



## Young Futures Fund Guidance & Criteria 2025

**Applications open:** From Thursday 27<sup>th</sup> February 2025 at 12pm (noon)  
To Thursday 13<sup>th</sup> March 2025\* at 12pm (noon)

**Grants between £500 and £1,000**

**Aim:** Improve mental health and wellbeing for teens and young people (13-21 years) to help build better futures.

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*\*The planned closing date for this grant is noon on Thursday 13<sup>th</sup> March, however, if we have a high level of applications, we may close the application window earlier.  
If we are oversubscribed in your geographical area of operation, we may choose to close individual areas before closing the total grant programme.  
Any changes to the application date will be communicated on the Asda Foundation website, social medial channels and grant management system to provide prior notice of the change.*

# Overview

The Asda Foundation Young Futures Fund will provide up to £500,000 of support to community groups across the UK to help them deliver activities for teenagers and young people (13yrs – 21yrs), helping to improve mental health and wellbeing, and create positive life opportunities.

**Grants between £500 and £1000 are available to grassroots groups, delivering projects which meet at least one of the following objectives:**

- Provide services that support, educate and empower.
- Connect young people to their peers.
- Support rehabilitation and recovery and provide shelter.
- Deliver activities / programmes that improve physical health and wellbeing.

**We encourage and will prioritise applications from groups whose aims align with the following:**

- Provide specialist services for marginalised or vulnerable groups of young people.
- Increase access and participation in activities that would otherwise not be available.
- Address prevalent social issues in their community such as: knife crime, gangs, bullying, personal safety etc.
- Challenge inequality through awareness, training and education.

All applications will be assessed against the aims and objectives of this grant program. If we receive a high volume of applications for this programme, applications from groups who meet multiple aims from the list above will be considered more favourably.

We also strive for a holistic spread of applications across the UK, applications from the same area will be reviewed together and Asda Foundation will select the most impactful project/s who meet all the above.

**We are unable to consider applications from:**

- Groups that do not currently offer services and support for people in this age range.
- Groups whose core support and activities are aimed at those outside of the 13-21 age range.
- Organisations based outside the UK or benefitting people/communities outside of the UK.
- Third party grant making organisations (grantees must directly deliver the service/activity).
- Groups whose services and activities involve alcohol.
- Schools and Academy Trusts, although PTAs (with their own bank account) are eligible to apply, providing that the funding would be used for extracurricular activities in line with the grant's aims.
- Groups affiliated with a particular political party or agenda.
- Religious organisations whose services are only open to people of a particular faith.
- Animal charities or groups focused primarily on animal welfare.

**Timelines:**

Applications will be reviewed within eight weeks of the grant window closing. Please plan for your project to start no earlier than 10 weeks after submission, as we cannot offer retrospective payments. Funding must be used, and your project completed, by September 2025.

# Funding Criteria

The following lists provide some examples of the items and services that we would and would not fund. These lists are not exhaustive.

## Examples of what we would fund

Intervention & prevention programmes to address social issues.

Essential items for crisis support, e.g. clothes, food and hygiene items for a homeless shelter focusing on young people.

Delivery of specialist support or services or speakers.

Group drop-in and talking sessions.

Workshops to upskill and deliver life skills (cooking, finance, employment, CV writing).

Resources for recreational activities. E.g. craft materials, board games

Sports kit and/or equipment (cap £500).

Volunteering costs (cap £100 per person).

Peer support events, and activities that bring people together.

## Examples of what we wouldn't fund

Fundraising, sponsorship or contribution to larger projects.

Equipment which will be kept by individuals, rather than the organisation applying for funding.

Projects which could negatively impact the reputation of The Asda Foundation.

Projects/items which will benefit only one person.

Trips and excursions.

Asda Foundation has a limited donation budget each year. To ensure our funding reaches those who need it most and has the biggest impact in communities, we reserve the right to reduce/cap applications. Asda Foundation may remove items which don't meet criteria, or where their use/impact is not in line with the aims and objectives of this grant.

# Group Eligibility

We encourage applications from a wide range of groups offering different services to specifically support 13–21-year-olds with their mental health and wellbeing; within this we anticipate high volumes of applications from the groups listed below.

If your group type is listed below, to support you with your application and avoid disappointment, please read the additional associated criteria points carefully.

## PTAs

Although Asda Foundation can't support schools directly, we can support PTA/PTFA/Friends of groups who support secondary schools and colleges with activities to improve mental health and raise awareness of prominent issues.

***We wouldn't fund social events such as proms, award ceremonies or end-of-year celebrations, or core school/ college activities, equipment (including playground items) and costs,***

## Amateur Sports Clubs

We encourage applications from sports clubs who are specifically carrying out projects/activities to engage and improve the wellbeing of marginalised and at-risk 13–21-year-olds.

***We wouldn't fund award ceremonies and awards or trophies. Sports kit and equipment would be capped at £500. We will only consider one application per club / group and would not fund multiple age group teams within the same club.***

## Explorer Scouts, Cadets & Rangers

We encourage applications which are specifically carrying out projects/activities to engage and improve the wellbeing of marginalised and at-risk 13–21-year-olds.

***We wouldn't fund Applications from scouts (10-14 yrs) & guides as the age range of most children attending would fall outside of the targeted audience for this grant program.***

## Youth Clubs

We encourage applications which are specifically carrying out projects/activities to engage and improve the wellbeing of marginalised and at-risk 13–21-year-olds. Youth clubs should be able to demonstrate that they already have an offering for this age range.

**We encourage applications from groups with free to access services that are inclusive to many; we are less likely to fund groups / activities with fees that prevent participation.**

# Essential Group Criteria

Your group must have...	Details
<p><b>A total annual income of £250,000 or below</b></p>	<p><b>What we need:</b>            If we can't verify your group's annual income is £250,000 or below, we will request this information.            If your group is a branch or project of a parent organisation with an income over £250,000, you must show a separate bank account, independent annual accounts, and your own constitution to be eligible.</p> <p><b>Why we need it:</b>            Asda Foundation prioritises supporting grassroots organisations, and the income limit ensures our funding has the greatest local impact.</p>
<p><b>Governing documents</b></p>	<p><b>What we need:</b>            A finalised copy of your organisation's Constitution (or Articles of Association/Memorandum, if applicable), outlining your group's name, charitable aims, non-profit status, and asset distribution upon dissolution.</p> <p><b>Why we need it:</b>            To ensure groups receiving our funding have proper governance in place. For guidance, refer to the <a href="#">NCVO's governing document guide</a>.</p>
<p><b>A Safeguarding policy</b></p>	<p><b>What we need:</b>            An up-to-date Safeguarding policy specific to your service users. See our safeguarding guidelines <a href="#">here</a>.</p> <p><b>Why we need it:</b>            To ensure the protection of service users and understand your processes for handling concerns.</p>
<p><b>A bank account in your group's name that accepts cheques</b></p>	<p><b>What we need:</b>            Proof of your group's bank account payee name (e.g. bank statement, paying-in slip, or bank letter). Ensure your bank accepts cheques before applying.</p> <p><b>Why we need it:</b>            We can only pay by cheque, made payable to your group (not individuals or personal accounts).</p>

# Application Process

<b>1. Read Guidance</b>	It's important that your project or activity meets the aims and criteria of the Fund, therefore we recommend that you read this guidance document in full before applying, to make sure your project and group are eligible.
<b>2. Gather your supporting documents</b>	Before completing and submitting your application, you will need to upload copies of your group's governing document, your safeguarding policy, and proof of your group's payee name – we recommend that you gather these documents prior to starting your application.
<b>3. Register</b>	Complete the Eligibility Check on our website - we want to make sure that your group is eligible to apply. Upon completion, you will be directed to our grant management system, hosted by SmartSimple, where you will be able to log in or register if you are new to the system. New users will receive an email to verify their email address and set up a password.
<b>4. Complete Application</b>	You will find the grant application form In the 'Funding Opportunities' section of your homepage portal.
<b>5. Await Outcome</b>	<p>Once you submit your application, you'll receive an email confirming receipt. Throughout the review, we may send status updates or request more information, so please keep your contact details current. You can also track progress in your SmartSimple account.</p> <p><b>Successful grants</b></p> <p>If successful, you'll be notified by email, with your local Asda Community and Customer Champion copied in. They'll be excited to visit and celebrate with you. A cheque will be mailed to the address you provide.</p> <p><b>Unsuccessful grants</b></p> <p>Due to the volume of applications, sometimes we must make difficult decisions. The decision of The Asda Foundation is final and at our discretion. If unsuccessful, you'll be notified by email. You cannot reapply but can apply for future funding if any concerns are addressed and new criteria are met.</p>
<b>6. Complete Follow-Up Activity</b>	Following a successful funding award, we want to know how our funding was used and the impact it's made in your local community. You will receive an email link to a post-award impact report for you to complete within our grant management system. We may also ask to see receipts, so please keep these safe!

# Example Projects

Here are some examples of applications which we would consider to be a good fit for this grant (please note that these are just illustrative):

## Deliver activities / programmes that improve physical health and wellbeing.

- **Who:** A Community Interest Company led by people with lived experience run a free sports club in an inner-city area of high deprivation providing access to food, support and sports classes to at-risk teens.
- **Funding Request:** £700 to provide additional equipment and food, opening up their services to more people.
- **Outcome:** The group delivered a summer evening programme introducing new people to this space and service. Service users shared that this has given them a place to be and someone to talk to about their troubles.

## Provide services that support, educate and empower.

- **Who:** A local grassroots group providing education to young people about the dangers of knife crime, empowering them to make positive choices to stay safe.
- **Funding Request:** £500 to run a series of unique and innovative workshops aiming to educate and change attitudes to prevent knife crime and reduce youth violence.
- **Outcome:** This funding resulted in over 200 young people receiving education and advice, with 95% feeling more knowledgeable about gangs and the dangers of carrying knives.

## Support rehabilitation and recovery and provide shelter.

- **Who:** A charity who provide support, counselling and guidance to young offenders, helping them to reintegrate into the community and make positive life choices.
- **Funding Request:** Funding of £1000 to provide a series of specialist sessions on CV writing and interview preparation.
- **Outcome:** This funding resulted in 3 sessions for 10 young adults. The first session covered CV writing. The second covered interview preparation and confidence building and the final session included interview practise. The participants felt empowered to take the first steps in their career.

## Connect young people to their peers.

- **Who:** A grassroots group who offer a befriending service to socially isolated young people. Based in the rural North of Scotland, the group provides volunteers who organise connection events in various rural communities.
- **Funding Request:** Funding of £600 was used to cover fuel expense costs for volunteers as well as costs associated with printing resources such as activities and talking cards.
- **Outcome:** This funding enabled the service to continue offering opportunities for young people, who otherwise would be unable to connect with like-minded individuals. The befriending service offers a safe space for individuals to share their thoughts and be their true selves.