

March 2009

Applying to the Main Fund

Guidance Notes



Esmée
Fairbairn
FOUNDATION

The Esmée Fairbairn Foundation aims to improve the quality of life throughout the UK. We do this by funding the charitable activities of organisations that have the ideas and ability to achieve change for the better. We take pride in supporting work that might otherwise be considered difficult to fund.

These Guidance Notes relate to our Main Fund which distributes the majority of our funding. We also have a number of more focused funding strands. See our website for more details www.esmeefairbairn.org.uk

This document is also available in large print format and in an audio version.

Latest information

This guidance will be updated from time to time, so please check our website www.esmeefairbairn.org.uk to ensure you have the latest information.

The Main Fund

The Main Fund is responsive to requests for support across the broad range of our interests, which are: the cultural life of the UK, education and learning, the natural environment and enabling disadvantaged people to participate more fully in society.

Funding so widely creates a lot of competition. In 2008 we received almost 5,000 eligible applications to the Main Fund and made 267 grants totalling £17.2m.

To ensure that we can respond to so many requests, the application process is in two stages. We will acknowledge receipt of your first stage application within a week of receiving it and email you within a month to say whether we would like to take it to a second stage or decline to support it.

If we invite you to proceed to the second stage, we may ask you for additional information in order to clarify and expand on what you have already told us.

What work do we support?

Within our four primary areas of interest - the cultural life of the UK, education and learning, the natural environment and enabling disadvantaged people to participate more fully in society – we will prioritise work that:

- Addresses a *significant* gap in provision
- Develops or strengthens good practice
- Challenges convention or takes a risk in order to address a difficult issue
- Tests out new ideas or practices
- Takes an enterprising approach to achieving its aims
- Sets out to influence policy or change behaviour more widely

Most successful applications meet more than one of these priorities. If your work only meets one, you should consider carefully whether to apply.

We are happy to consider requests to fund core or project costs. These may include running costs such as staff salaries and overheads but generally not equipment. We do not fund capital costs.

You do not have to be a registered charity to apply but we can only fund work that is legally charitable. Your constitution must allow you to carry out the work you propose.

We receive many more applications than we can support, so we have to be selective. Many organisations provide valuable local services that address a gap in provision, but are similar to others across the UK, and we cannot fund them all. We are looking for work that is genuinely distinctive, has a high impact and achieves positive and long-lasting change, and you should be able to demonstrate this in your application.

More information about the kind of work we support is on our website - www.esmeefairbairn.org.uk

What we will NOT fund – exclusions

Outside the remit of the Main Fund – no matter how worthwhile – are:

- Grants to individuals or to causes that will benefit only one person, including student grants or bursaries
- Work that does not have a direct benefit in the UK, including expeditions and overseas travel
- Capital costs and equipment
- Work that is well-established and well-proven. Examples of the kind of work we consider to be so are:
 - Mainstream activities of organisations which are part of a wider network of others (e.g. Age Concern, CABx, MIND)
 - Standard services which are provided in similar ways across multiple locations such as refuges, contact centres, sports associations, playgroups, play schemes, out of school clubs, supplementary schools, playgroups, youth clubs, and routine capacity building/ professional development
 - Energy efficiency or waste reduction schemes with no exceptional social benefits, such as recycling or renewable energy schemes
 - Routine information and advice work
- Outward bound courses, recreational activities and adventure experiences
- Healthcare or related work such as medical research, complementary medicine, hospices, counselling and therapy, education and treatment for substance misuse
- Work that is primarily the responsibility of central or local government, health trusts or health authorities. This includes residential, respite and day care, housing and homelessness, individual schools, nurseries and colleges, and vocational training. In this context please note that:
 - We do not replace or subsidise statutory funding
 - We are unlikely to make grants for vocational training (meaning training that may result in specific employment)
- Projects that primarily benefit the independent education sector
- Projects related to animal welfare, zoos, captive breeding and animal rescue centres
- General appeals or circulars
- The promotion of religion
- Retrospective funding, meaning support for work that has already taken place

How we assess applications

When considering whether to make a grant, the kind of things we look at include: your knowledge and understanding of the issues you are addressing, the quality of your planning, your ability to deliver, whether our support would enable you to engage others, including other funders, the potential for wider influence, your plans for sustainability and the difference a grant from us would make.

When considering your first stage application we are particularly interested in:

- Why you are the best organisation to undertake the work, including your track record
- The importance of the issue you are seeking to address
- The strength and feasibility of your idea
- The overall difference that your work is likely to make
- How closely your application fits with one or more of our six priorities (listed on page 3)

If you are invited to submit a second stage application we will ask you to respond to some further questions, which will give you the chance to expand on your plans.

Making a first stage application

If, having read and understood what we support and what we do not support, you think your organisation's activities could attract Esmée Fairbairn funding there is one final step before you start to prepare an application...

Application checklist

You can apply online or download the checklist and application form from our website.

If, having read through these Guidance Notes, you think that your organisation might qualify for funding from Esmée Fairbairn, please complete this checklist.

1. I have read and understood the information about the Main Fund
2. The work I am proposing does not appear on the list of exclusions (page 4)
3. I represent a registered charity or a not-for-profit organisation
4. The organisation has a constitution that allows it to carry out the work I am proposing for a grant
5. The purpose of the work I am proposing is legally charitable
6. The work I am proposing would benefit the UK's cultural life, education, the natural environment or enable people who are disadvantaged to participate more fully in society
7. The work I am proposing does one or more of the following:
 - Addresses a significant gap in provision
 - Develops or strengthens good practice
 - Challenges convention or takes a risk in order to address a difficult issue
 - Tests out new ideas or practices
 - Takes an enterprising approach to achieve its aims
 - Sets out to influence policy and change behaviour more widely

Only if you can put a tick in all of these boxes should you go on to the next section.

Making your application

You can apply online or download the checklist and application form from our website.

If you ticked all the boxes in the Application checklist, the next step is to let us have a first stage application. This should consist of:

1. a First stage application form (see next page)
2. an outline of your proposal on no more than two sides of A4, using a font no smaller than 12-point

Please use the following headings:

- A brief description of your organisation and its relevant track record
 - What you would like us to fund and why it is important
 - What difference the work you propose will make to your organisation and life in the UK (either locally, regionally or nationally)
 - How much would the project cost and how much money are you asking Esmée Fairbairn for?
 - How your proposal fits with one or more of our six priorities (listed on page 3)
- 3 a copy of your organisation's most recent accounts (or an income and expenditure budget for the current year if your organisation is new)
 - 4 your organisation's constitution (if you are not a registered charity)

Please make sure that you send all the information we ask for at the same time. If possible please apply online at www.esmeefairbairn.org.uk

We will also accept applications by email or post

By email to:
applications@esmeefairbairn.org.uk

By post to:
Grant Applications
Esmée Fairbairn Foundation
Kings Place
90 York Way
London N1 9AG

First stage application form

Organisation name

Organisation address

Telephone number

Organisation contact name and position in organisation

Please confirm you have the authority to make this application by ticking this box

Email address (required, since this will be our main way of contacting you, preferably for your organisation rather than a home email address)

Organisation website address

Registered charity number (if applicable)

Date organisation was established

Project proposal summary (in no more than 25 words)

Amount requested £

Local authority area where your organisation is based

Local authority area(s) that will benefit from the work (if different)

Signature (of person authorised to make this application) – not required if you are applying online or emailing your application

I have included a two page outline proposal, accounts and constitution (if not a registered charity)

For administration purposes only, tick the one box which is most appropriate to the focus of your proposed work

Arts, Culture, Heritage Citizenship/Community Development Education

Environment Human Rights/Conflict Resolution Prevention or Relief of Poverty

Other Charitable Purposes

Questions and answers about the Main Fund

Do you have any deadlines for applications?

You can apply at any time, since we make funding decisions throughout the year. However, we will only deal with one application per organisation at a time through the Main Fund.

If your organisation currently holds a grant and you would like to continue or develop the work, you should telephone the contact person for your grant six months before the end of the current grant.

How long will I have to wait for a decision?

We aim to acknowledge your first stage application by email within a week of receiving it. We expect to make a decision about whether to take it further within a month.

At second stage, we will notify you of the decision within four months of receiving your application. It is, therefore, advisable to factor in a minimum period of five months into your planning, particularly if you are requesting a grant of more than £75,000.

If my application is refused at either first or second stage, may I apply again?

You may come back to us at any time with a revised proposal or a new project. You must wait for a decision on one application before submitting another.

May I call you to discuss my organisation's application?

For a conversation to be meaningful we first need to read your first stage application. We will call you if we need to know more. Existing grantholders should get in touch with their contact at Esmée Fairbairn.

Can my organisation have more than one grant at a time?

In most cases we only make one grant to an organisation at a time through the Main Fund. In rare cases an organisation may also receive a separate grant through one of our funding strands (see website for more detail on strands www.esmeefairbairn.org.uk).

Do I need to have matched funding in place before applying?

No. However, where the total cost of the work you propose is high it may help to have commitments of funding from other sources or plans to apply elsewhere.

Do you fund research?

Only occasionally, where we consider it is likely to have a practical impact.

Will I receive feedback if my application is rejected?

Because of the breadth of our interests and the high number of applications we receive, we are unable to provide tailored feedback by letter or telephone for applications declined at first stage. Feedback is available for applications declined at second stage.

What happens if my application is successful?

You will be expected to comply with our standard terms and conditions, which you can find on our website. Some grants will have specific terms and conditions. You will also need to report to us on your progress with the work we are supporting. We will provide you with advice on what we like to see in a progress report. This advice is also available on our website

Esmée Fairbairn Foundation A brief history

In 1961 Ian Fairbairn, a leading City figure, decided to endow a charitable foundation with the bulk of his holdings in the company he had joined some 30 years before, M&G.

His purpose was two-fold. In the interests of more widespread prosperity, he aimed to promote a greater understanding of economic and financial issues through education. He also wanted to establish a memorial to his wife, Esmée, who had played a prominent role in developing the Women's Royal Voluntary Service and the Citizens Advice Bureaux. She was killed in an air raid during the Second World War.

Esmée Fairbairn's sons, Paul and Oliver Stobart, also contributed generously to the Foundation established in their mother's memory.

The Foundation sold its holding in M&G in 1999 when the company was taken over by Prudential Corporation PLC. As a result of this sale, the Foundation's endowment grew significantly in value. So did the size and scope of the grants it was able to make.

Today, the Esmée Fairbairn Foundation is one of the largest independent grant-making organisations in the UK.



Esmée Fairbairn Foundation
Kings Place
90 York Way
London N1 9AG

T 020 7812 3700
F 020 7812 3701
info@esmeefairbairn.org.uk
www.esmeefairbairn.org.uk

Registered charity no. 200051