

# Empowering Local Communities Grant



## 2024 Guidance & Criteria for Applicant Groups Grant Round 3

**Applications open: 9<sup>th</sup> September to 8<sup>th</sup> November 2024\***  
**Funding for activities & events up to the end of April 2025**

**Minimum Grant Value £400**  
**Maximum Grant value £2,000**

*\*Asda Foundation will continuously review uptake of this grant programme and reserves the right to close the grant round early if the total 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 and Customer Champions to advise on next steps if this happens.*

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## 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.

The Empowering Local Communities (ELC) grant is one of three grants within our 'Grassroots Grants' programme, our broadest grant programme which aims to empower our Community and Customer Champions and grassroots groups to apply for what's important in local communities. It is designed to support a broad range of activities helping to transform communities and improve lives.

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:

|   |  |
|---|--|
| <b>True to their community mission</b>  | <b>People Centred</b>  |
| 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.                          |
| <b>Efficiently Run</b>  | <b>Locally Focused</b>   |
| 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. |

For this grant, groups can apply for a fixed amount, choosing from one of the following options: £400, £500, £800, £1,000, £1,200, £1,600, £2,000.

Groups must discuss this with their Community and Customer Champions prior to them nominating your group for a grant. It is essential that groups stick to this agreed amount when completing their application on our Grant Management System.

# What We Would Fund

This grant is for groups who are supporting people over the age of 18 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 find details of this grant programme at <https://asdafoundation.org/our-grants/>

Below you can see a list of options including examples of the kind of things we would fund. Please note this is not an exhaustive list. If you have any concerns or want to discuss something specific, please speak to your Community and Customer Champion who will be happy to help.

| Food and Basic Essentials   | Items to Improve/Maintain a Service   | Volunteering  |
|---|---|---|
| Funding for the essentials to address an immediate need and/or situation  | Funding to transform and/or improve a space/activity. Funding also to be used to bring people together for ongoing services.  | Funding to support Volunteer costs enabling them to continue supporting their groups and communities<br><b>£120 cap per volunteer</b>   |
| <b>What we would fund:</b> <ul style="list-style-type: none"> <li>• Food and hygiene items</li> <li>• Blankets, bedding and essential clothing</li> </ul> | <b>What we would fund:</b> <ul style="list-style-type: none"> <li>• Furniture and long-term fixtures</li> <li>• Decorating items</li> <li>• Items and equipment for group activities – this should be for service users only</li> <li>• Training, upskilling one off costs for service users</li> <li>• Board games, food and refreshments for ongoing services such as Youth Clubs.</li> <li>• Essential sports clothing (max £400).</li> <li>• One-off workshop costs.</li> </ul> | <b>What we would fund:</b> <ul style="list-style-type: none"> <li>• DBS checks</li> <li>• Essential training course costs</li> <li>• Travel costs to the volunteering location and for delivering services</li> <li>• Refreshment costs.</li> <li>• Stationary, clothing/uniform</li> </ul> |

## Community Events

Funding to host community events.  
**£400 max for any one-off event, 1 event per group.**

*Groups applying for Community Event applications can apply for this ONLY.*

### What we would fund:

- Community events and meals (max £12.50 per person food costs).
- A total of £100 can be spent on decorations, entertainment and single use items
- Applications for community events cannot include items other than the ones used for the event.
- Events could include, but aren't limited to: Christmas, Diwali, Eid and Passover.
- All events should focus on bringing people together, with food playing a key part of the item(s) they apply for.

# What We Wouldn't Fund

We're here to support a wide range of activities but sometimes we have to say no. Below is a list of what we don't fund under our Grassroots Grant programme. Please read this section carefully to avoid disappointment.

## We don't accept applications from groups which:

- Are based outside the UK or benefit people/communities outside of the UK.
- Have animal welfare as their main focus
- Are third party grant making organisations (grantees must directly deliver the service/activity).
- Promote 'Pub Culture'
- Are schools (PTAs with their own bank account are welcome to apply)
- Have a clear affiliation with a particular political party.

## Grant money can't 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 the activity taking place.
- Transport costs (unless it's a vital part of your core service, e.g. food provision delivery, volunteer travel costs to deliver essential food and services).
- Admin/ core running costs (e.g. overheads and wages)
- 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).
- Raffle prizes / Trophies / Gifts / Alcohol / Vouchers / Selection Boxes.
- Excursions / Day Trips / Restaurant Meals / Eating out / Overseas Travel.
- Memberships / Insurance/ Subscriptions.
- Projects where a high attendance fee is charged. We want to fund inclusive projects.
- Sponsorship / Fundraising / Fundraising only events.
- Promotion of religion or political lobbying.
- 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 and Customer Champion if you require any support or would like to discuss anything specific.***

# Essential Group Criteria

| The Group Must...   | Details  |
|---|--|
| <b>Be not-for-profit, as demonstrated in their governing document</b>                                 | <p>The group's non-profit status must be made clear in the wording of the group's governing document*. This document should be signed, and also set out the organisation's charitable aims, establish how trustees or committee members are appointed and how meetings are called, and include details of what would happen to the organisation's assets if it were to be dissolved.</p> <p>*All applications, documents and communication must be in English,</p>                       |
| <b>Have an income below £1 million</b>  | <p>All applicant groups must have an income below £1 million. Groups will be asked to confirm their income level when applying and this will be checked by a member of the Asda Foundation team.</p> <p>Ringfencing won't be accepted for local branches of national organisations, or smaller projects/groups which are managed by a parent organisation whose income exceeds £1m. Groups must be able to demonstrate separate finances, accounts and governance in order to apply.</p> |
| <b>Have suitable governance</b>   | <p>The group must demonstrate that it has suitable governance to be able to manage funds from Asda Foundation. E.g., Financial reporting, committee meetings, and safeguarding procedures that are relevant to the group. The applicant needs to provide contact details of their Safeguarding Lead. Further information on safeguarding can be found <a href="#">on our website</a>.</p>  |
| <b>Have a bank account that accepts cheques, and a bank statement which verifies their payee name</b> | <p>We are unable to make payment any other way. The group should have an account in the name of the group. We can't make payments to individual people, i.e. a personal bank account.</p> <p>If the payee group named is different from the applicant group, we will need a ring fence email from the treasurer of the payee group stating the money will only be used for the purpose in the application form.</p>  |
| <b>Have a visible local presence</b>  | <p>There must be information available online which shows their active work within the community.</p>  |
| <b>Benefit people</b>   | <p>The end beneficiaries should be community groups of <i>people</i>.</p>  |
| <b>Charge a reasonable amount for their activity/event</b>  | <p>Groups which charge more than a nominal fee to participate (i.e., membership charges) are ineligible from applying. This can vary from group to group depending on the nature of the service they provide. If in doubt, contact Asda Foundation for advice.</p>   |
| <b>Have not received another Grassroots Grant this calendar year</b>                                  | <p>Groups can only have 1 successful Grassroots Grant each year and must not apply to multiple stores.** If a group were unsuccessful in a previous round, they may apply again in this round.</p> <p>**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 club with multiple teams can only apply for one Grassroots grant per calendar year.</p>                          |

# How to Apply

Below is a summary of our application process, if you wish to view our grant review process in detail, you can visit [our website here](#).

|  |  |
|--|--|
| <b>1. Contact your local Community and Customer Champion</b> | Applications need to have the endorsement of an Asda Community and Customer Champion, who work out of Asda's largest stores across the UK. If you don't live near one of our larger stores, please see our FAQs on page 8 for further instruction. <b>You can use the <i>Champion Locator</i> <a href="#">here</a> to find your nearest store with a Community and Customer Champion.</b>                        |
| <b>2. Have a conversation</b>                                | It all starts with a conversation with your local Champion to discuss your needs. Champions have many avenues of support to offer other than grants. They have a limited grant budget that they carefully allocate to local groups each round. If a grant is right for your group, your Champion will let you know how much of their budget they can allocate to your group and what funding should be used for. |
| <b>3. Register on our Grant Management System</b>            | Once your local Champion has nominated you for a grant, you will receive an email from Asda Foundation inviting you to register. This email will contain store name, grant value, a link to our grant management system and a passcode required for applying for a grant. Please save this email as it will be needed to be uploaded when completing an application.   |
| <b>4. Upload your supporting documents</b>                   | After registering, you will receive an email notification to confirm this. Please access the system via the link provided and login. After logging in, you will need to upload all supporting documents so make sure you have these to hand. If you have previously registered on our system, you can simply login using your details.   |
| <b>5. Complete an application form</b>                       | Once registration has been complete, you will need to complete an application. Make sure to apply for the amount agreed to with your Champion. When applying, you will need to provide the passcode given in the email received from Asda Foundation. You will also need to upload the nomination email received the Asda Foundation, as evidence that your group has been nominated to apply for this grant.    |
| <b>6. Asda Foundation review</b>                             | Asda Foundation will review your application once it has been submitted. Should we require any additional information we will contact you via the grant management system. An application is not a guarantee of success, all applications are assessed by the Asda Foundation, and you will be notified of the outcome within 6 weeks.   |

Community and Customer Champions may not be able to support every group that expresses an interest in this grant. Each superstore has a limited budget and therefore Champions reserve the right to decline an application if their store budget is reached or the project doesn't meet criteria.

# What Happens After Submission?

Asda Foundation aims to process an application within 6 weeks of receipt from the Community and Customer Champion. While we encourage you to stay in touch with your Community and Customer Champion throughout the process, we kindly ask that you do not ask them for regular updates.

If we require further information, we will contact you within the grant management system; please ensure that your contact details are accurate; if our team are unable to get a response from you within 10 days, you risk the application being unsuccessful.

If any amendments need to be made to your application (for example, if some of the items for which you have requested funding do not meet our criteria) we will notify you.

## Approved grants

Once a grant has been approved by Asda Foundation, your Community and Customer Champion will be notified by email, so they can get in touch with you to deliver the good news! A cheque will then be posted to the address you provided on your application form. You will also receive an email to let you know that your cheque is on its way.

Your Community and Customer Champion may wish to arrange a visit with your group to see the impact of our funding in action, and to get a better understanding of the impact our support has had. They may also want to take some pictures of the activities taking place (subject to you and your members' permission), to celebrate the success of your funding application.

## Unsuccessful grants

We receive a lot of applications and sometimes we must make difficult decisions. We reserve the right to make a judgement call in relation to the criteria outlined in this document. The decision of Asda Foundation is final and at our discretion. *We value every penny that we spend. Applications which Asda Foundation considers do not provide best impact for money may be unsuccessful.*

If a grant is unsuccessful, you will be notified by the Asda Foundation team and given feedback. You will be unable to submit a new application during the same grant round but are welcome to try again in any future grant round (provided that any concerns raised by Asda Foundation have been addressed, and subject to any new criteria and guidelines for those future grant rounds, as these are updated on a round-by-round basis).

## Retired grants

If Asda Foundation is missing information or does not receive a reply from the applicant group regarding any additional information that is required within a set timeframe, the grant will be retired. As above, you would be unable to submit a new application during the same grant round but would be free to reapply in future grant rounds.

# Frequently Asked Questions

## How do I contact my nearest Community and Customer Champion?

Community and Customer Champions work in all Asda superstores (but not smaller shops including Asda Living, Asda Express, or petrol stations). To find your nearest Champion, please use our Store Locator tool via the following link: <https://asdafoundation.org/champion-locator/>

## What if I can't contact my Community and Customer Champion?

If you have not had a response within a couple of weeks (please bear in mind that our Champions work part-time, spend a lot of their working hours out in the community and away from their stores, and may be on leave that week), you may wish to consider approaching your next nearest store for support. If you are still struggling to make contact with anyone, or have a concern to raise, please consult the [Asda Foundation Concerns Policy](#) on our website.

## How do store budgets work?

Asda Foundation has a set budget for each calendar year (funded by an annual donation from ASDA Stores) and we want to ensure that our grants reach as many parts of the country as possible. By allocating a set budget for each Asda superstore for each grant round, we feel we can maximise the reach and impact of our funding.

## How do I upload my Nomination Form to support my application?

Your Nomination Form will be in an email; in order to upload this to your application, please save the email to your device and then upload it as an attachment when prompted in the grant management system.

## Can my school apply for funding even if they don't have a PTA?

Asda Foundation cannot make payments directly to a school or academy trust account. However, we can accept applications from non-profit groups such as school PTAs, Parent Councils, "Friends of..." groups, etc. provided they can prove they are a separate entity and have their own bank account and constitution.

## My bank won't accept cheques, can you pay our grant by BACS or make the cheque payable to our treasurer instead?

Asda Foundation can currently only make grant payments by cheque to the applicant group; we cannot make these payments to individuals or personal accounts. Please ensure your bank accepts cheque payments before you complete your application.

## I'm not sure what you mean by 'ring fence email'?

If your grant needs to be payable to a parent organisation (for example, a foodbank which doesn't have its own bank account but is run and funded by a church), we will need a letter or email from the treasurer of the recipient organisation, who can provide assurance that the funding would be correctly allocated to your group.

## Can we use your logo to publicise the grant you have awarded us?

Yes, absolutely! Please use the Asda Foundation logo (which is different to the ASDA logo) to highlight any funding that we have awarded to your group. Details of where to find our Asda Foundation logo will be provided once a successful grant has been awarded.