



WOMEN THRIVE FUND

Application Guidance

February 2021

ROSA

THE UK FUND FOR
WOMEN AND GIRLS

SMALLWOODTRUST

Enabling women to be financially resilient

Women Thrive Fund

- Application Guidance

With funds from the Tampon Tax Fund, Rosa and Smallwood Trust have collaborated to create the Women Thrive Fund. This programme will distribute **grants of up to £40,000** to grassroots and specialist women's and girls' organisations across the UK. The aims of the programme are to enable women and girls to:

- **Improve their mental health and wellbeing;** and/or
- **Improve their financial resilience.**

You can also apply for an additional 25% of your grant request for work which will strengthen your organisation.

The deadline for applications is **5.00pm on Thursday 25th March.**

Grants will be paid in August 2021 and must be fully spent by **31st December 2022.**

We know that the Covid-19 pandemic has had a devastating impact on women and girls. Specialist women's and girls' organisations have seen a significant increase in demand this year which has not been matched by an increase in funding. We know that many of these organisations are struggling to cope and face uncertain futures. Rosa and Smallwood Trust are coming together at this time of crisis to enable women's and girls' organisations to respond to the crisis and support women and girls to overcome the barriers they face.

For the reasons set out above, we are expecting to receive many more applications than we are able to fund. We know how busy women's and girls' organisations are, especially at this time, and that you need to make informed decisions about whether to spend time filling in an application for this funding. In this guidance, we have been as transparent as we can about the amount of funding available, as well as the fund's aims and priorities.

There will be many disappointed applicants and for this reason we encourage you to only apply if your project is a good fit with the programme.

This programme will fund work supporting the UK's most vulnerable, disadvantaged and/or under-represented women and girls to:

1. **Improve their mental health and well-being**, gaining confidence, tools, skills and support to sustain those improvements; and/or
2. **Improve their financial resilience**, increasing their routes out of poverty, gaining confidence, tools, skills and support to secure a stable financial future.

We will also build **stronger women's organisations** that are more sustainable and better able to meet the needs of women and girls.

Rosa and Smallwood Trust have been awarded £1.79 million by the Tampon Tax Fund, to distribute across the United Kingdom. We are required by the Tampon Tax Fund to distribute the funding as follows:

England:	£1,496,964
Northern Ireland:	£117,864
Scotland:	£61,032
Wales:	£116,584

Who can apply?

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.

- You have an appropriate safeguarding policy in place (every organisation that delivers charitable activities has a duty to safeguard volunteers, staff members, users, participants and donors).

We particularly welcome proposals from women's and girls' organisations that:

- Address the critical needs of women and girls that miss out the most, including: Black and minoritised women and girls, disabled women and girls, LGBT+ women and girls, financially vulnerable women and girls and women on low incomes, older women, women and girls using drugs or alcohol and other underserved and disadvantaged groups of women and girls.
- Operate in less economically resilient communities within the UK e.g. areas with high levels of unemployment.

How much can you 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**.

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, if you apply for a grant of £15,000, you can ask for an additional £3,750.

All funding must be spent and activity completed by **31st December 2022**.

When calculating the size of grant you can apply for, you can use your turnover from your last year's accounts or from your current year's accounts.

What work will we fund?

Aims:

Your project must support the UK's most vulnerable, disadvantaged and/or under-represented women and girls to:

- **Improve their mental health and well-being**, gaining confidence, tools, skills and support to sustain those improvements; and/or
- **Improve their financial resilience**, increasing their routes out of poverty, gaining confidence, tools, skills and support to secure a stable financial future.

In the application form, we will ask you to choose which of these aims your application meets. If your application meets both, we will ask you to choose which one it focuses on.

Priority areas:

Your application will also need to fit one of the following priority 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.

Type of activity:

We expect to receive more applications than we are able to support, so we will prioritise the following types of activity:

- Applications from organisations with **a track record of similar work**.
- Applications which focus on **sustainable improvement in the lives of women and girls** – e.g. providing work clothes and interview support for women looking for work or starting self-employment.
- Work to empower women and girls and which takes an **asset-based approach**. By this, we mean work which recognises and nurtures the strengths and skills that women and girls already have – e.g. a peer support group enabling young women to take work on period poverty into schools.
- Work to address **intersectionality**. By this, we mean work which recognises that different inequalities exist together. For example, a Black woman faces inequalities and oppressions relating to both gender inequality and race. – e.g. a women's centre that wants to establish a support group for Black and minoritised women who have been bereaved.
- Focus on **excluded and /or under-represented women** – e.g. providing support for disabled women to help them cope with common mental health problems.

What types of costs will we fund?

You can ask us to pay for 'project costs' (the costs of the project activity) and 'core costs' (the costs of running your organisation). We know that women's and girls' organisations often need core costs to deliver their work.

You can ask us to pay for:

- 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. For example, 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 for strengthening your organisation for the future

We know that women's and girls' organisations are under enormous pressure and that many face uncertain futures. We encourage you to request up to an additional 25% of your grant request for costs which will strengthen your organisation for the future. For example, if your grant request is £15,000, then you can request an additional £3,750 for costs to strengthen your organisation. These costs can include 'core costs' (the cost of running your organisation), but must be for work that your organisation is not already doing. Here are some examples of the type of activity we could support:

- 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 some of your Chief Executive's role to free up time so that they can focus on strategy and fundraising.
- Paying someone to help you improve how you collect and use information about your organisation's impact.
- Improving your internal systems, processes and policies in marketing, finance and IT. This might involve paying consultants to help you or freeing up a senior staff member's time.
- Paying for support in building your organisation's ability to fundraise and generate income in a range of different ways.

Exclusions: what will not be funded

Under this programme, we will not fund the following:

- 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 lobbying¹.
- Work outside the UK.
- Overseas travel.
- Academic research.
- Building purchase and improvements.
- Fundraising appeals.
- Arts projects - unless they demonstrate significant benefit in terms of social inclusion.
- Debts or loans.
- Fees for professional fundraisers, unless you are paying them out of the costs you request for strengthening your organisation, in order to help improve your organisation's ability to fundraise.
- Services run by statutory or public authorities - we will not support work that is a statutory duty.
- Vehicles.

¹ This exclusion is a specific exclusion from Government attached to all Tampon Tax funding. Under this programme, we are unable to fund any work which raises your organisation's profile or the profile of the issues you tackle publicly. However, we can fund awareness raising of issues with the women and girls you are working with in order to directly support them.

How to apply

To apply, please complete our [online application form](#) outlining how you will use the funding. The closing date for completed applications is **5.00pm on Thursday 25th March** and we are unable to accept late applications.

Rosa and Smallwood Trust will jointly host **'How to Apply' webinars** to help organisations develop their applications. These will take place on the following dates. Follow the links below to book:

- [Wednesday 17th February at 1.00pm](#)
- [Thursday 25th February at 10.00am](#)
- [Monday 8th March at 6.00pm](#)
- [Thursday 18th March at 1.00pm](#)

We urge you to contact us if you have any queries about submitting an application. The best way to contact us at this time is to send an email to grants@rosauk.org. Please insert 'Women Thrive Fund' as your email subject and provide your organisation, contact name and contact number if you would like to speak to someone.

Once you have read this guidance and the FAQs click and select 'new applicant?' to start your application. If you have applied to Rosa before, please use your existing login details to log in and start a new application.

If you start your online application, but are unable to complete all the required information, don't worry. You can simply save your form and come back to it at a later date. To access your form again, use this link then log in using your email address and the password you created.

If you forget your password, you can create a new one by clicking on 'Forgot Password?' and following the instructions.

Decision making

Applications will undergo basic eligibility checks before being shortlisted. Applications will be shortlisted based on:

- Passing the eligibility checks.
- Demonstrating a clear financial need (we will look at your size and unrestricted reserves).
- Good fit with the aims and priorities of the programme.

Applications that pass the shortlisting process will then be fully assessed and we may call you to discuss your application.

Application timetable

Closing date for applications	5pm on Thursday 25th March
Applicants who have not been shortlisted will be notified	By 30th April
Shortlisted applicants notified if they are successful or not	By 23rd July
All successful applicants paid first 50% of their grant	August 2021
Second 50% of grant paid	March 2022
Grants must be fully spent and activity completed	31st December 2022

If you are successful

As we are delivering this programme in partnership, you may receive your grant from Rosa or Smallwood Trust. This means you will either have to report on activity to Rosa or Smallwood Trust.

We will pay the first 50% of your grant up front in August 2021, after we receive your signed grant agreement.

We will then pay the second 50% of your grant in March 2022, once we have received a short Interim report telling us how you are getting on. We may call you whilst your grant is underway to find out how the work is going.

Your total grant must be spent and all activity completed by **31st December 2022**.

Support from Rosa and Smallwood Trust

Rosa and Smallwood Trust will be here to discuss any queries regarding your grant during the funding period. We will also keep you notified of any additional support we are able to offer including our ongoing learning webinar and networking opportunities. To find out more about Rosa and Smallwood Trust's support for women's organisations, please follow [Rosa](#) on Twitter, [Smallwood](#) on Twitter, and [sign up](#) for the Rosa newsletter.

Application form questions

In this section you will find the questions from the online application form and guidance to help you answer these. You can save and return to the form at any time.

Application questions	Guidance
Contact Information	Provide basic organisation information and details of the lead contact for the application.
Where did you hear about the Women Thrive Fund?	<p>Please tell us how you found out about the programme. You can choose from the following options:</p> <ul style="list-style-type: none"> Press Twitter Facebook Rosa Newsletter Smallwood e-alert Organisation Word of Mouth Other
We would like to keep in contact with you through our newsletter where you will be advised of future funding and networking opportunities. If you would like to stay in touch, please select yes.	Rosa champions initiatives that benefit women and girls in the UK. We would like to keep you up to date about future funding programmes and networking opportunities. If you are happy for us to stay in touch please select yes.

Eligibility Questions

Applicants that meet the following criteria are eligible for funding:

- You are a women's or girls' organisation. Rosa defines 'women's and girls' organisations as those which are run by, for and with women and girls. This means your organisation should have the principal objective of working with women and/or girls and where the majority of the organisation's beneficiaries are, and will always be, women and/or girls.
- You are a charitable organisation – your organisation need not be a registered charity, but your purposes and activities must be charitable and legal.
- You have a written governing document, such as a constitution or set of rules.
- You have a governing body with at least 3 unrelated members.
- 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.
- The work you want us to fund has not already happened.
- The work you want us to fund will take place in the UK.
- The work you want us to fund does not have a party political nature.
- The you want us to fund does not promote religious belief.

Aims:

With this grant will you be enabling women and girls to:

- **Improve their mental health and wellbeing or**
- **Improve their financial resilience.**

For your application to fit with the aims of this programme, it must either enable women and girls to **improve their mental health and wellbeing** or **improve their financial resilience**. These aims link to 2 of Rosa's pillars: Health and Wellbeing and Economic Justice.

If your project aims to enable women and/or girls to improve their mental health and wellbeing, please select **Health and Wellbeing**.

If your project aims to enable women and/or girls to **improve their financial resilience**, please select **Economic Justice**.

You may feel your work will achieve both of these aims, but please select the one that best fits what you want to achieve with this work.

Select which fund priority/ies best describe the work you want us to fund.
You can select up to 3.

Please only select the fund priorities which are relevant to your project.

Organisation Type

Rosa and Smallwood Trust support not-for-profit organisations run by, for and with women. There are several different types of not-for-profit organisations in the UK, each with different legal structures. Please choose your organisation type from drop down list:

- Registered charity.
- Community interest company.
- Not for profit company limited by guarantee.
- Unregistered charity/voluntary organisation.
- Charitable incorporated organisation/
Scottish charitable incorporated organisation.
- Industrial and provident community benefit society.
- Other - please state.

<p>What does your organisation do? (150 words max)</p>	<p>Please briefly tell us about your organisation's purpose and current work. Please include the year your organisation formed and where your work takes place.</p> <p>As a women's or girls' organisation your answer should clearly convey how your organisation seeks to advance gender equality/women's rights. Be as specific as you can about what you are trying to achieve (your aims), what you do (your activities), where your work takes place and who it is for (your beneficiaries)</p>
<p>Are you an organisation led by and for Black and/or minoritised women?</p>	<p>Answer 'yes' if your organisation is run by and for Black and/or minoritised women and girls i.e. women and girls who are defined in policy terms as Black and 'Minority Ethnic' (BME).</p>
<p>Please tell us how you are considering safeguarding in the context of Covid-19? (100 words max)</p>	<p>Please tell us how you are considering safeguarding in the context of Covid-19. We are aware that this is a very difficult time and we want to make sure your organisation has considered the impact of Covid 19 on safeguarding.</p>
<p>Last financial year end date.</p>	<p>Please tell us the end date for your organisation's last complete financial year. Your financial year must be a 12 month period but may be different to the calendar year.</p> <p>If you are using your current year income to apply for the higher amount then please refer to your current year's accounts here.</p>
<p>Total income for the last financial year.</p>	<p>Please tell us your organisation's total income for the last complete financial year.</p> <p>If you are using your current year income to apply for the higher amount then please refer to your current year's accounts here.</p>

<p>Total expenditure for the last financial year.</p>	<p>Please tell us your organisation's total expenditure for the last complete financial year.</p> <p>If you are using your current year income to apply for the higher amount then please refer to your current year's accounts here.</p>
<p>Restricted reserves at last financial year end.</p>	<p>Please tell us the total amount of restricted funds your organisation had at the end of the last complete financial year. Restricted reserves are funds that your organisation may hold at the end of the year which must be spent in a particular way.</p> <p>If you are using your current year income to apply for the higher amount then please refer to your current year/s accounts here.</p>
<p>Unrestricted reserves at last financial year end.</p>	<p>Please tell us the total amount of unrestricted funds your organisation had at the end of the last complete financial year. Unrestricted reserves are funds that are available for the purposes of the organisation to be spent in agreement with the management committee.</p> <p>If you are using your current year income to apply for the higher amount then please refer to your current year's accounts here.</p>
<p>Please tell us if there is anything of note regarding your organisation's most recent financial accounts.</p>	<p>This question is optional. If there is anything in your most recent financial accounts you want to highlight then please tell us here. This may include information around surplus/ deficits or your reserves.</p>

Amount requested

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 **between £200,001 – £999,999**, you can apply for **up to £40,000**.

You can also ask for an additional 25% of your grant request for costs to strengthen your organisation for the future. **Do not include these costs here**. We will ask you about this on the next page of the application form.

When calculating the size of grant you can apply for, you can use your turnover from your last year's accounts or from your current year's accounts.

Please tell us why you need this funding and how it will be used to enable women and girls to improve their mental health and wellbeing or improve their financial resilience.

(250 words max.)

Please be as specific as you can about the needs of the women you are supporting, referring to any data or reports that are relevant.

Be as clear as you can about what you will do with this funding. For example, if you plan to run workshops, tell us how many. If you are providing support to a group of women, tell us what kind of support it will be.

If your project aims to **help women and/or girls to improve their mental health and well-being**, tell us how the work will help them gain confidence, tools, skills and support to sustain those improvements.

If your project aims to **help women and/or girls to improve their financial resilience**, tell us how they will increase their routes out of poverty, gain confidence, tools, skills and support to secure a stable financial future.

<p>Please briefly tell us about your organisation's track record of delivering similar work. <i>(100 words max)</i></p>	<p>We will prioritise applications from organisations with a track record of similar work.</p> <p>Please tell us what you have already done in this area and what you achieved.</p>
<p>Will you be working predominantly with women who are 18 or over, or with women and girls who are under 18?</p>	<p>Please tick one of the following:</p> <p>We will predominantly be working with women aged 18 or over.</p> <p>We will predominantly be working with young women and girls who are aged under 18.</p> <p>We will use this information to better understand who will benefit from the work you wish to do. We will not prioritise one age group over another when deciding which applications to fund.</p>
<p>Please tell us how many women and girls you anticipate will benefit from this grant?</p>	<p>Please estimate how many women and girls will benefit from this grant.</p>
<p>Please tell us the start date and end date for your project.</p>	<p>If your application is successful, we will pay you 50% of the grant upfront in August 2021, once we have received your signed funding agreement. The second 50% of the grant will be paid in March 2022, once we have received a short Interim report telling us how you are getting on. You will need to have spent the total grant by 31st December 2022.</p>

Budget

Please use the budget items below to outline, as clearly as possible, how you will spend the grant. The total figure for the budget must be the same as the amount requested. Only enter numbers into the cost field and do not use commas or pounds. Do not 'round up' or 'round down' any amounts. Please use the comments section next to each budget item to describe the costs the grant will help to fund.

Budget items:

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.

Please tell us where you need funding towards a specific role and where possible show your working out e.g. £9,235 = 1 Support worker, 2 days per week x 16 weeks including on-costs.

Please note: Rosa and Smallwood Trust are committed to supporting organisations to pay the Living Wage. We try to ensure that grants made towards staff costs are paid at least the Living Wage where possible.

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. For example, 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.

<p>How much are you requesting for costs to strengthen your organisation?</p>	<p>You can apply for an additional 25% of your grant request for costs to strengthen your organisation. For example, if your grant request is £15,000, you can request an additional £3,750 for costs towards strengthening your organisation.</p>
<p>Please tell us how you will use this funding to strengthen your organisation for the future.</p>	<p>Please tell us how you will use this funding, providing details of any of the major costs.</p>
<p>What other non-financial support do you need right now?</p>	<p>Both Rosa and Smallwood Trust will work to provide additional support for grantees. It would be helpful to hear from you about what non-financial support your organisation needs so we can ensure our support is targeted and relevant to the current needs of the sector.</p>
<p>Attachments required:</p> <ul style="list-style-type: none"> • Please upload your signed annual accounts for the last three financial years including your most recent financial year (if you have been in operation for that period). If your most recent accounts are not yet ready please provide draft or management accounts signed by your Chair or CEO. • Please upload a copy of a bank statement from within the last 3 months. • Please upload a copy of the governing document for your organisation. • Please upload your organisation's safeguarding policy(ies). Please use a zip file to submit more than one document. 	<p>As part of the assessment process, we will carry out due diligence checks. This includes assessment of finances and governance structures.</p> <p>Please provide all the requested documents.</p> <p>Please note that if any of these accounts are available to view on the Charity Commission website you do not need to attach to this application. However, you will need to attach a note which makes it clear which accounts can be viewed online.</p> <p>If your turnover in your current financial year has been more than £200,000 (making you eligible to apply for more than £15,000) but it was less than this last year, then please attach management accounts for the current year.</p> <p>Your bank statement should show your account name and number as well as recent transactions and account balance.</p>



**THE UK FUND FOR
WOMEN AND GIRLS**

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Registered Charity No: 1124856

SMALLWOODTRUST

Enabling women to be financially resilient

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Registered Charity No: 205798