



Movement for Good Larger Grants Application Guide

Through our larger grants, we are actively championing innovation, giving charities the backing they need to propel their plans forward and turn creative ideas into practical solutions that benefit society.

We understand the importance of longer-term funding for charities, especially when trying to bring ambitious new ideas to life. **That is why we are awarding grants of £10,000 and more in this phase of the programme.**



Our larger grants are for exciting and innovative projects. We're looking for charities which can demonstrate a clearly identified need and want to take their work to a new level, boosting their ability to make a difference.

The funding can be used within three years and for a blend of project and core funding costs. We're looking for specific projects or innovative initiatives with clear outcomes and benefits.

The project must support one of the below four themes:

Theme	We're looking for projects which...	Examples of previous charities we've funded
Education and skills	Promote or sustain skills and expertise among any group of people. Previously funded projects include giving school children positive mental health training and teaching lifesaving water safety skills to underserved communities	The Daniel Spargo-Mabbs Foundation , Brilliant Communities , Black Swimming Association , Breaking Barriers , Read Easy
Rural or community development	Strengthen a community to make it more inclusive, supportive or sustainable. Previously funded projects have provided vital counselling services to the farming community and connected to the countryside	The Country Trust , FarmAbility , DentaId , Jigsaw , The Passage
Arts, heritage or culture	Promote or support our history and traditions or focuses on the protection and preservation of historic land and buildings. Previously funded projects have educated craftspeople in sustainable design and helped connect people with disabilities with heritage	English Heritage , Shakespeare Birthplace Trust , Landmark Trust , Kids' Own Publishing Partnership
Climate change or environment	Contribute to our collective challenge to tackle impact on the climate and environment. Previously funded projects have enabled restoration of wetlands across the UK and research into climate impacts on heritage buildings	Heal Rewilding , InterClimate Trust , Forum for the Future , Eco UNESCO , Trees for Cities

All charities must be eligible to apply – please read our [terms and conditions](#).

Application assessment

The following section explains how we will assess your application.

As well as approving the eligibility of your charity we will judge each application under four areas:

-  **1 Impact and effectiveness;**
-  **2 Sustainability;**
-  **3 Innovation; and**
-  **4 Care and compassion.**

Please read this section carefully to help you submit the best possible application.

1. Impact and effectiveness:

We're looking for projects which can demonstrate real impact through robust assessment of information and a range of facts. We'd like to understand the reach and influence of the project in detail. In particular we want to assess the capacity and capability (financial, personnel and leadership) to deliver the proposed project. Also, whether there is sufficient evidence to demonstrate how effectively the project will address the need and how it will be measured.

Questions you could ask yourself to give your best answer

- Are the costs of the project clearly and sufficiently broken down?
 - Is there evidence of how the project will be managed and resourced?
 - How does the project address the identified need?
 - Is the impact clearly described and how would the charity measure the success?
-

2. Sustainability:

We're looking for projects which can achieve a lasting difference, changing the way the charity can do good for the long-term.

Questions you could ask yourself to give your best answer

- Is further investment/expenditure required to maintain the benefit of the project into the future and where will it come from?
 - Is continuation of the impact reliant on the ongoing involvement of the charity?
 - Can the charity demonstrate how the project will operate to meet future trends or changing demographics?
-

3. Innovation:

We're looking for projects which are doing it differently – finding new and innovative ways to tackle issues by taking a new perspective, establishing new partnerships or taking new approaches.

Questions you could ask yourself to give your best answer

- How can the charity evidence that this project is genuinely different?
 - Can the charity explain why this idea has not been tried before?
 - What makes this project stand out?
-

4. Care and compassion:

We're looking for projects which can clearly demonstrate care and compassion for the people, places and communities they are supporting.

Questions you could ask yourself to give your best answer

- How clearly does the application define the end beneficiaries of the project?
 - How does the charity clearly connect with the communities it is seeking to benefit?
 - Have the beneficiaries been asked for feedback on the potential idea?
 - How many beneficiaries will this project aim to benefit?
-

Do I need to meet any criteria to put my project forward?

We are looking for specific projects or innovative initiatives with clear outcomes and benefits. A project must clearly fit into one of our four key themes:

- Education and skills
- Rural or community development
- Arts, heritage or culture
- Climate change or environment

More information can be found on page 3.

You also must be an eligible charity to apply.

Please read our full [terms and conditions](#).

When can I submit my project?

The awards open on Monday 8 July 2024 and close on Friday 2 August 2024 – giving you plenty of time to create a great project submission.

How do I submit my project?

You can submit your project via a form on the [Movement for Good awards website](#). Prior to submitting your application, please ensure your submission matches our specific criteria (see pages 4-8).

How are the winners determined?

- Our judging panel will review all project submissions and assess them against specific criteria.
- The winners will subsequently be publicly announced on our website and across our social media and PR channels.

If you have any questions, please call our partner Charities Trust on **0151 318 0969** or drop us an email at **info@movementforgood.com**

Movement for Good £1,000 Draws

Nominate the charity of your choice for the chance to win £1,000 in our random draws.

movementforgood.com

Benefact Trust

Our charitable owner, Benefact Trust, support Christian charities and churches.

benefacttrust.co.uk

Movement for Good Special Draws

We run multiple special draws focusing on different causes and areas.

movementforgood.com

Charity Support

Don't forget we offer free webinars, online resources and events to help you raise more.

benefactgroup.com/charity-support



movementforgood.com

Benefact Group plc Reg. No. 01718196.

Registered in England at Benefact House, 2000 Pioneer Avenue, Gloucester Business Park, Brockworth, Gloucester, GL3 4AW, United Kingdom

EIO is the promoter. EIO is authorised by the Prudential Regulation Authority and regulated by the Financial

Conduct Authority and the Prudential Regulation Authority. Firm Reference Number 113848.

© Benefact Group 2024

07/24