



**WOMEN
THRIVE
FUND**

ROSA

SMALLWOODTRUST



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



SMALLWOODTRUST

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



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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



Women Thrive Fund - Eligibility



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

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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.
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- 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



Closing date for applications	5pm 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



How to get more help

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- 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?