest can be sent in at any time and are reviewed on a rolling basis (usually within two weeks of submission).
- Grant applications are scored across four areas:
 - Focus (30%) – how well does the project align with our Foundation focus?
 - Impact (30%) – What will our funding change and who for?
 - Risk (20%) – Will the programme deliver the outcomes? Can the organisation deliver the programme? Can risks be controlled?
 - Organisation (20%) – Is the organisation well governed and well aligned with our own values?

EXPRESSION OF INTEREST: SUBMIT ONLINE AT: [HTTPS://FORMS.OFFICE.COM/R/VZ8SI9CV6U](https://forms.office.com/R/VZ8SI9CV6U)



What will change as a result of the funding and who for?



How does your work align with our primary grants focus?



What are your programme/organisation outcomes and how will you know if you have achieved them?



How much are you requesting and where is your project located?



What is your charitable status?



Send any supporting documents to graeme.marsh@mccarthyandstone-foundation.org.uk

FAQS

Q. Do you fund for core costs?

A. Yes, with the exception of CICs, we are happy to support the core costs of programme delivery or operating costs. Funding for CIC's is restricted to use for start ups or expansion.

Q. Can we apply if we have received funding from you before?

A. Yes, providing the conditions of the previous grant were satisfied and all reporting is complete.

Q. When will we get a decision?

A. As soon as possible, once funding allocation has been completed. This is usually within 1 week of the Trustees reviewing applications.

Q. Is funding unrestricted?

A. Where possible we always look to award funds unrestricted. If your charity runs a wide range of programmes we may restrict funding to our particular area of focus.

Q. What is the success rate of applications?

A. Our most recent funding round had a 50% award rate. We aim to improve on this with each round of funding, though it is dependent on available resources.

Q. Do you give feedback on decisions?

A. Yes, we will always tell you why we did or didn't award you funds.

Q. What is the maximum amount you will award?

A. There is no upper limit, but due to the size of our funding resource, we typically look at grants up to £5000

Q. Is there a limit on the size of charity that can apply?

A. No, but we will look at your financial reserves and factor this into scoring on impact.

Q. We don't fit all three segments, can we still apply?

A. Yes, providing your proposal addresses the health and wellbeing of older people AND either a community regeneration or educating young people element. We score this under 'Focus'. Programmes only addressing one element of our charitable aims are unlikely to be funded.

Q. We are not experienced at grant applications, and would like to ask a few questions, can we have a call first?

A. Yes, our Foundation Manager is happy to help with a short call (please ensure you have reviewed this guidance and our grants policy/website first), or to assist you with an application if you have additional needs or are unable to complete an online form.

McCARTHY STONE FOUNDATION

