- Applications need to be submitted by <u>Tuesday 19th March, 23:59</u>
- Projects need to support one of four priorities:
  - Youth Support
  - Social Isolation and Loneliness
  - Rough Sleeping
  - Social Inclusion
- Projects can apply for up to £25,000 in funding
- Projects can last from 3 months to 24 months
- These slides will advise you on how to answer the longer questions on the Spring 2024 application

Section 1
Your Details

Section 1 Questions

- Name
- Email Address
- Telephone Number

Section 2
Your Organisation

Section 2 Questions

- Organisation Name
- Registered Charity Number
- Registered Companies House Number
- Registered Address
- Organisation Website
- **Organisation Summary**
- Organisation Led Representation
- Safeguarding policy

Tell us what your organisation does in 50 words

- First impressions are everything
- This is your first opportunity to show off your organisation
- Keep it brief but make sure your point gets across
- This is probably written already on the website or on any promotional materials

Section 3
Your Project

Section 3 Questions

- Name
- Length
- Priority
- **Summary**
- Beneficiary Data
- Lead
- Location
- **Outcomes & Evaluation**
- **Schedule**

Please provide a summary of your project

- This summary should provide a clear and concise overview of the project, including its purpose, goals, and expected outcomes.
- It should also highlight the activities that will be carried out, the resources required, and the expected timeline.
- A good summary should be written in a way that is easy to understand and engaging for decision makers.

City of Westminster Charitable Trust - Application Advice

What outcome(s) are you hoping to see from this project?

- Clearly list between 1 and 3 key outcomes
- Outcomes are specific changes that you hope to achieve such as attitudes, skills, knowledge, behaviours, and physical or mental health
- Focus on the impact they will have on the people you serve
- Your outcomes should align with your organization's mission and goals

How do you plan to measure the success of these outcomes?

- Provide specific details on the methods you will use to measure the success of your outcomes
- Use a combination of quantitative and qualitative methods to measure the success of your project
- Ensure that the methods you use to measure success align with the desired outcomes of your project and the results can be used to improve your work and refine your approach

City of Westminster Charitable Trust - Application Advice

Please provide a project schedule

- Break the project into phases: Divide the project into clear, manageable phases that correspond to key activities and deliverables.
- Set clear timelines: Set specific start and end dates for each phase of the project
- Identify milestones: Identify key milestones or deliverables for each phase of the project and set specific dates for their completion.
- Build in flexibility: Anticipate potential delays or setbacks and build in some flexibility to the schedule to accommodate them.

Section 3
Your Funding

Section 3 Questions

- Amount
- **Part Funding**
- Other funding
- **Budget**

How would you deliver your project if it was part-funded?

- Prioritize project activities: Identify the most critical activities of the project and prioritize them.
- Adjust project timelines: Revisit the project timeline and adjust it to account for the reduced resources available.
- Focus on outcomes: Refocus the project on the most important outcomes for the community and ensure that the project activities align with these outcomes.

Please provide a full cost breakdown of how the funding will be spent

Project Budget – Football Project example	
Item	Amount
STAFFING – 2 Facilitators for 2-hour weekly sessions for 3 months at £13.15p/h (staff should be paid London Living Wage)	£631.20
STAFFING – 1 specialist for 2-hour fortnightly sessions for 3 month at £20p/h	£240
LOCATION – Pitch hire for 2-hour weekly sessions for 3 months at £30p/h	£720
EQUIPMENT – Pack of 12 footballs	£84.95
EQUIPMENT – 45 Cones	£14.99
TOTAL BUDGET	= £1691.14

Applications are due by March 19th

Email communitycontribution@westminster.gov.uk for enquires

Contact OneWestminster for additional application support