

London Borough of Havering and The Fore

In from the Cold – Application Preparation Workshop

THE
FORE



Agenda

- Introduction
- The offer, eligibility and what we are looking for
- How to apply
- How to write a good application
- Feedback
- Other support available from The Fore

Introduction

- Compact for Havering, the London Borough of Havering and The Fore are working together to provide small grants and skills support to charities and social enterprises in Havering.
- This is a pilot – initially we will be running two specific funding rounds for Havering based organisations. We have around £200,000 to give away at the moment. We will be looking to raise more if the pilot is successful i.e. we make great grants and you access support and skills as well as money.
- The aim of this workshop is to help you understand what we are looking for and how to apply.

Who is The Fore?

The Fore is a seed funder for the charity sector. The Fore offers unrestricted funding and skills support to small charities and social enterprises.



What is on offer?

- Up to £30,000 unrestricted funding spread over 1-3 years.
- Access to skills support, training and pro bono expertise.
- Funded places on impact management programme.

Who can apply?

- All UK-registered charities, CICs, CIOs and CBSs and constituted organisations based in London Borough of Havering.
- Annual income under £500,000.

What are we looking for?

- Grants are intended to transform your organisation in some way. This could be in terms of efficiency, sustainability, scale or impact.
- Funding can be requested for **anything** that your organisation needs. However...
- This is not funding for 'business as usual'. We are looking to help organisations get over hurdles, become stronger or unlock their potential.

The Fore application process

- The process has 3 parts:
 1. Registration
 2. Application
 3. Interview (shortlisted candidates only)
- Today we will be concentrating what we will be looking for in an application.

How to apply

- Funding from the London Borough of Havering will be distributed through The Fore.
- We will run two specific funding rounds for Havering based organisations.
- After this workshop The Fore will email you a link to the registration form, guidance notes and FAQs. Deadline for registration – Tuesday 31st March.
- Once registered an email will be sent to you with details on how to apply – deadline for applications – Monday 27th April.

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Registration for The Fore's funding round

ORGANISATION DETAILS

Thank you for your interest in registering for The Fore's next funding round. Please note that The Fore only accepts applications from registered charities (including Charitable Incorporated Organisations), Community Interest Companies, and Community Benefit Societies with annual income of less than £500,000.

Organisation name *

Organisation type *

- UK-registered charity
- Community Interest Company (CIC)
- Community Benefit Society (CBS)

Registered charity, CIC or CBS number *

Annual income in last full financial year (please note that we only accept applications from organisations with annual income of less than £500,000) *

Street

City

County

Post code

Office phone number

Website

Have you applied for funding from The Fore / The Bulldog Trust before? *

- Yes
- No

KEY CONTACT

First name *

Surname *

Email Address *

Please confirm your Email Address *

Job title

*** Please note that if you are registering on behalf of more than one organisation you will need to use a different email address for each registration.*

Do you want to join The Fore's mailing list for charities and social enterprises?

- Yes, please!

***[Click here](#) for more detail on what we send to this mailing list and how we process the data of mailing list members. Joining our mailing list is not required to submit an application and will not influence the success of your application in any way.*

EQUAL OPPORTUNITIES

Please tell us about the main beneficiaries you work with. This information will be kept confidential and will not influence the success of your application in any way.

Gender

Age

Ethnicity

Disability

Sexual orientation

Religion

Submit

Making an application

- Submit an application document before the application deadline – 27th April.
- Maximum three sides of A4.
- The application document is your pitch for an interview.
- It's your chance to make your case in your own words and your own format.
- Three sections – ‘elevator pitch’, the ask, basic finances



1. 'Elevator Pitch'

- **The 'Who'** – who is the applicant organisation?
- **The 'What'** – what does the organisation do? A compelling solution to a compelling problem
- **The 'Why'** – why does it do it?

(Doesn't have to be in this order!)

Your 'elevator pitch'



2. The Ask

- **The key challenge or opportunity** your organisation faces.
- **How our funding can help.**
- **What your targets are.**



2. The Ask: key challenge or opportunity

Formulating a strong ‘ask’ is all about thinking strategically. Questions to ask yourself might include:

“Where do I want my organisation to be in five years’ time?”

“How could my organisation become more efficient or effective?”

“Is there anything I would like to change about my organisation, in an ideal world, that I just can’t find funding for?”

“What is stopping my organisation from meeting the demand for its services?”

“Are there opportunities my organisation is missing because it lacks the capacity to pursue them?”

2. The Ask: targets

- Targets show where you want your organisation to be at the end of the grant.
- Make them measurable, and achievable!

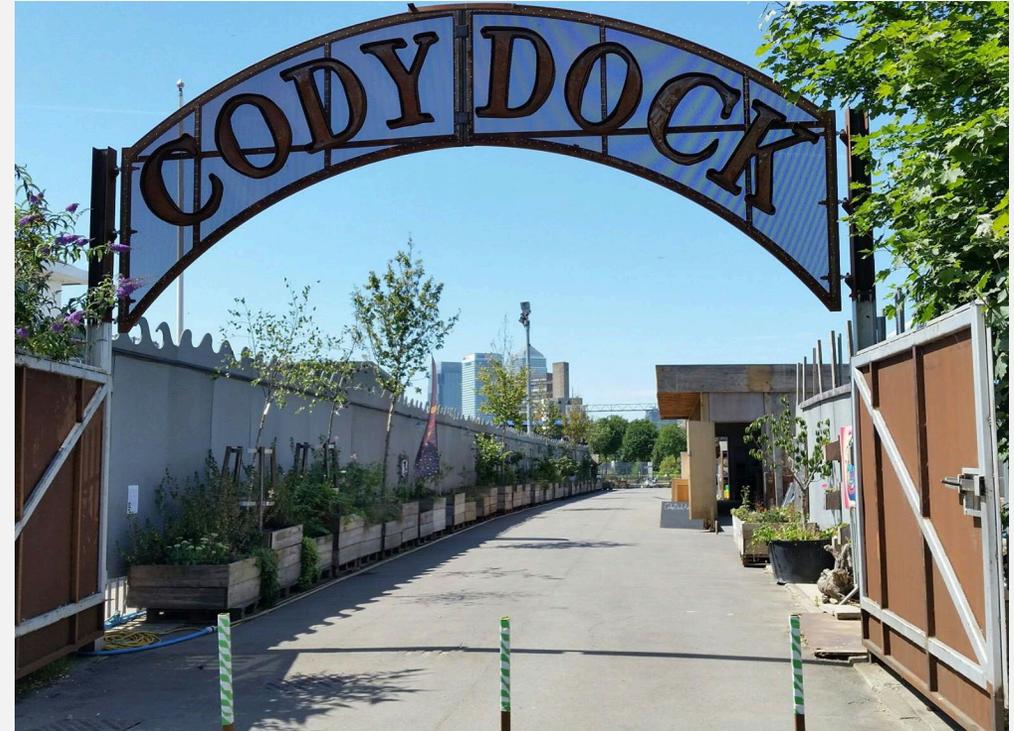
Case Study – CHANCE

- A local community centre in Sunderland supporting parents with young children and the wider community.
- CHANCE very reliant on one key member of staff and failing to connect with key areas of the community.
- Grant from The Fore to build capacity to make the organisation more sustainable as well as addressing loneliness in the community through a new project.
- Examples of targets: up-skilling staff in fund-raising, be-friending project started, develop new projects capable of generating income.



Case Study – Cody Dock

- Community-led regeneration project in Newham, East London.
- Grant for administrative staff capacity to set up a variety of new social enterprises, becoming financially self-sufficient.
- Examples of targets: Occupancy of 10 tenants, run 50 paid boat trips, set up supporter database.



Case Study – The Remakery

- A member-run upcycling, art and craft centre in Brixton.
- Grant to enable the site to open more days of the week, meeting demand, and bringing in significant new revenue.
- Examples of targets: new member of staff in place, threefold increase in membership, waste re-use totalling 100 tonnes per year.



3. Basic finances

- All applications should include a basic financial table.
- Very simple – not full detail from accounts.
- Use information from most recent full financial year.
- No more than three historic and three forecast years (if you are too young for three historic years, then provide as many as you have available).
- Forecast needn't be based on a sophisticated financial model – just use it to tell the **story** of how your organisation *could* change if it received The Fore's funding.
- However, make sure forecasts are achievable - we know 'hockey-stick growth' is tempting to predict!
- Don't worry if figures aren't perfect at this stage. We just want to get a sense of the organisation's size and plans.



Example: Finances

Financial Year Ending	Historic March 2018	Historic March 2019	Forecast March 2020	Forecast March 2021
Unrestricted Income	£63,196	£71,118	£94,681	£108,773
Restricted Income	£152,962	£150,962	£210,239	£306,197
The Fore Grant	£0	£0	£30,000	£0
Total Income	£216,158	£221,806	£334,920	£414,970
Wages and Salaries	£96,586	£89,576	£121,000	£130,000
All Other Expenditure	£161,058	£129,702	£209,000	£220,000
Total Expenditure	£257,644	£219,278	£330,000	£350,000

Recap on application document

- Maximum three pages.
- We are looking for elevator pitch + ask + basic finances.



- It is a pitch for an interview, not an essay writing contest! Don't worry if it's not perfect.
- The key is making a request that would transform your organisation. How could our funding make your organisation stronger in the long term?

Feedback!

- Our process is competitive. This is why we consider it vital to guarantee every applicant feedback.
- Depending on how far you get in the process, this will either be written or verbal. The further you go, the more detailed feedback you will get.
- If unsuccessful, you can re-apply as often and as soon as you like. Successful organisations have often applied unsuccessfully before.



feedback

Other support available from The Fore

- The funding programme is highly competitive. However, The Fore also offers other forms of support:



- Access to a network of skilled professionals. They can provide free support with marketing, financial modelling, strategy, business planning, IT, etc.

Email toby@thefore.org for more details.



- A programme of training workshops at Two Temple Place, London. Cover topics such as fundraising strategy, charity law, trustee recruitment and much more.

Email info@thefore.org to join our mailing list and receive invites.

Any questions?

The Fore - 020 7240 6192

info@thefore.org

Good luck!

