

## Run for All Asda Foundation Grant

### Group Guidance

Asda Foundation has a partnership with Run for All. Run for All organise charity running events across England, enabling people to take on a challenge from 10ks to marathons whilst raising funds for charities.

In 2021, it is not possible for all the Asda Foundation partnered Run for All events to take place and consequently less money will be raised by runners for local good causes.

Therefore, Asda Foundation is opening a special grant round in the following locations to support groups in these areas: Nottingham, Hull, Burnley, Bury and Leicester.

The grant will provide financial support for groups between £500 and £2,000 with three funding categories available: Green Grant, Active Lives Grant and Creative Grant. The funding awarded must be for group activities taking place before 31<sup>st</sup> March 2022.

This guide is to assist and support you through the application process. The Community Champion in your local store is also able to support you in completing your application.

This document contains information relating to:

- **How Asda Foundation grants work**
- **The Run for All Asda Foundation Grant**
- **Is my group eligible for a grant?**
- **Social Distance Guidance**
- **How to apply**
- **When to apply**
- **Criteria**
- **Grant Examples**

## How Asda Foundation grants work

Asda Foundation supports local grass roots organisations to transform communities and improve the lives of people living within the Asda community.

This is a special grant round, with different criteria to other grant rounds. Please ensure you read this document fully before completing an application form.

We welcome applications from not-for-profit groups which:

- Have a presence in the local community and / or work to benefit that geographical area
- Are local to an Asda store
- Ensure that everyone has an equal opportunity to become involved
- Are UK based

This grant stream does not support:

- Individual people
- Government funded schools, nurseries, and colleges. (However, PTAs, school support groups etc supporting extra-curricular activities are eligible to apply.)

Each superstore has a Community Champion, their role is to support projects within the community and support bringing people together. They manage all applications for Asda Foundation grants. **The Asda Foundation does not accept applications sent directly from community groups.**

Funding decisions will aim to be made within six weeks of the application being received by Asda Foundation from a Community Champion. Funding is not guaranteed, you will be notified in writing of the outcome.

## Run for All, Asda Foundation Grant

There are three options within this grant. Groups must be clear from the outset which option they intend to apply for: Green Grant, Active Lives Grant or a Creative Grant

The three options available within this grant stream are detailed below:

Green Grant	Active Lives Grant	Creative Grant
<p>Examples:</p> <ul style="list-style-type: none"> <li>• Community Gardens</li> <li>• Vegetable Garden</li> <li>• Community Clean Ups</li> <li>• Nature Trails</li> <li>• Play area</li> </ul>	<p>Examples:</p> <ul style="list-style-type: none"> <li>• Walking Football Group</li> <li>• Zumba Class</li> <li>• Community Circuit Training</li> </ul>	<p>Examples:</p> <ul style="list-style-type: none"> <li>• Sewing/Knitting Groups</li> <li>• Arts and Drama Groups</li> <li>• Craft Groups</li> </ul>

As this grant is due to Run for All events not taking place during 2021. Grants are only available through the below stores:

Event:	Bury Event	Burnley Event	Hull Event	Leicester Event	Nottingham Event
<b>Eligible Stores:</b>	Bolton Radcliffe Bury Marketside Harpurhey Pilsworth Hulme Swinton Eastlands Chadderton Burnden Park Farnworth Shaw Trafford Park Rochdale	Burnley Colne Rawtenstall Accrington Blackburn	Mount Pleasant Hessle Road Kingswood Bilton Road	Leicester Abbey Lane Oadby Thurmaston Leicester Hinckley	Nottingham West Bridford Hyson Green Long Eaton Derby Arnold Langley Mill

- When to apply:

	Grant Submission Opens:	Grant Submission Closes:
Run for All Grants	17 <sup>th</sup> September	5 <sup>th</sup> December  Please ensure you leave enough time for your Community Champion to review your application and submit by 5 <sup>th</sup> December to Asda Foundation.  <b>We recommend submitting your application no later than 15<sup>th</sup> November.</b>

- Groups may apply for **one grant only** to the **maximum value of £2,000 and minimum of £500.**
- All grant money must be spent on activities delivered before 31<sup>st</sup> March 2022.
- The following will not be funded as part of this grant – Venue Hire, Utility Bills, Storage, Salaries, Promotional Costs, Coaching or One-Off Kit, Training Kit, Alcohol, Toys, Raffle Prizes, Gifts, Excursions, Transport Costs.

Asda Foundation has an allocated budget for this grant round. Once this allocated budget is reached the grant will close, **this may be before the closing date.** To ensure consideration of your application, please submit to your Community Champion as early as possible, with enough time for the Community Champion to review and submit to Asda Foundation.

## Is my group eligible for a grant?

To be eligible to apply for this grant, your group must be one of the following:

- A Charity
- A Not-for-Profit Company
- A Community Interest Company (CIC)
- An Unincorporated Club or Association
- Small community group

### And

- Based within a community, close to a store listed on page 3.

You must be able to:

- Provide a clear rationale for how the grant funding will be used in the local community
- Provide proof of payee name (this could be a redacted bank statement or paying in slip. We do not need to see transactions)
- Provide an estimate of spend for the items/activities you wish to fund
- Provide at least one accepted document as per the table below:

Type of Group	Accepted Documents
A Registered Charity	Charity number Constitution Bank statement
A Registered Company	Company number Memorandum of Association and Articles of Association Bank statement
Community Interest Company (CIC)	Company number Constitution Memorandum of Association and Articles of Association Bank statement
Unincorporated Club or Association	Constitution or club Rules Bank statement
Small Community Group	Written letter confirming the group is not for profit Website/social media details Bank statement



## **Social Distance Guidance**

**Groups must ensure that all health and safety guidance / government guidelines and social distance requirements are adhered to during your activities as the Asda Foundation cannot be held responsible.**

Funding is not guaranteed until you have received confirmation. **Submission of an application is not a guarantee of success.**

## How to apply?

- To apply for an Asda Foundation Grant, you must **fully complete an application form**. There are two different application forms, one for groups who are Government Entity organisations, and another for groups who are Non-Government Entities. Please ensure you request the correct form. If in doubt, discuss your group type with your Community Champion.
- The application forms are only available from your local Asda store - ask for your local Community Champion, and **ensure you fully complete the correct form**. We cannot accept applications made on the wrong forms.
- Please read the step-by-step guide available on the [Asda Foundation Website](#) which takes you through the application questions one by one.
- Once you have completed your sections of the form, it must be returned to the Asda Community Champion, and, if all criteria are met, they will forward it to the Asda Foundation for consideration.
- The Community Champion will notify you when your application has been sent to the Asda Foundation. Your application will be considered within six weeks from the date your Community Champion submits it to the Asda Foundation. You will be notified via email if your application is successful, all grant payments will then be made by cheque.

**We are here to support you, so please do not hesitate to contact your Asda Community Champion if you have any questions about your grant application.** If you do need to seek support from your Community Champion when completing your application, if possible, please do so via the telephone, email or zoom as we are trying to reduce interactions in store to protect colleagues and customers.

## When to apply?

Applications can be submitted to the Asda Foundation from 17<sup>th</sup> September until 5<sup>th</sup> December 2021 and **MUST** be forwarded with its accompanying documents.

Your Community Champion will send you a confirmation email when they have completed their checks and submitted your grant application to the Asda Foundation. Asda Foundation aim to process applications within six weeks of receiving them. Please ensure you include all the required documentation and detail to avoid delays to your application

You will receive an update with the result of your application from the store Community Champion. If successful, the grant will be paid to you via cheque. Cheques will be sent direct to you in the post.

**It is suggested that groups submit applications to the Community Champion by 15<sup>th</sup> November** to allow the store time to process and submit to the Asda Foundation prior to the deadline on 5<sup>th</sup> December 2021.

## Criteria

There are three options available:

- Green Spaces Grant
- Being Active Grant
- Creative Grant

### a) Green Spaces

We are looking for communities to identify how they can improve their local area. Living in an environment with green space gives people the space for activity, relaxation and calmness. Evidence shows these spaces can reduce stress and boost physical and mental health. Green spaces also benefit the environment, reducing carbon emissions and encouraging pollinators back into communities.

**\*Here are some examples of what we would and would not fund (not exhaustive):**

What we would fund	What we would not fund
<ul style="list-style-type: none"> <li>• Shovels, forks etc to create and maintain green spaces.</li> <li>• Trees, plants, seeds</li> <li>• Paving, gravel, grass</li> <li>• Seating, benches</li> <li>• Shed/greenhouse</li> </ul>	<ul style="list-style-type: none"> <li>• Ongoing Salaries</li> <li>• Insurance</li> </ul>

*Scenario: A Community has a small patch of unused ground currently used to dump waste. They want to clean it up and provide an outdoors area which the community can use and benefit from. The money will be used to buy equipment to clean the area, rolls of grass, plants and trees. A bench will also be installed.*

*Scenario: A school PTA have identified an area of the playground which they want to turn into a vegetable patch. This will be used to educate the children about pollinators and how to grow their own vegetables. The money will be used to install large planters and a small green house/shed. A gardening club at lunchtime will be responsible for the upkeep.*

### b) Being Active

#### Active Lives Grant Criteria

This grant is to support your local community to lead more active life. No matter how old you are or what intensity of activity, we want all communities to remain active and be involved.

**Here are some examples of what we would and would not fund (not exhaustive)**

What we would fund	What we would not fund
<ul style="list-style-type: none"> <li>• Sport or physical activity equipment</li> <li>• Playing kit for teams</li> </ul>	<ul style="list-style-type: none"> <li>• Solo/Individual sporting activities</li> </ul>



<ul style="list-style-type: none"> <li>• Kit and equipment combined</li> <li>• All kit must have Asda Foundation logo with costs included in budget</li> <li>• All grant donations acknowledged on team website</li> </ul>	<ul style="list-style-type: none"> <li>• T-shirts for one off events or presentations</li> <li>• Single sporting season use</li> <li>• Tour kit for limited games</li> <li>• Winter coats, hats and gloves</li> <li>• Training bags or training kit</li> <li>• Teams with other existing retail sponsors</li> <li>• Pub culture sport teams</li> </ul>
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*Scenario: A bowls club would like to upgrade their equipment as their group start to re-meet following Covid.*

*Scenario: A local Under 10s Football Team would like to resume their delayed season's play by updating their tired match day kit and equipment. An Asda Foundation grant would enable them to purchase new strip for the children, plus replacement balls and nets.*

*Scenario: A Walking Netball Group for over 50s need new nets and balls for their group.*

### **c) Creative Grant**

This grant supports groups working to create and learn new skills. Communities benefit in many ways through creation and arts. It promotes togetherness, tackles isolation and has stress reducing benefits. Groups may also find ways to save money through being creative, learn new skills and give a feeling of accomplishment and pride.

**\*Here are some examples of what we would and would not fund (not exhaustive):**

<b>What we would fund</b>	<b>What we would not fund</b>
<ul style="list-style-type: none"> <li>• Sewing machines and accessories.</li> <li>• Props for drama workshops</li> <li>• Community skill workshops</li> <li>• Cookery workshops</li> <li>• Crafting items</li> </ul>	<ul style="list-style-type: none"> <li>• Ongoing salary costs</li> <li>• Publicity</li> <li>• Groups who charge memberships</li> <li>• Production costs for shows with chargeable tickets.</li> </ul>

*Scenario: A local community centre would like to teach young people how to cook healthy meals through free to attend workshops.*

*Scenario: A local craft group, support people to learn basic sewing skills through workshops.*