



Application Guidance 2026

1. About Voices from the Frontline

Rosa's Voices from the Frontline fund 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 voices 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.

When women and girls are resourced to campaign, the impact reaches far beyond individual policies. Through organising and mobilising they can reshape public debate, challenge harmful norms, and create lasting social change.

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's and girls' organisation**. Please see page 2 for more information.

Rosa expects to award between 35 and 40 grants with this fund.

This is a competitive fund. In 2025, our Voices from the Frontline fund received 136 eligible applications and we were able to fund 34. Due to an increase in demand for funding, **we expect to receive many more applications than we can fund this year**.

2. 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.

3. Who can apply?

3.1 Eligibility criteria

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

In order to meet this definition, organisations must meet all of these criteria.

Your organisation must also:

- Be a not-for-profit organisation
- Have a written governing document e.g., a constitution or set of rules
- Have a governing body with at least 3 unrelated members
- Have a UK-based bank or building society account in the name of your organisation with at least 2 unrelated signatories
- Have been active for one year and be able to produce annual accounts for a whole year
- Have an appropriate safeguarding policy in place
- Not have received a grant through Voices from the Frontline round 8 (which were awarded in March 2026.)

Once the fund is closed, we will work with assessors to carry out eligibility checks on all applications. This includes reviewing the application information and the supporting documents, as well as reviewing the organisation's online details, such as website, social media and relevant governing body. We will use this information to assess whether your organisation is eligible, including whether it meets Rosa's definition of a women's and girls' organisation.

3.2 Priority organisations

We will prioritise applications from women's and girls' organisations which 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 organisations for this programme and are not listed in priority order.

At Rosa we believe the UK needs a thriving and resilient women and girls sector, made up of organisations led by women driving positive change for women and girls at a local and national level. We are therefore committed to funding organisations across the UK as well as to funding a mixture of national and local campaigns.

Whilst we prioritise applications from the organisations listed above, our Grants Panels sometimes fund other organisations in order to ensure our funding is spread across the UK, or to ensure we are funding a balance of local and national campaigns.

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.

4. How much can I apply for?

You can apply for an **18-month grant of up to £10,000**.

5. What sort of work will Rosa fund under this programme?

5.1 Examples of what Rosa will fund

We will fund organisations that will raise women's and girls' voices and challenge inequality, including the following types of activities:

- Campaigning for changes in policy and laws
- Influencing central or local government

- Influencing community leaders and power holders about issues that affect women and girls in a particular place or community.
- Training professionals working with women and girls to ensure their needs are met
- Gathering evidence or producing tools which enable women and girls and women's organisations to campaign for change.
- Social media, video and media campaigns about specific issues facing women.
- Training activists in campaigning, advocacy, lobbying or public speaking in order to support a particular campaign.

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

- A campaign to stop the destitution of female international students attending university in the UK who experience abuse.
- Supporting women with lived experience of coerced debt to influence banks and regulators.
- Pushing for culturally-sensitive advice for breastfeeding mothers with HIV.
- Training school staff to raise awareness of sexual harassment in schools.
- The first period walk in Scotland, addressing the stigma associated with heavy periods and advocating for inclusive period products.
- Creating a film highlighting the impact of mothers' separation from their children through imprisonment, to be shown to MPs.

5.2 What cannot be funded?

We will not fund the following activities:

- 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.
- Responsibilities of statutory agencies
- Profit-making work
- Party political activity
- Activities promoting religious beliefs
- Applications from individuals
- Overseas travel
- Interest payments on loans
- Building purchase
- Costs that your organisation has already incurred ('retrospective costs')

6. How to apply

6.1 Application instructions

To apply, please read this guidance along with the FAQs and attend a 'How to Apply' webinar if you can, and then complete the steps below. Please note we will not accept applications that have not completed all steps.

1. **Submit our brief online registration form.** This form helps you work out if your organisation is eligible for this fund. Please only submit the form if you consider your organisation to be eligible. Once you have submitted it you will receive an email with a link to the application form. The email will go to the same email address entered in the registration form.
2. **Submit application form.**
3. Send us a **three-minute video** by [WeTransfer](#) outlining how you will use the funding. Please submit a video of **no longer than 3 minutes**. Please find the guidance on creating and submitting your application video on page 6.

The deadline for applications is 4.00pm on Monday 16th November. You need to have submitted your application form *and* video by this date. Please note that we will not accept applications after the deadline.

6.2 Submitting your application form

If you would like to plan your answers before going online to fill in the forms, the application form questions are listed at the end of this guidance document.

If you start your online application, but are unable to complete all the required information, don't worry. You can save and resume your application but when you have started a section you will need to complete all of the required fields before you can save it.

- **Please make sure you save your answers frequently.**
- Please note that **each login will allow you around 60 minutes** of application form edit time, after which you will need to login again.
- **Please make sure that you have opened and completed every section before submitting.**
- **When you are ready to submit your application** please complete the final section and click 'Save Changes' at the bottom of the section. Clicking 'Save Changes' will submit your application and you will no longer be able to edit it via this portal.
- **Please note your application reference number.** This is shown against your organisation name under the sections in the form. If you can see more than one application listed, please continue with only one of them and email grants@rosauk.org to ask for the other application to be deleted.

- **You can change your registered email address**, however you will need to use the new email address next time you log in, as the old one will have stopped working. Please make sure that you use an email address that you have access to.

7. Creating and sending your video

7.1 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 as 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.

7.2 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 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.

7.3 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 3GB 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. Select the 3 day expiry 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 name of the video file so we know who the video is from.**

8. 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:

- **Tuesday 20th October, 10-11am** – [register here](#)
- **Thursday 5th November, 2-3pm** – [register here](#). This webinar will have BSL interpretation provided.

If you cannot attend either of these dates, please get in touch and we can share the webinar recording after 20th October.

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 provide your organisation and contact name.

9. 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 16th November 2026
Applicants notified	March 2027

Please note you will have up to 18 months to spend any grant awarded.

10. 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 made up of women with relevant expertise.

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

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 form, accessed through your online portal.

11. Registration and application form questions

Please apply via the links to the [registration](#) and [application forms](#) - but you may wish to refer back to this document for details on what to include in each answer. Please note that you will need to also submit a video in addition to the application form.

Registration form questions:

REGISTRATION FORM QUESTIONS	GUIDANCE
Name	
Email address	
Your organisation:	Please enter the name of your organisation as it appears on your governing document. Please enter your organisation's address and contact details.
Your role:	What is your role within this organisation?
Please confirm your organisation's eligibility to apply for this grant.	At Rosa it is important to us that we are transparent about which organisations we can fund. If you do not meet all the eligibility criteria, please do not submit the registration form. You can contact us to ask questions about eligibility by emailing grants@rosauk.org We know that women's and girls' organisations are extremely busy, and we want to make it as easy as possible for you to decide whether or not to apply to us for funding. Please refer to our eligibility criteria on page 2 of this guidance.

Your organisation is a not-for-profit organisation	Please note that we can fund the following types of organisations: • Registered charity • Community Interest Company limited by guarantee • Company limited by guarantee • Constituted community organisation • Charitable incorporated organisation/Scottish charitable incorporated organisation • Industrial and provident community benefit society If you are unsure if your organisation is eligible, please get in touch with us at grants@rosauk.org
The Chair of your Board of Trustees (or similar) is a woman	
The majority of your Trustees are women	
The majority of the organisation's employee leadership team are women	
The majority of the organisation's beneficiaries are, and will always be, women and/or girls	
It has the principal objective of working with women and/or girls	
It has a written governing document, e.g. a constitution or set of rules	
It has a governing body with at least 3 unrelated members	
It has been active for one year and is able to produce annual accounts for a whole year	
It has a UK-based bank or building society account in the name of the organisation, with at least 2 unrelated signatories	
It has an appropriate safeguarding policy in place	Things such as whether the policy is up to date, includes the last and next review date, includes clear reporting and safer recruitment procedures and the name and contact details of the Designated Safeguarding Lead.
It has not received a grant from Voices from the Frontline round 8 (which were awarded in April 2026)	

Application form questions:

APPLICATION QUESTIONS	GUIDANCE
Section 1: Your organisation	
What is the name of your organisation as it appears on your governing document	
Please tell us any other names by which your organisation is known, for example a local name or an acronym.	Please separate each name with a semi-colon.
This fund will support not-for-profit organisations run by and for women and girls. Please choose your organisation type from the drop-down list.	Please choose your organisation type from the drop-down list on the application form. If your organisation has more than one legal type (e.g. registered charity and company limited by guarantee) please select only one option and add further information in the next box.
If you have chosen Other, please add further details	Please tell us more about your organisation's legal status.
If you are a registered charity, please provide your charity registration number	
If you are a company registered at Companies House, please provide your company number	
When did your organisation start?	
In which local authority is your organisation based?	
Section 2: Further details about your organisation	
Please use this section to tell us a bit more about the background of your organisation and how it is set up.	
Please tell us how you are set up (150 words max)	• 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? • 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?
Please tell us a bit more about your organisation (250 words max)	Please briefly tell us about your organisation's history, purpose and work. You can split your response into sections by telling us: 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)
Please tell us if your organisation is working in any geographical areas that are listed in the top 20% most deprived, in your nation's indices of deprivation. (If possible please provide the postcode)	You can use the following websites to search for deprivation data in your area. Welsh Index of Multiple Deprivation (WIMD) – https://wimd.gov.wales/ Scottish Index of Multiple Deprivation (SIMD) - https://www2.gov.scot/Topics/Statistics/SIMD Northern Ireland Multiple Deprivation Measure – https://www.nisra.gov.uk/statistics/deprivation England Indices of Deprivation Postcode Mapper - https://deprivation.communities.gov.uk/
Please select if your organisation is 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.	Please only select these descriptions if your organisation is primarily for Black and minoritised women and girls, or disabled women and girls, or LGBTQ+ women and girls.

If you have selected any of the options above, please tell us more about how your organisation is led by and for Black and minoritised women and girls, disabled women and girls or LGBTQ+ women and girls.	If you have selected any of the options above, please tell us more about this. Please make sure that you tell us the following: a) Who is your Chair of Trustees b) Who sits on your Trustee Board and how the Board meets our criteria of being led by and for Black and minoritised women and girls, disabled women and girls or LGBTQ+ women and girls c) Who are the employee leaders of your organisation and how does the employee leadership team meet Voices from the Frontline Fund criteria d) what you are trying to achieve (your aims) e) who it is for (your beneficiaries)
Section 3: Your organisation's finances	
Last financial year end date.	Please tell us the end date for your organisation's last complete financial year.
Total income for the last financial year.	Please tell us your organisation's total income for the last complete financial year.
Total expenditure for the last financial year.	Please tell us your organisation's total expenditure for the last complete financial year.
Restricted reserves at last financial year end.	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.
Unrestricted reserves at last financial year end.	Please tell us the total amount of unrestricted funds your organisation had at the end of the last complete financial year. In order to be eligible for this fund, you must not have more than 12 months of expenditure in your unrestricted reserves.
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.

Section 4: Your grant request	
Amount requested	Please enter the amount you are requesting. You can request up to £10,000.
Please estimate how many women and/or girls will benefit as a result of your campaign	Please estimate the total number of women who will benefit and the total number of girls who will benefit.
Section 5: Project budget	
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 total amount requested. Please use the description section below each budget item to describe the costs the grant will help to fund. Budget items: Staff costs - This could include existing staff, new staff or sessional staff. Where possible, please show us how you have calculated the cost. <i>Please note: Rosa is committed to supporting organisations to pay the <u>real Living Wage</u>. We try to ensure that grants made towards staff costs are paid at least the real Living Wage, where possible.</i> Project costs- 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. Any other costs Please let us know about any costs that don't fit into the cost boxes above. Total costs This is the total amount of all budget items.

What other non-financial support do you need right now?	Rosa will work to provide 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 ensure our support is targeted and relevant to the current needs of the sector. Please select the type of support from the drop down and provide further details in the text box.
Is there anything else you would like to tell us about how you will spend the grant?	
Section 6: Supporting documents	
Attachments required: • Please upload your signed annual accounts for your most recent financial year. • Please upload your organisation's budget for the current year, signed by your CEO, Chair or Treasurer • 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).	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. There is an example of a budget below. Please note that if any of these accounts are available to view on the Charity Commission or Companies House 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. Please note that we can only consider your most recent published accounts and not draft accounts. By published accounts we mean accounts that have been signed off by your Trustees or Directors and submitted to and published on the relevant regulator's website. Your bank statement should show a date, your account name and number as well as recent transactions and account balance. Rosa takes safeguarding very seriously and as such we expect all applicants to provide a robust safeguarding policy. You can upload

	multiple safeguarding policy documents. Please upload all that apply to the work that you do.
I understand that in order for this application to be considered, I need to complete both this form and submit the 3 minute video proposal. I have shared, or will share by the application deadline, the video submission via WeTransfer.	Please tick this box to confirm that you understand you must also submit your 3 minute application video.

Rosa UK, c/o Sayer Vincent, 110 Golden Lane, London, EC1Y 0TG
Registered Charity No: 1124856; Company Limited by Guarantee No: 659

Example of a current year budget:

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