Women Thrive Fund
How to Apply webinar

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Rosa

The first and only-UK-wide Women’s fund - mobilising resources for women’s rights and equality by:
- Generating revenue from individuals, industries and corporates; investing in grassroots women’s groups and national campaigns
- Championing women’s organisations and the issues they work on - and encouraging others to invest in them.
- Connecting individuals, organisations and sectors.

Vision of gender equality and social justice for All women in the UK and a society in which they:
- Are safe and free from violence
- Achieve economic justice
- Enjoy good health and wellbeing
- Have an equal voice

No woman left behind
Mission: Enabling women to be financially resilient

Grants to Individuals

• Increase women’s social and emotional wellbeing
• Ensure women have the confidence and tools to overcome financial difficulty
• Ensure women feel able to manage their finances and access the products they need

Grants to Frontline Organisations

• Develop sustainable women specific services
• Create a thriving and accessible community networks for women
• Ensure organisations have the information and skill to support financially vulnerable women
Our partnership

Only dedicated funders of women and girls in the UK

• The work of our two organisations over the past year has demonstrated just how great the need is in the women and girls’ sector for sustainable funding.

Tampon Tax funding

• Provided by DCMS (Digital, Culture, Media and Sport)

• Analysed the needs of the sector during Covid crisis – mental health and financial resilience
If you meet all of the following requirements, you can apply for a grant:

- Your organisation is **not-for-profit** and run **predominantly by, for and with women**. You do not have to be a registered charity, but your activities must be **charitable, legal and for the benefit of women**.
- You have a **written governing document** e.g. a constitution or set of rules.
- You have a **governing body with at least three unrelated members**. The majority of these should be women.
- You have a **UK-based bank or building society account** in the name of your organisation.
- Your bank or building society account has at least **two unrelated signatories**.
- You have been **active for at least one year** and can produce **annual accounts for a whole year**.
Women Thrive Fund - Aims

Giving disadvantaged women the tools, confidence and skills to...

• Improve their **mental health and well-being**
• Improve their **financial resilience**

Prioritised areas of activity...

• Orgs that can show a **track record** of similar work
• **Sustainable improvement** to the lives of women and girls
• **Asset-based approaches**: nurturing the skills women and girls already have e.g. peer support
• **Addressing intersectionality**: differing inequalities existing together
• **Excluded/under-represented** women

A full list of priority areas can be found in the guidance notes!
Women Thrive Fund - Priority Areas

Your application must fit one of the following areas…

- **Drug and alcohol** services
- **Education and employment** activity
- Engaging excluded and vulnerable women and girls through **sport**
- Work to address **period poverty**
- Work to address women’s and girls’ **loneliness**
- Work to increase **gender equality**
- **LGBTQI**-specific services.

- Services for **Black and minoritised** women and girls
- Work with female **offenders**
- Work with financially vulnerable women and girls and women on **low incomes**
- Work with **older** women
- Work with women and girls with **disabilities** and/or women and girls with **learning disabilities**
- Work with women and girls with multiple and/or **complex needs**.
Funding available

*Rosa and Smallwood Trust have been awarded **£1.79 million** by the Tampon Tax Fund, to distribute across the United Kingdom*

**Distribution by area...**
England: £1,496,964  
Northern Ireland: £117,864  
Scotland: £61,032  
Wales: £116,584

**How much to apply for...**
- If your organisation has a turnover of **up to and including £200,000**, you can apply for up to £15,000.
- If your organisation has a turnover of **£200,001 - £999,999**, you can apply for up to £40,000.
Costs we’ll cover

• **Direct staff costs** – this might include a new staff post, contribution towards existing staff salaries, extra hours for an existing member of staff or backfill for a member of staff.
• **Associated staff costs** – this might include management, training, travel or support for staff such as clinical supervision or coaching.
• **Volunteer costs** - this might include training, travel, subsistence, equipment, volunteer support.
• **Other direct costs** – this includes any other costs directly associated to the work you are delivering. E.g. materials, venues, equipment, sessional staff, publicity etc.
• **General running costs** – this might include rent, utility costs, insurances and any other costs related to the day to day running of your organisation.

Costs we won’t cover

• Applications from organisations which are not led by, for and with women and/or girls.
• Applications from organisations that are mainly fundraising bodies.
• Applications from party political organisations.
• Applications from schools, colleges and hospitals.
• Applications from individuals.
• **Profit-making** work.
• Activities promoting religious beliefs.
• **Party political** activity.
• Campaigning, awareness raising, advocacy and lobbying
• **Work outside the UK**.
• Overseas travel.
• **Academic** research.
• **Building** purchase and improvements.
• Vehicles
25% extra

You can also ask for an extra **25% of your grant request** for costs which will make your organisation **stronger** for the future.

For example...

- **Training for existing staff** in IT, marketing or fundraising.
- **New IT equipment or systems**.
- Bringing in a consultant or trainer to help build **strategic thinking in your organisation**.
- **Backfilling Chief Executive’s role** to free up time so they can focus on strategy/fundraising.
- Paying someone to help you **improve how you collect information about your organisation’s impact**.
- **Improving your internal systems**, processes and policies in marketing, finance and IT.
- Paying for support in **building your organisation’s ability to fundraise and generate income** in a range of different ways.
The application process

• Online application form available at – rosa.org.uk
• Read through FAQs and guidance notes thoroughly!
• Select ‘new applicant’ to start your application
Application Q: Meeting the Aims

• Improving mental health and wellbeing – gaining confidence, tools, skills and support to sustain these improvements; and/or

• Improving financial resilience – increasing routes out of poverty, gaining confidence, tools, skills and support to secure a stable financial future
## Key dates

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<th>Event</th>
<th>Date</th>
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<tr>
<td>Closing date for applications</td>
<td>5pm Thursday 25&lt;sup&gt;th&lt;/sup&gt; March</td>
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<td>Applicants who have not been shortlisted will be notified</td>
<td>By 30&lt;sup&gt;th&lt;/sup&gt; April</td>
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<td>Shortlisted applicants notified if they are successful or not</td>
<td>By 23&lt;sup&gt;rd&lt;/sup&gt; July</td>
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<td>All successful applicants paid first 50% of their grant</td>
<td>August 2021</td>
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<td>Second 50% of grant paid</td>
<td>March 2022</td>
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<td>Grants must be fully spent and activity completed</td>
<td>31&lt;sup&gt;st&lt;/sup&gt; December 2022</td>
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How to get more help

• If you have an enquiry, or are having technical difficulties with your online application form please contact:

  grants@rosauk.org

• Subject: Women Thrive Fund
Thank you for listening!

Any questions?