

ROSA VOICES FROM THE FRONTLINE

Application Guidance 2023

About Voices from the Frontline

Rosa's Voices from the Frontline fund, now in its sixth year, offers **one-year grants of up to £7,000** to women's and girls' organisations to support **campaigning and influencing work** that enables women and girls in the UK to use their voice to achieve change.

Rosa is proud to champion the campaigning and influencing work that women's and girls' organisations do, as we recognise that every progress in culture, law and practice in women's and girls' lives over the last two hundred years has been pioneered by women and girls, organising and mobilising.

Women's and girls' organisations are at the forefront of addressing social issues and we believe change comes about when women and girls who have lived experience of injustice and inequality get heard.

However, there remains a critical need for funding for women's and girls' organisations to deliver activism and campaigning to raise awareness of the issues women and girls face. This is why the Voices from the Frontline exists.

Voices from the Frontline campaigns could be targeted at local communities, the general public, local or national government, media, service providers or businesses. We will fund organisations which:

- have identified the issue they want to campaign on;
- have an understanding of their intended audience;
- are ready to start, or have started, their campaign;
- need resources to support their campaigning and influencing work.

Please be aware that **Rosa only funds organisations that meet our definition of a women and girls' organisation**. Please see p.3 for more information.

This is a competitive fund. In 2022, our Voices from the Frontline fund received hundreds of applications and due to an increase in demand for funding, **we expect to receive many more applications than we can fund this year**.

If you have applied to Voices from the Frontline before, please do read this guidance carefully as the programme has changed a bit. Due to the very high numbers of applications we expect to receive, we are only able to fund organisations which have identified the issue they want to campaign on; have an understanding of their intended audience; are ready to start, or have started, their campaign and which need resources to support their campaigning and influencing work.

What we want to achieve with this funding

With this funding, we want to enable organisations to amplify the voices of women and girls in the UK at a local, community or national level and to use their campaigning expertise to influence change.

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

Your organisation will:

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

Examples of the types of activities we will fund to achieve these outcomes are listed on p. 4 of this guidance.

Who can apply?

Due to the high demand for the fund, **we are unable to accept applications from organisations that were awarded a Voices from the Frontline grant in 2022**. This only applies to this round of Voices from the Frontline and we will welcome your applications when we next run the programme.

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**
- 8. Not have received a Voices from the Frontline grant from Rosa in 2022.**

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.

Rosa does not fund international work. If your organisation works with women and girls outside the UK, as well as in the UK, please note that Rosa can only fund projects which focus on women and girls in the UK and which are focused on influencing change in the UK.

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 35 grants with this fund.

What sort of work will Rosa fund under this programme?

We will fund organisations that will 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.
- National campaigns that address issues that affect women and girls.
- 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.
- Video and media campaigns about specific issues facing women.
- Training activists in campaigning, advocacy, lobbying or public speaking.

Here are some examples of Voices from the Frontline grants we have supported in the past:

- A campaign to challenge mainstream statutory service providers and commissioners to tailor services to better meet the needs of South Asian women.
- A campaign for maternity and breastfeeding rights targeting maternity and strategy boards and local MPs.

- Increasing diversity in political representation in Wales to ensure women from Black and minoritised backgrounds, LGBTQ+ and disabled women are represented.
- A campaign to raise awareness of the impact of the cost-of-living crisis on women asylum seekers and refugees using press and social media to influence local and central government.

What cannot be funded?

We will not fund the following activities:

- Responsibilities of statutory agencies
- Profit-making work
- Party political activity
- Activities promoting religious beliefs
- Work that will take place 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. Please submit your online form and video at the same time.

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 on p. 8.

The deadline for applications is 4.00pm on Wednesday 11th October. 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 your audience is. Be specific as possible on whom your campaign will target.
- 3. How can you influence the people with the power to make that change?** Tell us how you are going to influence your audience. Your plans may change 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](https://www.wetransfer.com/) 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, including the subject as 'Your organisation name, Voices from the Frontline application'. It is important that you include your organisation's name in the video so we know who the video is from.

Resources for applicants

We will be hosting two 'How to Apply' webinars to help applicants develop their applications. Please register for one below:

[21st September 1.00 – 2.00pm](#)

[3rd October 4.00 – 5.00pm](#)

If you have an enquiry that is not covered in this application guidance or in the FAQs, 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	4.00pm on 11th October 2023
Successful applicants notified by	Week of 15th January 2024

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

How will decisions be made?

We value the experiences of those closest to the work we are supporting. Shortlisted applications will be considered by a grants panel which is led by women with relevant expertise.

Our shortlisting stage will look at your application and how strongly it addresses the fund priorities and aims. We will also shortlist organisations to ensure that our grants go to a mixture of local campaigns and national campaigns.

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.

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<p>Eligibility Questions</p>	<p>In order to be eligible for this funding, your organisation must:</p> <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

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	<p>8. Not have received a Voices from the Frontline grant from Rosa in 2022</p> <ul style="list-style-type: none"> • The work you want us to fund must take place in the UK. • 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?

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	<ul style="list-style-type: none"> • How many paid staff do you have? How many are women? • 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;

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<p>Please tell us if your organisation is led by and for Black and minoritised women and girls.</p>	
<p>Which of Rosa’s four pillars most closely fits your area of work?</p>	<ul style="list-style-type: none"> • Economic Justice • Health and Wellbeing • Leadership and Representation • Safety <p>We recognise that many women’s and girls’ organisations work across these areas of work. Please select the one that most closely fits.</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</p>

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	available for the purposes of the organisation, to be spent in agreement with the management committee.
Please tell us if there is anything of note regarding your organisation's most recent financial accounts.	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.
Amount requested	Please tell us how much money you are requesting. You can request between £500 and £7,000.
Please tell us how many women and girls will benefit as a result of your campaign	Please give us an estimate. We know it is hard to predict.