



Empowering Local Communities Grant

Group Guidance & Criteria Grant Round 3

Applications open: 28th August to 3rd November 2023
Funding for activities & events: Before 1st March 2024

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Empowering Local Communities

Group Guidance

Introduction

Asda Foundation's goal is to build resilient communities by empowering local groups to make a positive difference, addressing local challenges and social needs. We aim to achieve this by providing funding to local grassroots community groups to enable them to meet the diverse needs of their community and to help them thrive and grow.

This grant is one of three grants underneath our 'Grassroots Grants' programme and is designed to support a broad range of activities helping to transform communities and improve lives. We know every community need is different and therefore we will support and fund what is needed and important to your community. What do local groups in your area need support for? What would make the biggest difference for the people in your community?

There are three phases under this grant and this guidance is applied to phase 3 only.

How do Asda Foundation grants work?

Each Asda superstore has a Community Champion, and their role is to support groups and projects within the community, as well as managing Asda Foundation grant applications. The Community Champion in your local superstore will support you in completing your application and will submit the application to the Foundation on your behalf; we cannot accept applications direct from groups.

Please use the Asda Store Locator on the Asda Foundation website [here](#) to contact your local store and speak to your Community Champion about how we might be able to support you.

Community Champions have a limited grants budget and may not always be able to support an application for funding, but they will be able to discuss other support available.

When can I apply?

- Groups may apply for one Grassroots Grant per year.
- Round 3 applications must be submitted to your local Community Champion between 28th August - 3rd November 2023 and activities must start/take place before 1st March 2024.
- **Applications should be submitted to Asda Foundation at least 6 weeks before your activity to give enough processing time. Please give the Community Champion sufficient time.**

What we wouldn't fund

Before completing an application form, you'll firstly need to make sure your group and project meet the eligibility criteria below.

Below is a list of what we don't fund under our Grassroots Grant programme. Please read this section carefully to avoid disappointment.

We do not accept applications from groups which:

- Benefit people/communities outside of the UK
- Are based outside the UK
- Have animal welfare as their main focus
- Cannot visibly demonstrate charitable work in the local community
- Are third party grant making organisations (grantees must directly deliver the service/activity)
- Are schools (PTAs with their own bank account are welcome to apply)

Grant money cannot be used for the following:

- Part funding as a contribution towards an item that costs more than the amount applied for. Items requested must be purchased and costed in full.
- Projects which are only for the benefit of one individual person
- Equipment which will be kept by individuals, rather than the organisation applying or equipment that is not essential to activity taking place
- Insurance
- Transport costs (unless it's a vital part of your core service, e.g. food provision delivery, volunteer petrol costs to deliver essential food)
- Salaries and running costs
- Work considered a core state responsibility e.g. school lessons, social care
- Short term rental of items
- Promotional or advertising costs (unless this is in relation to volunteer recruitment - Cost of Living grant only)
- Alcohol
- Raffle prizes / trophies / gifts
- Excursions / Day Trips / Restaurant Meals / Overseas Travel
- Memberships
- Vouchers
- Projects where a high attendance fee is charged. We want to fund inclusive projects
- Sponsorship
- Promotion of religion or politics
- Fundraising only events
- Volunteer/staff only celebration events
- Projects which could negatively impact the reputation of Asda Foundation

****This is not an exhaustive list. All applications will be judged on merit and the impact and value they add to your local community. Reach out to your local Community Champion if you require any support or would like to discuss anything specific.***

Criteria

Your group must meet the eligibility criteria below. Please check carefully before applying.

Group Criteria

1. The group is not for profit
2. The end beneficiaries are community groups of *people*
3. The group has a presence locally and its work benefits the local community
4. The group has a bank account in its group name and can provide proof
5. The group has suitable governance to be able to manage funds from Asda Foundation. E.g., Financial reporting, committee meetings
6. The applying organisation must have a live safeguarding plan in place. The applicant needs to provide contact details of their Safeguarding Lead. Documentation may be requested.
7. There is no minimum timescale for how long the group has been in existence
8. Groups can apply for a maximum of **one** Grassroots Grant **per year** (in round 1, 2 or 3). *Grassroots Grants are: Empowering Local Communities, Under 18s Better Starts and Cost of Living. This year's Grassroots Grants started at the end of Feb. If groups received a grant in Round 1 or Round 2 2023, they cannot apply again this year. Groups must not apply to multiple stores; they should work with one store only.*

If an organisation has more than one group in the same community, Asda Foundation will only be able to support the organisation once per year.
E.g., A football organisation with multiple teams can only apply for one Grassroots grant per calendar year.

We appreciate that each group and the need in each local area is different, however, there are some common factors we think are important for any organisation we support.

True to their community mission	People Centred
Organisations which are clear on what they aim to achieve and consistently strive towards achieving it.	They are people focused and place individuals at the heart of what they do and why they do it. They promote equality, inclusivity, and diversity.
Efficiently Run	Locally Focused
A well run and organised group with processes in place to comply with not-for-profit requirements and have the skills and ability to do what they aim to achieve.	The space is focused on the local community, delivering services and support to multiple beneficiaries and tackle the needs locally adapting to change to remain relevant.

Criteria

Activity Criteria

1. Each grant has its own funding options and applications must fall into at least one of these options or areas. *More detail can be found on pages 8-9.*
2. Applications must be received by Asda Foundation no less than six weeks before the event date.
3. Activities for round 3 applications must already be in place or have started before 1st March 2024.
4. One day events must have taken place before 1st March 2024.
5. Any equipment funded is the property of the group and is not for individual use.
6. Groups that are supporting refugees must be focusing on support that is integrating them within society.

Finance Criteria

We value every penny that we spend. Applications that do not provide a value and impact for money may be unsuccessful.

1. Minimum £400 per grant. Maximum £1,600 per grant. Please check with your Community Champion about how much they have allocated for your group before completing an application form as they have a limited grants budget.
2. We will continuously review uptake on this grant stream. As well as the individual store budget, there is also an overall financial budget cap. If it is reached, the grant round may close early.
3. There are no income limits for groups applying.
4. Groups which charge more than a nominal fee to participate (i.e. membership charges) are ineligible from applying.
5. If items are applied for which do not meet criteria, they may be removed, and the application may be unsuccessful.

Asda Foundation Considerations

- We receive a lot of applications and sometimes have to make difficult decisions.
- All applications are subject to review, and a submission of an application does not automatically mean that funding will be provided.
- Asda Foundation reserves the right to make a judgement call in relation to the criteria outlined in this document.
- Asda Foundation funding is at our own discretion. Please note, the decision of Asda Foundation is final.

Criteria and Safeguarding

Group bank accounts

1. All applications must include proof of payee name (E.g. redacted bank statement/paying in slip. We do not need to see transactions).
2. If the group uses an umbrella bank account (i.e. is a branch of a larger group) we'll require a ring fence email from the head office stating the money will only be used for the purpose in the application form.
3. If the group doesn't have a bank account in their group name and uses another associated organisation's account, we will require a ring fence email from the account holding organisation stating the money will only be used for the purpose in the application form. This does not include PTAs, who must have their own bank account.
4. We are unable to accept applications where an individual person's bank account has been listed as the payee name.
5. Cheques are the only payment option that we currently have – online transfers or BACS are not possible. As well as having their own bank account, the group's bank must also be able to accept cheques.

Safeguarding

1. As part of our ongoing commitment to safeguarding, we require confirmation groups have a live safeguarding plan in place.
2. Groups must also have a safeguarding lead in place and provide their contact details as part of the application.
3. We would *consider* an application requesting a contribution towards safeguarding training from a small grassroots organisation to achieve points 1 and 2 above.
4. We are unable to accept applications from large well-established organisations for specific safeguarding training as we would expect them to already have points 1 and 2 in place.
5. Documentation may be requested by Asda Foundation on point of application.

Further details on our safeguarding guidelines can be found within the FAQs on the Asda Foundation website here: <https://www.asdafoundation.org/how-to-apply>

Empowering Local Communities

Grant Options

The Asda Foundation is committed to supporting local communities through grant giving and we believe it takes a whole community working together to improve people's lives.

The Empowering Local Communities Grant is designed to support a broad range of activities helping to strengthen local communities.

Below you can see a list of options including examples of the kind of things we would fund (not exhaustive). There are four options to choose from under this grant. You must be clear from the outset which one you are applying for within the application form. You can apply for one option, or a combination.

This grant is to support groups supporting over 18s in your community, or a mixture of children and adults. If the activity being delivered *solely benefits under 18s* then it would be an Under 18s Better Starts Grant (*please see the guidance on www.asdafoundation.org*).

Essentials	Transform/Improve	Connect Together	Festive Celebrations
Funding for the basic essentials to address an immediate need and/or situation.	Funding to transform and/or improve a space/activity.	Funding to bring people together, encouraging community connections. £400 max for one off events	Funding to bring people together for a festive celebration, who otherwise would not be able to celebrate. £400 max for celebration events
What we would fund: <ul style="list-style-type: none"> • Foodbank items • Hygiene items • Blankets for warm bank • Bedding, food and refreshments for homeless shelter • Essential items for refugee welcome packs • Basic clothing for clothes bank • Portable heater for warm bank 	What we would fund: <ul style="list-style-type: none"> • Table, chairs, long-term fixtures • Redecorating items: paint, curtains etc • Items for group activity: sewing machine, wood for Men's Shed, Computers (must be for service users, not office/admin use) • Training, upskilling one off costs for service users 	What we would fund: <ul style="list-style-type: none"> • One off workshop costs • Essential sports clothing (£400 max) • Board games, food and refreshments for community social clubs 	What we would fund: <ul style="list-style-type: none"> • Food for a get together (max £12.50pp) • Decorations, entertainment and single use items (£100 max)

This is not an exhaustive list. If you have any concerns or want to discuss something specific, please speak to your local Community Champion who will be happy to help.

Empowering Local Communities

Grant Examples

Providing Essentials

Providing the essentials to address an immediate need and/or situation.

Scenario:

- A local group are helping refugees to integrate within the local community. As the refugees are arriving, they only have limited items with them. The group would like to provide them with a 'welcome pack' to help them settle. They would like funding totalling £500. This will enable them to provide 50 packs worth £10 each, which include essential toiletries and food items from their home nation.

Transform / Improve

Funding to transform and/or improve a space/activity.

Scenario:

- A Community Kitchen would like to expand their service and provide more meals for people in need. They require more equipment in order to do this, such as a food mixer, coffee maker, kettle, cutlery and plates. In total, the funding request is for £400.

Connect Together

Bringing people together and encouraging community connections

Scenario:

- Following the Women's Football World Cup, a local community football team is increasing its number of women's football training sessions. The club needs new equipment such as balls, posts, cones and nets. The club has requested £1,000 in total, enabling them to support up to 100 people, including players and coaches across 5 teams.

Festive Celebration

Bringing people together and encouraging community connections

Scenario:

- A local Community Centre wants to hold a festive celebration in the run up to Christmas, to bring elderly, isolated people together as they would otherwise not be together this Christmas. The group needs help towards food and refreshments costs, as well as a singer. The food costs £350 and the singer £50, totalling in an application for £400.

How the process works

How can my group apply?

- Contact your local Community Champion to discuss the grant.
- If your group and project is eligible to apply, complete an application form available from your local Community Champion by hand or digitally. Complete sections 2 to 6.
- We have created an editable PDF application form which is much easier to complete digitally. It can still be printed and completed by hand if you're not able to complete digitally.
- All signatures should be handwritten – if possible. If a digital or typed signature is used, then you must agree to the statement (in section 6) and send it in an email to the Community Champion when you submit the application form.
- Read the step-by-step guide available below for guidance on completing the application form.
- Once you have completed the application form, return it to the Asda Community Champion. If criteria is met, they will sign and submit your application to the Asda Foundation.

What to include

- Completed application form.
- Bank statement/paying in slip – we do not need to see transactions, but we need to verify the payee name for the cheque by looking at the account name, which should be clearly visible. Screenshots from online/mobile banking are not acceptable as evidence; an official bank statement or paying in slip is required.
- Group documents – constitution, club rules, etc. (*Evidence of not-for-profit status and dissolution plans must be included within governing documentation*).
- If you are not a registered charity, you'll need to provide confirmation that you are a not-for-profit group.
- Digital signature declaration (if not providing a handwritten signature).
- Ringfencing confirmation (if group name and payee name are different).
- No quotes needed – our aim is to make things as easy as possible. We do however recommend groups create a shopping list for indicative costs and complete the funding breakdown in the application form. See an example application form below.

Terms and conditions

- Asda Foundation will continuously review uptake of this grant stream and reserve the right to close the grant round early if the budget is reached.
- If unexpected circumstances arise beyond our control, this grant round may be paused, or criteria amended. We will communicate with applicants and Community Champions to advise on next steps if this happens.
- Community Champions may not be able to support every group that expresses an interest in this grant. Each superstore has a limited budget and therefore Community Champions reserve the right to decline an application if their store budget is reached or the project doesn't meet criteria.
- If items are applied for which do not meet criteria, we may automatically remove and deduct this part of the request. Please be aware if ineligible items are applied for, you risk the application being unsuccessful.
- Funding is not guaranteed, and an application is not a guarantee of success, all applications are assessed by the Community Champion and Asda Foundation, and you will be notified of the outcome.

What happens after submission?

What happens after submission?

Asda Foundation aims to process an application within 6 weeks of receiving an application from the Community Champion. While we encourage you to stay in touch with your Community Champion throughout the process, we kindly ask that you do not keep asking them for regular updates while Asda Foundation endeavour to process your application within a 6-week timeframe.

If Asda Foundation requires further information, Community Champions will be contacted. If the team are unable to get a response from the Community Champion, we may contact your group directly using the contact details provided on the application form.

Approved grants: Once a grant has been approved by the Asda Foundation the Community Champion will be notified by email. Grants (which will be paid by cheque) will then be sent directly to the successful group and your group representative will be notified on the day the cheque is sent out.

Community Champions may then arrange to visit and present a giant cheque to show funding provided. They may also wish to get feedback about the impact of funding and take photos (subject to your permission).

Unsuccessful grants: If a grant is unsuccessful, you will be notified by the Community Champion and given feedback.

Retired grants: If Asda Foundation is missing information or does not receive a reply from the group or community champion about additional information required in a set timeframe, the grant will be retired, so please ensure that any requests from your Community Champion for additional information is responded to in a timely manner. You will be notified by the Community Champion.

How to apply

If you have an activity in mind that could benefit from funding and your group and activity meets all the criteria outlined above, you are welcome to contact your local Community Champion to discuss your funding needs. You can use [Asda Store Locator](#) to find the details for your local Champion superstore (*superstores* have a dedicated Community Champion). You must have spoken to your local Community Champion and gained their support before completing a funding application. Your local Community Champion will also be able to answer any questions you may have with regards to this grant.

When completing an application form, please utilise this guidance document.

To manage expectations, each Community Champion has a limited budget available to support their community in the best way possible. If your group isn't eligible for this grant or is unsuccessful, you might be able to apply again in the future or your group may be eligible for other grants or areas of support.

The Application Form

Our Application forms are available in an editable PDF format, your Community Champion will email this to you once you have discussed your needs. If you don't have Adobe installed on your device, you can download this for free by visiting www.get.adobe.com/uk/reader and clicking on 'Download Adobe Reader' and following the installation instructions.

Alternatively, if you wish to complete the form via an Apple or Android Smartphone, you will need to install the Adobe app from your device's app store.

If you're having trouble completing the form digitally you can print the form, complete by hand, and scan it back to your Community Champion.

Section 1 – This will be completed by your Community Champion

Section 2 – About your Organisation

2.1 – Please only add the legal name of your group (avoid abbreviations or informal names)

2.2 – If your group does not have a registered address, please use the address your group regularly meets at.

2.3 – This is the payee name we will put on your cheque if your grant application is successful. Asda Foundation can only make payments via cheque, we are unable to pay in any other way. Please ensure your bank account can accept cheques.

2.4 – If the payee name you have given is different from the group named in section 2.1, we will need confirmation from the treasurer/accountant of the payee that funds will be ringfenced to the organisation named in section. In addition, if the group named in section 2.1 is part of a larger organisation with other branches outside of the area local to the project, we will need confirmation from the treasurer/accountant of the payee that funds will be ringfenced to the area local to the project.

How to apply

2.5 – Please indicate the structure that describes your group. You can then use the table to identify what additional documents your group needs to supply to support your application.

2.6 – Use this section to indicate what your group sets out to achieve. Think about what local social issues your group tackles, and how you support your community.

2.7 – Please select which income band best reflects your annual income. Take into account any informal donations, fundraising and grants you receive. If you have registered in the last financial year please estimate what your income is expected to be.

Section 3 – About the Grant

3.1 – Please select which category your request mainly falls into; you can tick multiple boxes if your request clearly spans multiple categories. Further detail can be found in the examples on the criteria page of the Empowering Local Communities guidance document.

3.2 – If you are applying for funding for a specific event, e.g., a summer celebration, please let us know the date this event will be happening (if the event spans multiple dates, give the date of the first event). This is so we can try to ensure your application is reviewed in plenty of time before your event takes place. It should be in the format dd/mm/yy. Applications must be submitted to Asda Foundation at least 6 weeks before the event date.

3.3 - Please use this section to describe why this activity is needed in your community and what you are aiming for it to achieve – see our example application form for a model answer. This should include specific details of the project.

3.4 - If you charge users to attend your group or/and you are going to charge for the activity outlined in section 3.3 please let us know what this costs is and how often it is charged.

E.g., you charge users of your group £3 each session. Or users pay an annual membership fee of £15.

3.5 Use this section to give a breakdown of the funding you are requesting. You don't have to provide an itemised quote or shopping list, but a general list of the elements that make up your request.

E.g., A Youth Group requesting food items to replenish their current stock, they also want to buy a range of utensils and ingredients to be able to run a cooking class onsite.

How to apply

Section 4 – Impact of the grant

4.1 – Please outline the positive difference this activity will make for your group and on your community. Think about the benefits it will bring, and/or how your community would manage without it.

4.2 – The Empowering Local Communities grant can be for people of all ages, however Asda Foundation take a keen interest in tracking the way we support under 18s as well as the general population. Please provide a breakdown of the number of over 18s AND under 18s you would expect to benefit from this activity.

We appreciate it can sometimes be difficult to put a number on this, please use your judgement to give a rough figure of how many people this funding will support each month. If the numbers differ from month to month, please give an average.

Please also give a rough figure of how many months this funding will last.

E.g. Funding for food for a foodbank may last for 1 month, sports kit for a community sports team may last 12 months. You can put “ongoing” in this section if the items requested will be continuously used for the foreseeable future.

Section 5 – Essential Reading

You must read all of this section.

Section 6 – Applicant details

Please complete as directed

Please ensure you have completed the declaration box in full and if you are providing a typed signature, or image of a signature, please send an email to your Community Champion with the application form, quoting the declaration statement outlined.

Groups must have a safeguarding lead in place and provide their contact details as part of the application.

Section 7 – Store Endorsement

This must be completed by your local Community Champion.