

# ROSA VOICES FROM THE FRONTLINE

## Application Guidance 2024

### About Voices from the Frontline

Rosa's Voices from the Frontline fund, now in its seventh year, offers **18-month grants of up to £10,000** 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 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 page 2 for more information.

**Rosa UK, 4th Floor, United House, North Road, London N7 9DP**  
**Registered Charity No: 1124856; Company Limited by Guarantee No: 6598018**

This is a competitive fund. In 2023, our Voices from the Frontline fund received 91 eligible applications and we were able to fund 40. Due to an increase in demand for funding, **we expect to receive many more applications than we can fund this year.**

## **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.

The work funded should strengthen your organisation's skills and experience in campaigning, activism and/or advocacy and influence power holders in the UK such as local communities, government, service providers and corporates.

Examples of the types of activities we will fund to achieve these outcomes are listed on page 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 2023.**

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**

**Rosa UK, 4th Floor, United House, North Road, London N7 9DP  
Registered Charity No: 1124856; Company Limited by Guarantee No: 6598018**

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 grant through Voices from the Frontline round 6** (which end in February 2025.)

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 an **18-month grant of up to £10,000**. Rosa expects to award between 30 and 35 grants with this fund.

**Rosa UK, 4th Floor, United House, North Road, London N7 9DP**  
**Registered Charity No: 1124856; Company Limited by Guarantee No: 6598018**

## What sort of work will Rosa fund under this programme?

We will fund organisations that will raise women's and girls' 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 and girls in a particular place or community.
- Gathering evidence or producing tools and reports which enable women and girls and women's organisations to campaign for change.
- 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 targeted at national policy makers, commissioners, service providers and funders about the barriers faced by women with complex needs when accessing public services.
- A video to raise awareness of honour-based violence to improve the understanding of the issue and influence professionals to encourage reporting and appropriate responses in public services.
- Influencing decision makers in government about migrant and refugee girls' access to schools
- A campaign for period dignity in UK schools
- A campaign highlighting victim blaming on university campuses
- A project to address the barriers that prevent Muslim and South Asian women from entering into local politics in Blackburn, to increase representation
- A campaign to reopen the midwife unit in a local hospital and to contribute to a new maternity strategy in Northern Ireland

## What cannot be funded?

We will not fund the following activities:

- Responsibilities of statutory agencies

**Rosa UK, 4th Floor, United House, North Road, London N7 9DP**  
**Registered Charity No: 1124856; Company Limited by Guarantee No: 6598018**

- 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 read this guidance along with the FAQs and attend a 'How to Apply' webinar if you can, and then 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 pages 9-16.
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 page 6.

If you are not able to attend either of the webinar dates, please get in touch and we can share the webinar recording after 13<sup>th</sup> November.

**The deadline for applications is 4.00pm on Monday 9<sup>th</sup> December. 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](#) 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.

**Rosa UK, 4th Floor, United House, North Road, London N7 9DP  
Registered Charity No: 1124856; Company Limited by Guarantee No: 6598018**

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 your project and 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. Tell us what activities you will do in your project and how you will influence people.** 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. 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](mailto: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](mailto: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.**

**Rosa UK, 4th Floor, United House, North Road, London N7 9DP**  
**Registered Charity No: 1124856; Company Limited by Guarantee No: 6598018**

## Resources for applicants

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

[13<sup>th</sup> November 5.30-6.30pm](#)

[27<sup>th</sup> November 2.00-3.00pm](#)

If you are not able to attend either of these dates, please get in touch and we can share the webinar recording after 13<sup>th</sup> November.

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](mailto: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	<b>4.00pm on 9<sup>th</sup> December 2024</b>
Applicants notified by	<b>Week of 31<sup>st</sup> March 2025</b>

**Please note you will have up to 18 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.

**Rosa UK, 4th Floor, United House, North Road, London N7 9DP  
Registered Charity No: 1124856; Company Limited by Guarantee No: 6598018**



## If you are successful

If you are successful in receiving a grant, we will ask you to report to us mid-way through and at the end of the grant period. This will involve completing a short feedback form, accessed through your online portal.

## Application form questions

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

APPLICATION QUESTIONS	GUIDANCE
<b>Contact Information</b>	Provide basic organisation information and details of the lead contact for the application.
<b>Where did you hear about the Voices from the Frontline programme?</b>	Please tell us how you found out about the programme. You can choose from the following options: <ul style="list-style-type: none"><li>• Press</li><li>• Twitter</li><li>• Facebook</li><li>• Rosa Newsletter</li><li>• Organisation</li><li>• Word of Mouth</li><li>• Directly from Rosa</li><li>• Other</li></ul>
<b>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.</b>	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.

**Rosa UK, 4th Floor, United House, North Road, London N7 9DP**  
**Registered Charity No: 1124856; Company Limited by Guarantee No: 6598018**

APPLICATION QUESTIONS	GUIDANCE
Eligibility Questions	<p><b>In order to be eligible for this funding, your organisation must:</b></p> <ol style="list-style-type: none"> <li><b>1. Meet Rosa’s definition of a women and girls organisation.</b> 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.</li> <li><b>2. Be a not-for-profit organisation</b></li> <li><b>3. Have a written governing document, e.g. a constitution or set of rules</b></li> <li><b>4. Have a governing body with at least 3 unrelated members</b></li> <li><b>5. Have a UK-based bank or building society account in the name of your organisation with at least 2 unrelated signatories</b></li> <li><b>6. Have been active for one year and be able to produce annual accounts for a whole year</b></li> <li><b>7. Have an appropriate safeguarding policy in place</b></li> <li><b>8. Not have received a grant through Voices from the Frontline round 6 (which end in February 2025)</b></li> </ol>

**Rosa UK, 4th Floor, United House, North Road, London N7 9DP**  
**Registered Charity No: 1124856; Company Limited by Guarantee No: 6598018**

APPLICATION QUESTIONS	GUIDANCE
	<p><b>9.</b> The work you want us to fund <b>must take place in the UK.</b></p> <p><b>10.</b> The work you want us to fund <b>must not have a party-political nature.</b></p> <p><b>11.</b> The work you want us to fund <b>must not promote religious belief.</b></p>
<p><b>Organisation Type</b></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"> <li>• Registered charity</li> <li>• Community interest company</li> <li>• Not for profit company limited by guarantee</li> <li>• Unregistered charity/not for profit organisation</li> <li>• Charitable incorporated organisation/Scottish charitable incorporated organisation</li> <li>• Industrial and provident community benefit society</li> <li>• Other - please state</li> </ul>
<p><b>Please tell us how you are set up</b> (150 words max)</p>	<ul style="list-style-type: none"> <li>• How many people sit on your governing body (e.g. trustees or directors)? How many are women/girls?</li> <li>• Is your Chair a woman?</li> <li>• How many paid staff do you have? How many are women?</li> <li>• How many employees are in your senior leadership team? How many are women?</li> </ul>

**Rosa UK, 4th Floor, United House, North Road, London N7 9DP**  
**Registered Charity No: 1124856; Company Limited by Guarantee No: 6598018**

APPLICATION QUESTIONS	GUIDANCE
	<ul style="list-style-type: none"> <li>• How many unpaid workers/volunteers do you have (excluding your governing body)? How many are women?</li> <li>• Is there anything else you'd like to tell us about the way your organisation is set up?</li> </ul>
<p><b>Please tell us when your organisation started</b></p>	<p>Please enter the date when your organisation started</p>
<p><b>Please tell us a bit about your organisation</b> (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"> <li>a) how and why your organisation was set up</li> <li>b) what you are trying to achieve (your aims)</li> <li>c) what you do (your activities)</li> <li>d) where your work takes place (geographic location and reach, and the characteristics of the area you work in)</li> <li>e) who it is for (your beneficiaries)</li> <li>f) Please tell us if your organisation is: <ul style="list-style-type: none"> <li>• led by and for Black and minoritised women and girls;</li> <li>• led by and for disabled women and girls;</li> <li>• led by and for LGBTQ+ women and girls;</li> <li>• working in any geographical areas that are listed in the top 20% most deprived, in your nation's indices of deprivation.</li> </ul> </li> </ol>
<p><b>Please tell us if your organisation is led by and for Black and minoritised women and girls</b></p>	

**Rosa UK, 4th Floor, United House, North Road, London N7 9DP**  
**Registered Charity No: 1124856; Company Limited by Guarantee No: 6598018**

APPLICATION QUESTIONS	GUIDANCE
<p><b>Which of Rosa’s four pillars most closely fits your area of work?</b></p>	<ul style="list-style-type: none"> <li>• Economic Justice</li> <li>• Health and Wellbeing</li> <li>• Leadership and Representation</li> <li>• Safety</li> </ul> <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><b>Last financial year end date</b></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><b>Total income for the last financial year.</b></p>	<p>Please tell us your organisation’s total income for the last complete financial year.</p>
<p><b>Total expenditure for the last financial year.</b></p>	<p>Please tell us your organisation's total expenditure for the last complete financial year.</p>
<p><b>Restricted reserves at last financial year end.</b></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><b>Unrestricted reserves at last financial year end.</b></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><b>Please tell us if there is anything of note regarding your organisation’s most recent financial accounts.</b></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>

**Rosa UK, 4th Floor, United House, North Road, London N7 9DP**  
**Registered Charity No: 1124856; Company Limited by Guarantee No: 6598018**

APPLICATION QUESTIONS	GUIDANCE
<b>Amount requested</b>	Please tell us how much money you are requesting. You can request up to £10,000.
<b>Budget</b>	<p>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 total 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.</p> <p><b>Staff costs</b></p> <p>This could include existing staff, new staff or sessional staff. Where possible, please show us how you have calculated the cost. Please note: Rosa is 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.</p> <p><b>Project costs</b></p> <p>This includes any costs for expertise, activities or equipment that you will need to carry out your project. For example, equipment, training, venue hire, volunteer costs, childcare, interpreter costs, survey design, video editing, travel and refreshments.</p> <p><b>Any other costs</b></p> <p>Please let us know about any costs that don't fit into the cost boxes above.</p> <p><b>Total costs</b></p> <p>This is the total amount of all budget items. Please click on the calculator to add up the total costs.</p>

**Rosa UK, 4th Floor, United House, North Road, London N7 9DP**  
**Registered Charity No: 1124856; Company Limited by Guarantee No: 6598018**

APPLICATION QUESTIONS	GUIDANCE
<p><b>Is there anything else you would like to tell us about how you will spend the grant?</b></p>	
<p><b>What other non-financial support do you need right now?</b></p>	<p>Rosa provides additional support for the organisations we fund. It would be helpful to hear from you about what non-financial support your organisation needs so we can work to ensure our support is targeted and relevant to the current needs of the sector.</p>
<p><b>Please tell us how many women and girls will benefit as a result of your campaign</b></p>	<p>Please give us an estimate. We know it is hard to predict.</p>
<p><b>Add additional documents:</b></p> <p>Please upload your <b>signed annual accounts for your most recent financial year</b></p> <p>Please upload a <b>copy of a bank statement from within the last 3 months</b></p> <p>Please upload your <b>organisation’s budget for the current year, signed by your CEO, Chair or Treasurer</b></p> <p>Please upload a <b>copy of the governing document for your organisation</b></p>	<p>As part of the assessment process, we will carry out due diligence checks. This includes assessment of finances and governance structures. Please provide all the requested documents. Please note if these 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>Your organisation’s budget should detail sources of predicted and secured income as well as confirmed and anticipated expenditure, and your current reserves position. See page 17 for an example budget.</p> <p>Please use a zip file to submit more than one document.</p>

**Rosa UK, 4th Floor, United House, North Road, London N7 9DP**  
**Registered Charity No: 1124856; Company Limited by Guarantee No: 6598018**

APPLICATION QUESTIONS	GUIDANCE
Please upload your <b>organisation's safeguarding policy(ies)</b> .	



**Example of a current year budget:**

<b>BUDGET 2024-25 (include dates here)</b>			
<b>INCOME</b>		<b>EXPENDITURE</b>	
<b>Grants (secured)</b>		Project Coordinator salary (2 days per week)	11,000
Funder 1 <i>[insert name]</i>	15,000	Project launch event	1,500
Funder 2 <i>[insert name]</i>	12,500	Accountant	700
		Stationary	500
		Insurance	300
<b>Grants (applied for)</b>		Phone	800
Funder 3 <i>[insert name]</i>	2,000	Computer and website	500
		Volunteer expenses	500
<b>Donations and Fundraising</b>	1,000	Rent/room hire	8500
<b>Income brought forward from 2023/24</b>	500		
<b>TOTAL</b>	<b>31,000</b>	<b>TOTAL</b>	<b>24,300</b>
		Balance (income - expenditure)	6,700
		<b>Current reserves position (include date here):</b>	
		Restricted funds	2,000
		Unrestricted funds	4,700

**Rosa UK, 4th Floor, United\_House, North Road, London N7 9DP**  
**Registered Charity No: 1124856; Company Limited by Guarantee No: 6598018**