

MCCARTHY STONE FOUNDATION

Grant Funding in 2024



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Our Vision, Mission and Values

Our *vision* is a society where older people are valued, connected and engaged with their communities.

Our *mission* is to help grassroots charities and community groups support older people by engaging the McCarthy Stone Group, People, Customers, and Partners.

Our *values* are:

- We are positive about ageing
- We are transparent and accountable
- We are committed to improvement



Image courtesy of The Together Project at Appleby Almshouse in Southwark

“We're so delighted that McCarthy Stone Foundation has supported us for a second year. By funding our office, they have provided much-needed stability to our organisation and supported our ambitious growth plans for 2024, which will see us roll out our intergenerational Songs & Smiles programme across London.”

Louise Goulden, CEO, The Together Project

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 £7,500 and are focused on supporting grassroots charitable causes helping older people to be valued, connected, and engaged with their community.



Graeme Marsh
Head of Foundation



Julia Laister
Foundation Coordinator



Paula Jordan
Chair



Paul Teverson
Trustee



Martin Edwards
Trustee



Liz Marsh
Trustee



Sarah Allport
Trustee



Dr Kim Smith
Trustee



Katie Fisher
Trustee

Our 2024 Grant Programmes

In 2024 we hope to award a further £300,000 in funding, across two grant programmes. Both programmes will be aimed at areas of high deprivation affecting older people. Further details will be in our Grant Guidance, available on our website.

Improving *quality* of relationships



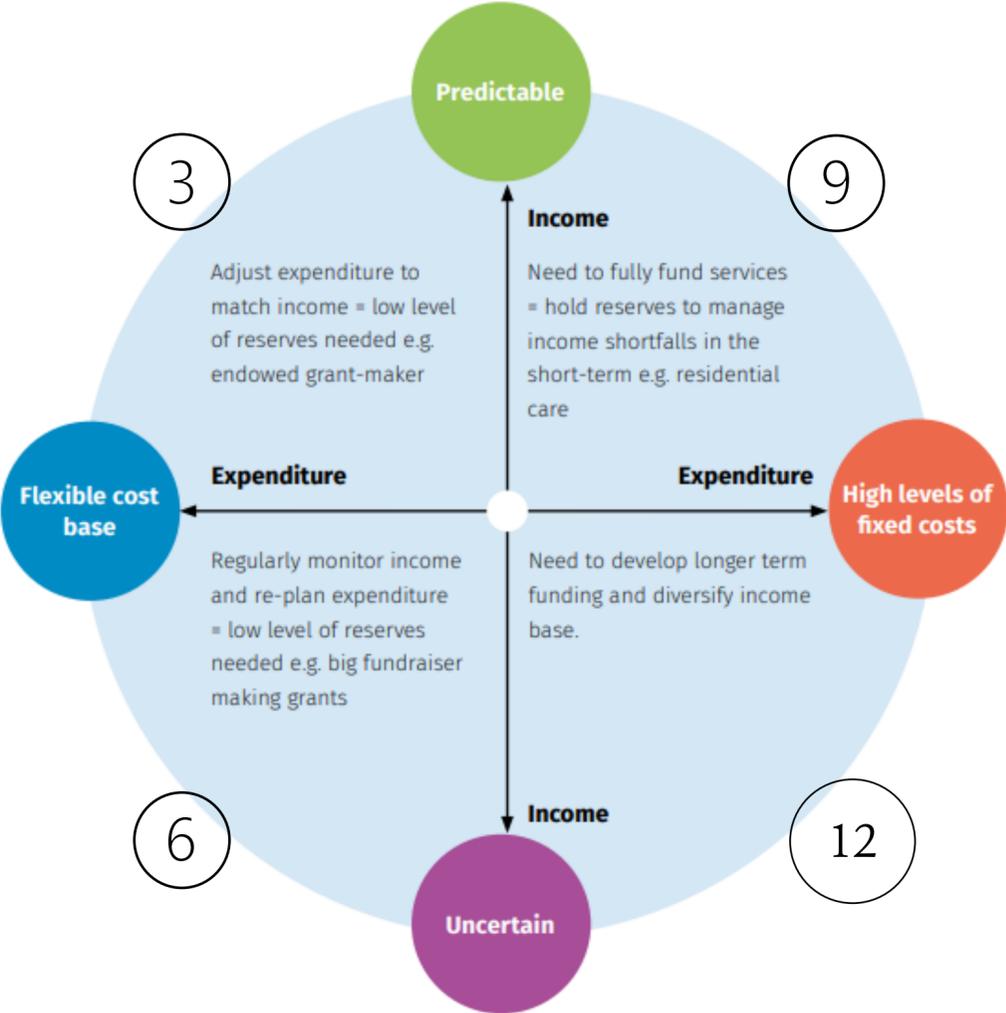
Improving *quantity* of relationships



Grant Guidance

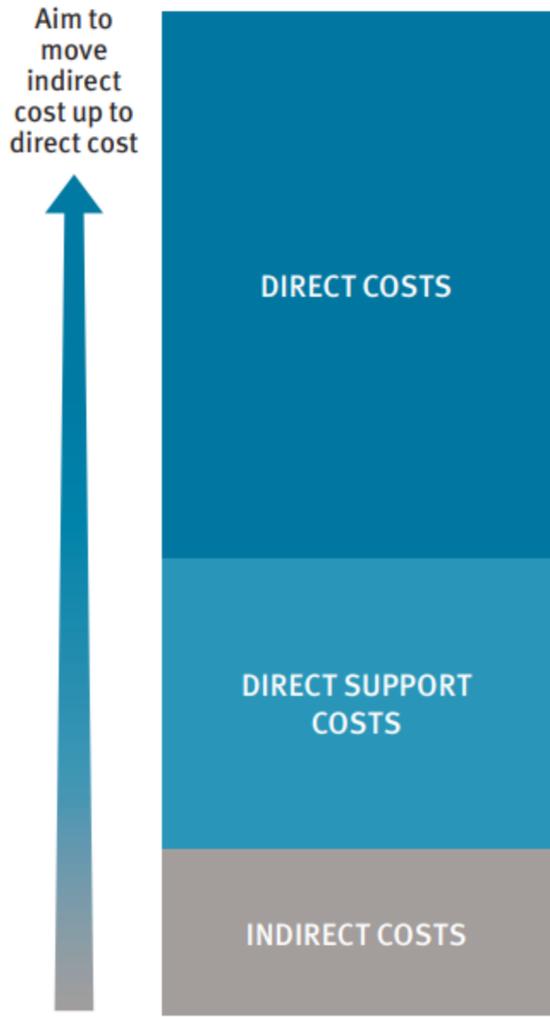
- Please download the Grant Guidance and read it in full (it's only two pages) before completing your application.
 - a. You must be a registered charity, community group with constitution or Community Interest Company working in England, Scotland or Wales with a turnover under £250,000 p.a. as evidenced in your recent annual report. We also consider exempt charities, but do not make grants to individuals or profit-making entities. If you are a CIC, you must be limited by guarantee.
 - b. You must be working with adults over 65 years of age and providing DIRECT person-centred interventions e.g., Befriending to address loneliness. This funding does not cover connector or infrastructure services, such as Citizens Advice or Community Transport.
 - c. You must be working in an area of high deprivation affecting older people. We have listed out these areas in the appendix of the grant guidance, but please contact us before applying if you are unsure.
 - d. Funding is up to £7,500. There is no minimum, but we suggest you apply for a minimum of £3,000.
 - e. You will need to have a recent bank statement and a copy of your safeguarding policy available to send if shortlisted. If you are not a registered charity, we will need in addition, either your Articles of Association or a Constitution.

Reserves and Full Cost Recovery



SV-MS-ReservesPolicies-July2015.pdf (sayervincent.co.uk)

To calculate your reserves, begin with your 'Unrestricted Funds' balance, then remove any fixed assets (buildings etc), any Programme-related investments (PRIs) and any designations (take care not to use designated funds to reduce reserve figures). We would like to see your reserves policy as part of the application.



DIRECT COSTS
Every charity has frontline costs against which they delivers their work. These are the direct costs of the service or activity. For example, if you don't pay staff then the service isn't delivered. Direct costs 'link' directly to the activity or service.
e.g. Staff costs (including NIC and pensions) and Travel.

DIRECT SUPPORT COSTS
Other costs can be identified as direct costs and link directly to the activity or service, but are shared between different activities or services. We therefore need to do some apportionment work to calculate these, dividing the costs between different activities or services based on headcount or floorspace, for example. A good example is building costs which are often shared by operational and fundraising, as well as administrative functions.
e.g. Regulation, Training, Building Costs and Telecoms

INDIRECT COSTS
Indirect costs such as IT, the CEO's time or finance costs, cannot be linked directly to activities or services. Yet, to remove any of these costs would severely impair the quality of work and sustainability of the organisation. Therefore these should be included in the cost of delivery when we consider the true cost.
e.g. Governance, IT and Finance.

CCE-Cost-Recovery-Guide-Final-Version.pdf (city.ac.uk)

If applying for funds to support a particular project e.g., befriending, within your wider work, then you should ensure you are applying a full cost recovery approach to reflect the true cost of its delivery. Understanding this will help you plan and budget accordingly, as well as ensure funding doesn't leave you with a shortfall.

Top Tips

Every funding round we see some great examples of applications, and some less so. Here are a few top tips to help your application stand out for all the right reasons!

1. Be clear about what you do, the first thing we look for is that your proposed/current work aligns with our aims.
2. Don't cut and paste long sections from governing documents. Instead use a case for support or an edited section from another grant application. Everything we ask for should already be available to you.
3. Use bullet points to keep your information concise but do give us enough to understand what you do and why the funds are needed.
4. If applying for project funding, make sure your budget shows the true cost of the activity.
5. If applying for core funding, your primary activity should align with the aims of the grant programme (so if you also support a mother/baby group, we wouldn't be able to give you core funding).
6. Don't just write one or two lines per answer.
7. If you find written applications challenging to complete, we are open to receiving your application in other ways. However, we do still require the same information to make a decision.
8. Your application is first reviewed by our team and then by a sub-committee, who are not charity professionals, so write in a way they will engage with – avoid jargon and abbreviations for example!

Timeline





Questions

