

ROSA VOICES FROM THE FRONTLINE

Application Guidance 2022

About Voices from the Frontline

Rosa's Voices from the Frontline fund offers **one-year grants of between £500 and £7,000** to women's and girls' organisations. It supports **campaigning and influencing work** that enables women and girls to use their voice to achieve change.

With the rising cost of living and global pandemic worsening inequalities and threatening to push back women's and girl's rights, we need collective action now more than ever.

There is a critical need for funding for women's and girls' organisations to deliver activism and campaigning, particularly at the grassroots, and to raise awareness of the issues women and girls face. Campaigns could be targeted at local communities, the general public, local or national government, media, service providers or businesses.

We believe change comes about when women and girls who have lived experience of injustice and inequality get heard.

We recognise that campaigning, advocacy, and activism happen in lots of different ways and that campaigns develop over time. Voices from the Frontline grants contribute to this change, enabling learning, awareness-raising, momentum-building and campaigning.

Women's and girls' organisations have the knowledge and expertise to make transformative change happen. Voices from the Frontline supports these organisations to tackle the root causes of the injustices they face.

Rosa only funds organisations that meet our definition of a women's organisation. Please see p. 2 for more information.

What we want to achieve with this funding

With this funding, we want to enable women's and girls' organisation to influence and campaign.

We will fund different stages of campaigning and influencing work - you could be starting your campaign journey or already have an established campaign in place.

At the end of your grant, we want you to be able to report one or more of these changes:

Women and girls you work with will:

- feel more able to raise their voice and challenge inequalities they face.
- improve their campaigning and advocacy skills such as organising a campaign and getting support, giving presentations, media training, networking, using social media and voice coaching.

Your organisation will:

- have developed skills and experience in campaigning, activism and/or advocacy
- have influenced (or feel more able to influence) power holders such as your local communities, government, media, service providers and corporates.

Examples of the types of activities we will fund to achieve these outcomes are listed later in this guidance.

Who can apply?

To be eligible for the Voices from the Frontline programme your organisation must:

- 1. Meet Rosa's definition of a women's and girls' organisation.** Rosa defines women's and girls' organisations as those which are run by, for and with women and girls. This means that your organisation will be governed and led by women. It will have a Board of Trustees (or similar) where the Chair is a woman, and the majority of members are women. The majority of your organisation's employee leadership team will be women. Your organisation will have the principal objective of working with women and/or girls and the majority of your organisation's beneficiaries are, and will always be, women and/or girls.

2. **Be a not-for-profit organisation**
3. **Have a written governing document e.g., a constitution or set of rules**
4. **Have a governing body with at least 3 unrelated members**
5. **Have a UK-based bank or building society account in the name of your organisation**
with at least 2 unrelated signatories
6. **Have been active for one year and be able to produce annual accounts for a whole year**
7. **Have an appropriate safeguarding policy in place**

We will prioritise applicants that are:

- operating in the top 20% of the most disadvantaged areas in the UK - based on the Indices of Multiple Deprivation (IMD);
- based in Scotland, Wales or Northern Ireland.
- led by and for Black and minoritised women and girls;
- led by and for disabled women and girls;
- led by and for LGBTQ+ women and girls;

These are all priority groups for this programme and are not listed in priority order.

We are especially interested in funding organisations which are led by and for the women they work with because we recognise the value of organisations being user-led. By this we mean that organisations are created from and connected to the communities they serve and which design their services based on direct, lived experience. We also recognise that some organisations are on a journey to becoming user-led, and if this is the case for your organisation, please tell us about this in your application.

How much can I apply for?

You can apply for a **one-year grant of between £500 and £7,000**. Rosa expects to award between 30 and 40 grants with this fund.

What sort of work will Rosa fund under this programme?

We will fund the broad range of activity that women's organisations undertake in order to raise women's voices and challenge inequality, including:

- Campaigning for changes in policy and laws including activities such as petitions, social media campaigns and lobbying.
- Influencing community leaders and power holders about issues that affect women in a particular place or community.
- Gathering evidence or producing tools and reports which enable women and women's organisations to campaign for change.
- Mentoring or training for women on how to participate in public life and influence social policy.
- Activities and workshops for groups of women, giving them space to identify and understand the injustices they face and to develop the confidence to speak up against them.
- Video and media campaigns about specific issues facing women.
- Training activists in campaigning, advocacy, lobbying or public speaking.
- Hosting workshops, events and conferences that educate and influence wider society

In our experience, there are certain activities that groups need to undertake in order to make their voices heard – we have set these out in the steps below. We understand that you might be at the start of this journey or might have already developed a campaign and need funding to expand it further.

Step 1

Understand what you want to change and give women the confidence to speak up

Campaigning, advocacy and activism works best when it's led by, or involves, women who have lived experience of injustice and inequality. Here are some activities you could do to help women raise their voices:

- Provide space and workshops where women who have lived experience of inequality are able to explore the root causes of the injustices they have faced. This work should aim to help women understand the problems that cause injustices, rather than seeking to address the symptoms of injustice and inequality.
- Build trusting relationships with women who have lived experience of injustices and enable them to build relationships with each other.
- Build women's confidence, so that they feel able to raise their voice against inequality.
- Provide presentation, media or lobbying training for women.



Step 2

Find out who has the power to make this change and work out how to reach them

Who do you need to influence to make change happen? Is it local/national government, the media, particular sub-sections of the general public or a particular section of your local community? Here are some activities you could do to find out more about who you want to influence:

- Talk to other activists and women's organisations who have run similar campaigns in the past.
- Map power holders according to how much they support you and how much influence they have. This will help you prioritise who to target.
- Provide opportunities for women to find out more about the power holders they need to target and how to make their voices heard. This might involve talking to people in positions of power who support your cause.

Step 3

Decide on your tactics and how to communicate your message

There are lots of different ways to make your voices heard – which one will power holders hear most loudly?

- Consider which tactics and methods you will use. For example, a petition, legal action, letter writing, social media, boycott, protest, public events or meeting government representatives and/or commissioners.
- Plan your materials – do you need posters, infographics or videos? Or a social media plan? How will you involve women with lived experience of injustices in creating these?
- It helps to have a catchy campaign name – what will yours be?



Step 4

Speak up and make your voices heard!

Once you understand the problem you're tackling, you know which power holders you're targeting, and you've planned your tactics, you're ready to raise your voices and persuade people to make change happen!

What cannot be funded?

Voices from the Frontline will not fund any service delivery work. We will also not fund the following activities:

- Responsibilities of statutory agencies
- Profit-making work
- Party political activity
- Activities promoting religious beliefs
- Work outside the UK

- Applications from individuals
- Overseas travel
- Interest payments on loans
- Building purchase
- Costs that your organisation has already incurred ('retrospective costs')

How to apply

To apply, please complete steps 1 & 2 below. Please note we will not accept applications that have not completed both steps.

1. Submit our brief [online application form](#). The application form questions are on p 11.
2. Send us a **three-minute video** by [WeTransfer](#) outlining how you will use the funding.

Please find the guidance on creating and submitting your application video below.

The deadline for applications is **3rd November at 4 pm**. You need to have submitted your application form and video by this date. Please note that we will not accept applications after the deadline.

Submitting your application form

Once you have read this guidance, please access the form [here](#) and select 'new applicant?' to start your application. If you have applied previously to Rosa, 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.

Creating and sending your video

What should I include in my video?

We will not be awarding funding based on the quality of your video. A video made on your phone will have the same chance of success as a polished, professional video as long as we can hear and see you.

Please start your video with a short sentence summarising what you want your project to achieve. This needs to get us excited about your project! Then answer the following questions:

- 1. What do you want to change?** Tell us what the problem is that you are trying to fix. This should be a problem that leads to injustices and inequalities for women.
- 2. Who do you want to influence?** You need to show us that you have thought about who has the power to make that change. You may need to think about this in more detail once you have received the grant.
- 3. How can you influence the people with the power to make that change?** Tell us how you are going to influence power holders. Your plans may evolve as your project gets underway, but you need to show us that you have thought about what activities you would like to undertake. If you are creating materials such as a video, tell us who it is targeted at and how you are going to use it to influence them.
- 4. How much are you asking for and how will you spend it?** Tell us how much money you want and what you will spend it on.
- 5. What challenges might you face and do you have any ideas about how to get past these?** We are not looking for lots of detail here. We just want to get a sense of what barriers might stand in your way and if you have thought about how to overcome these.

It is up to you who features in the video – it could be one person talking at the camera or a group of women you work with.

How can I shoot a video?

The application process is designed to be quick and easy, *please* don't waste resources on producing an amazing video, as applicants will not be judged on their technical excellence. However, it is important that we are able to hear and see you. You can submit footage filmed on a smart phone, webcam, or camera.

You may wish to consider the following tips to ensure a clear application:

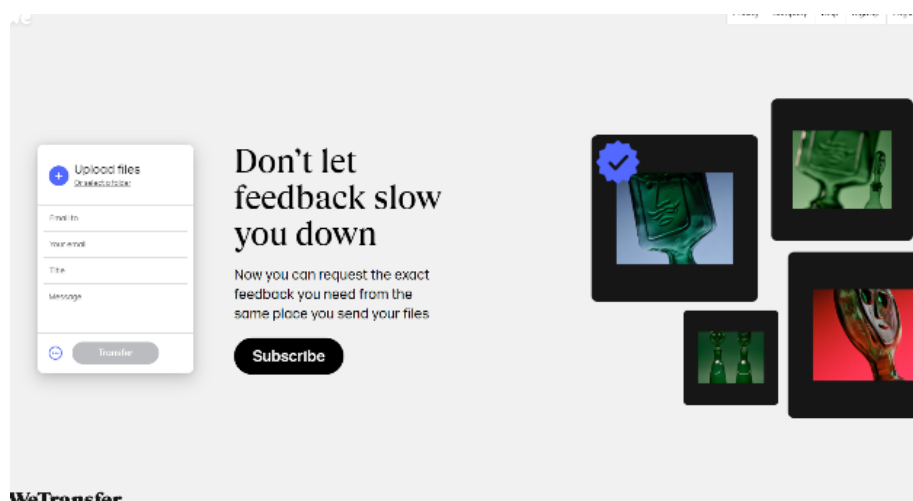
- **Stability:** if you're filming on your phone you can prop it against a weighty object, such as a glass, rather than holding it in your hand where it will shake.
- **Angle** - try to film in landscape (lengthwise) as when you upload the video, you'll find that portrait mode leaves black bars on either side of the footage.
- **Lighting** – ensure the room you are filming in is well lit
- **Sound** - sound is a hard to correct after filming. The audio on a phone isn't great, so please ensure you film in a quiet space
- **Editing-** both Youtube and Vimeo have basic editing once you upload the footage, so you can trim that footage of you propping up your phone and turning it off at the end.

Once you have shot your video, you can either plug it in to your laptop and drag the footage directly from the phone to your computer or simply email it to yourself and download it.

How do I send my video?

When you have finished creating your three minute video, please send it by WeTransfer to: grants@rosauk.org. You can send large files of up to 200G with this free online tool and you do not need to register beforehand.

Once you are on WeTransfer, you will see an upload option on the left side of the screen. Please select the blue plus button which is the upload file option. Please send the video to grants@rosauk.org, include the subject as 'Your organisation name, Voices from the Frontline application'.



Resources for applicants

We will be hosting three 'How to Apply' webinars to help applicants develop their video applications. Please do register for one of these:

[29th September 1-2pm](#)

[12th October 4-5pm](#)

[25th October – 3-4pm](#)

If you have an enquiry that is not covered in this application guidance or one of our webinars, you can send your enquiry to grants@rosauk.org. Please insert 'Voices from the Frontline programme enquiry' as your email subject and provide your organisation and contact name.

Application timetable

You should plan your application so that you will hear a decision in plenty of time before your work is due to start. We cannot fund work that takes place or costs that are incurred before you have been successful and received a grant.

Application closing date	Thursday 3rd November at 4pm
Successful applicants notified by	Friday 6th January

Please note you will have up to 12 months to spend any grant awarded.

How will decisions be made?

We take a participatory approach to our work, and value the experiences of those closest to the work we are supporting. Shortlisted applications will be considered by a grants decision making panel which is led by women with relevant expertise.

Application form questions

Please note that you will need to also submit a video in addition to the application form.

APPLICATION QUESTIONS	GUIDANCE
Contact Information	Provide basic organisation information and details of the lead contact for the application.
Where did you hear about the Voices from the Frontline programme?	<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 • Organisation • Word of Mouth • Directly from Rosa • 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	In order to be eligible for this funding, your organisation must:

APPLICATION QUESTIONS	GUIDANCE
	<ol style="list-style-type: none"> 1. Meet Rosa’s definition of a women and girls organisation. Rosa defines women’s and girls’ organisations as those which are run by, for and with women and girls. This means that your organisation will be governed and led by women. It will have a Board of Trustees (or similar) where the Chair is a woman, and the majority of members are women. The majority of your organisation’s employee leadership team will be women. Your organisation will have the principal objective of working with women and/or girls and the majority of your organisation’s beneficiaries are, and will always be, women and/or girls. 2. Be a not-for-profit organisation 3. Have a written governing document, e.g. a constitution or set of rules 4. Have a governing body with at least 3 unrelated members 5. Have a UK-based bank or building society account in the name of your organisation with at least 2 unrelated signatories 6. Have been active for one year and be able to produce annual accounts for a whole year 7. Have an appropriate safeguarding policy in place <ul style="list-style-type: none"> • The work you want us to fund must take place in the UK.

APPLICATION QUESTIONS	GUIDANCE
	<ul style="list-style-type: none"> • The work you want us to fund must not have a party-political nature. • The work you want us to fund must not promote religious belief.
<p>Organisation Type</p>	<p>This fund will support not-for-profit organisations run by and for women and girls.</p> <p>There are several different types of not-for-profit organisations in the UK, each with different legal structures. Please choose your organisation type from the drop-down list:</p> <ul style="list-style-type: none"> • Registered charity • Community interest company • Not for profit company limited by guarantee • Unregistered charity/not for profit organisation • Charitable incorporated organisation/Scottish charitable incorporated organisation • Industrial and provident community benefit society • Other - please state
<p>Please tell us how you are set up (150 words max)</p>	<ul style="list-style-type: none"> • How many people sit on your governing body (e.g. trustees or directors)? How many are women/girls? • Is your Chair a woman? • How many paid staff do you have? How many are women?

APPLICATION QUESTIONS	GUIDANCE
	<ul style="list-style-type: none"> • How many employees are in your senior leadership team? How many are women? • How many unpaid workers/volunteers do you have (excluding your governing body)? How many are women? • Is there anything else you'd like to tell us about the way your organisation is set up?
<p>Please tell us when your organisation started</p>	<p>Please enter the date when your organisation started</p>
<p>Please tell us a bit about your organisation (250 words max)</p>	<p>Please briefly tell us about your organisation's history, purpose and work.</p> <p>You can split your response into sections by telling us:</p> <ol style="list-style-type: none"> a) how and why your organisation was set up b) what you are trying to achieve (your aims) c) what you do (your activities) d) where your work takes place (geographic location and reach, and the characteristics of the area you work in) e) who it is for (your beneficiaries) <p>Please tell us if your organisation is:</p> <ul style="list-style-type: none"> • led by and for Black and minoritised women and girls; • led by and for disabled women and girls; • led by and for LGBTQ+ women and girls;

APPLICATION QUESTIONS	GUIDANCE
<p>Please tell us if your organisation is led by and for Black and minoritised women and girls.</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>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>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>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>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>

APPLICATION QUESTIONS	GUIDANCE
<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>
<p>Amount requested</p>	<p>Please tell us how much money you are requesting. You can request between £500 and £7,000.</p>
<p>Supporting documents</p> <ul style="list-style-type: none"> • Please upload your signed annual accounts for the last financial year. • 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). 	<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>Your bank statement should show your account name and number as well as recent transactions and account balance.</p> <p>Please use a zip file to submit more than one document.</p>