Expression of Interest: Guidance and Sample Form

Updated: 9 February 2024

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| When you are ready to tell us about your work, you can submit an Expression of Interest through our online application system.   * This document outlines what is contained in the online Expression of Interest form, so you know what to expect when you complete the form. * The Expression of Interest form itself is split into two sections: page 1 features guidance; and page 2 is for you to complete about your organisation and work. * After submitting the form, you’ll be redirected to a Diversity, Equity and Inclusion monitoring form.   Please note that applications can only be submitted through our online application system.  **Accessibility:** We have additional [accessibility-related support](https://esmeefairbairn.org.uk/applications/accessibility-and-support-applying/) available for applicants where our online application process may be a barrier to applying, including an Access Payment to support you to apply.  **Success rates for applications in 2023 (excluding those for follow-on grants and those we have proactively invited)**   * 7% of eligible expressions of interest were invited to submit a proposal. * 93% of proposals submitted went on to be awarded a grant. |

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# Page 1: Guidance for completing the Expression of Interest

You'll first be asked for some details about your organisation, the work that you do, your contact details and which of Esmée’s aims and priorities your work matches. You will then have a **total of 300 words** to tell us about your work by answering the following two questions:

1. **What would you like Esmée to support?**

*Briefly outline how our funding and support will be used.*

1. **What’s the change you are focused on achieving and how is your organisation well placed to deliver it?**

*We’re interested in understanding the need your work will address, and the opportunities your organisation or partnership is uniquely placed to take. We will also look at your website to learn about your organisation so use this space to focus on the change you want to achieve in relation to Esmée’s priorities/long-term outcomes.*

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| **Please note that you will not be able to save the form so if you’re not ready to complete your Expression of Interest, you will need to start again.** |

## Response times

We will get back to you within **four** weeks about your Expression of Interest.

## Are we the right funder for you

It is difficult to get funding from Esmée. The vast majority of people who apply for our funding are not supported.

We are choosing to focus our funding on work that we believe will deliver the greatest long-term impact and create change for the future.  For our grant funding, this means we are making a smaller number of longer-term grants with a more strategic focus, and fewer short-term or small-scale grants.

Before continuing, please check if we are the right funder for you.

### What we don't support:

* Organisations with a regular annual turnover of less than £100,000 (as reflected in the latest set of accounts)\*.
* Organisations without at least three trustees or directors (the majority of whom should be non-executive).
* Organisations without an asset lock or other general mechanism designed to ensure that the assets, including any profits generated, are used for the benefit of its community or to further its activities and mission (this exclusion applies to grants; for social investments, we only invest in organisations with charitable aims and mission).
* Grants for less than £30,000.
* Social investments for less than £100,000 or more than £2m.
* Work that is not legally charitable.
* Work that does not have a direct benefit in the UK.
* Grants to individuals.
* Capital costs including building work, renovations, and equipment (this exclusion applies to grants,; we may make social investments for these).
* Academic research – unless it can demonstrate real potential for practical outcomes.
* Healthcare with a clinical basis, including medical research, hospices, counselling and therapy, arts therapy, education about and treatment for drug and alcohol misuse.
* Independent education.
* Work that is primarily the responsibility of statutory authorities.
* The promotion of religion.

\* We will identify new ideas to support which are at an earlier stage and would not get through our applicant quiz. We will contact organisations proactively to apply for this support. 

### Applicants will need to show that:

* Their organisation is leading the way itself, or is part of a partnership or collaboration which is aiming for transformative change.
* The work is pioneering by breaking new ground, or using tried and tested models to push things forward in a new way.
* The work is ambitious and aiming to make a long-term impact. To be funded by Esmée, it's not enough to be keeping good things going, you need to be driving change for the future.

### What we are most likely to fund:

* Unusual collaborations and ambitious partnerships which are delivering at scale and involving or engaging a range of charity, public sector or corporate stakeholders
* Work which makes connections across our aims: Our Natural World, A Fairer Future, and Creative, Confident Communities.
* Communities or people most affected being involved in campaigning or leading change.
* Work which uses a preventative approach.
* Work that has practical plans to achieve and sustain change over the long term.
* For social investments, the existing or potential ability to repay our investment.
* Alternative forms of investment and social investment in innovative models.

**If you are still not sure if we are the right funder for you, please read our full funding**[**guidance**](https://esmeefairbairn.org.uk/applications/guidance)**.**

## Diversity, Equity and Inclusion:

We are also gathering Diversity, Equity and Inclusion (DEI) data from organisations who apply for our funding. Once you’ve submitted your Expression of Interest, you will be redirected to a DEI monitoring form. We want to use the information we gather to help us identify and address structural inequity, and ensure that the reach of our funding and our funding practices are fair and just.

# Page 2: Grant Applications

**Please note:** All questions are mandatory unless specified otherwise.

## About your organisation

| **Question** | **Answer** |
| --- | --- |
| Is your organisation a Registered Charity? | Multiple choice – choose from:   * We are a registered charity in England and/or Wales * We are a registered charity in Scotland * We are a registered charity in Northern Ireland * We are not a registered charity   Registered charities will be asked for your Charity Number. Those registered in England and/or Wales can search for their Charity Number using the search tool, which will automatically complete some of the relevant fields about your organisation. |
| Does your organisation have a Company Number | Multiple choice – choose from:   * Yes * No   If selecting yes, please enter your company number in the box provided. |
| Organisation type: | Choose your organisation’s legal structure from the dropdown list. Options include:   * Building Society * Charitable Incorporated Organisation (CIO) * Community Benefit Society * Community Interest Company (CIC) * Company Limited by Guarantee * Company Limited by Shares * Cooperative * Credit Union * Industrial & Provident Society (IPS) * Limited Liability Partnership * Local Authority * Other * Registered charity * Unincorporated Association * University |
| Name of your Organisation | Free Text box |
| Organisations website | Free Text box |
| Number of employees | Free Text box (number of FTE – full time equivalent staff) |
| Number of Trustees and/or non-executive directors | Free Text box (number) |
| Most recent accounting year’s annual turnover (£) | Free Text box (please enter a round number, without commas or a currency sign) |
| Address of the Organisation | Free Text boxes for you to fill in:   * Street * City * County * Postal Code   Drop down box for you to select which country your Organisation is based in |

## Your organisation’s leadership

|  |  |
| --- | --- |
| **Question** | **Answer** |
| Does your organisation’s leadership share one or both of the following identities? | Choose from the following options:   * Communities experiencing racial inequity * Disabled * None of the above   You can choose Communities experiencing racial inequity AND Disabled by using CTRL + clicking both options. Additional guidance is below.  Definitions:   * **Communities experiencing racial inequity:**by this we mean, that 75% or more of the Board/Management committee AND 50% of senior staff (where staff exist) are from communities experiencing racial inequity. This is often referred to as 'Black, Asian and Minority Ethnic', BAME or Black and Minority Ethnic (BME). * **Disabled people:**by this we mean that 75% or more of the Board/Management committee AND 50% of senior staff (where staff exist) are D/deaf or disabled.   In addition to this question, applicants will also be asked to complete a Diversity, Equity and Inclusion monitoring form, which you will be directed to after completing your Expression of Interest. |

## Your contact details

We ask for the details of the primary (main) contact for the application.

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| **Question** | **Answer** |
| Primary Contact Name | Free Text boxes for you to fill in:   * Primary Contact First Name * Primary Contact Last Name |
| Primary Contact Pronouns | This question is optional. Choose from the following options:   * He/Him * He/They * She/Her * She/They * They/Them * Other – please specify\* * Prefer not to say   \* *If you select ‘Other – please specify’, a Free Text box will appear where you can enter your pronouns.* |
| Primary Contact Job Title and contact details | Free Text boxes for you to fill in:   * Primary Contact Job Title * Primary Contact Telephone * Primary Contact Email * Confirm Primary Contact Email |

## Name of your work and type of funding

| **Question** | **Answer** |
| --- | --- |
| Enter the name of the work you’d like Esmée to support | Free Text box (please use one sentence to sum up your work – maximum 230 characters) |
| What type of funding are you applying for? | Multiple choice – choose from:   * Grant * Social Investment |

## Alignment to Esmée’s aims and priorities

| **Question** | **Answer** |
| --- | --- |
| Which aim is your work directly contributing to? | Drop down selection from the options below (if more than one, choose the one it fits best).   * Our Natural World * Creative, Confident Communities * A Fairer Future |
| What Esmée priority is the best match for your work? | Drop down selection based on the priorities for the aim you have chosen (if more than one, choose the one it fits best).  There is an opportunity to select other priorities in the following question. |
| *This question will only appear if ‘Children and Young People’s Rights’ is selected as the best match priority:*  Which Children and Young People’s Rights strategy outcomes are you working towards? | Choose one option from:   * A shift in early years provision to ensure that young children (aged 0-5) and their families facing barriers have quality support * Fewer young people, particularly those experiencing racial inequity, in contact with the youth justice system, excluded from school, and entering state care * Children’s rights are better met, with specialist legal support and better protection for marginalised groups * Young people (aged 14-25) with experience of injustice create and lead positive change, and shape decision making |
| *This question will only appear if ‘Arts and creativity making change’ is selected as the best match priority:*  Which ‘Arts and creativity making change’ strategy outcome are you working towards? | You will only be able to select the following option:   * A representative cultural workforce led by a new and diverse generation of cultural leaders.   *Please note we are not currently accepting applications for our outcome: Youth-led culture and creativity enhances young people’s lives, and enables them to influence change in their communities or wider society’. We will be launching a new funding programme for work towards this outcome in February 2024.* [*Learn more and see our FAQs.*](https://esmeefairbairn.org.uk/latest-news/changing-how-we-fund-youth-led-culture-and-creativity/) |
| What other priorities are also a match for what you do? | Choose from the list below. You can choose up to two other priorities in addition to the one you selected in the previous question. Use CTRL + click to select multiple options.   * Arts and Creativity Making Change * Children and Young People’s Rights * Communities working together for change * Community-led art and creativity * Community driven enterprise and regeneration * Fishing in tandem with nature * Freshwater * Gender Justice * Migrant Justice * Nature friendly farming * Peat * Racial Justice * Space for nature |

## Further questions about your organisation and work

| **Question** | **Answer** |
| --- | --- |
| *Depending on your organisation type, you may be asked the following question:*  Does your organisation have an asset lock or other general mechanism used to cover all the provisions designed to ensure that the assets, including any profits generated, are used for the benefit of its community or to further its activities and mission? | Multiple choice – choose from:   * Yes * No |
| Are you looking to fund a building project or renovation work? | Multiple choice – choose from:   * Yes * No |
| Are you looking to support an individual? | Choose from:   * Yes * No |
| Is the funding for healthcare? | Choose from:   * Yes * No |
| Is the funding for independent education? | Choose from:   * Yes * No |
| Is the work for the advancement of religion? | Choose from:   * Yes * No |
| Is the work primarily the responsibility of statutory authorities? | Choose from:   * Yes * No |
| Is the work you are asking us to fund legally charitable? | Choose from:   * Yes * No |
| Is your work UK wide? | Multiple choice – choose from:   * We work across the whole of the UK * We work in one or more specific areas of the UK * We don’t work in the UK |

## Funding request

|  |  |
| --- | --- |
| **Question** | **Answer** |
| How much money are you applying for? | Free Text box (Please enter a round number – no decimals. Do not include the currency sign or any commas) |
| How many months support are you applying for? | Free Text box (Please enter the number of months, to the nearest whole month. There is no need to write “months”) |

## Your Expression of Interest

Tell us briefly about your work by answering the following two questions. You will have a **total of up to 300 words** that you can use.

|  |  |
| --- | --- |
| **Question** | **Answer** |
| What would you like Esmée to support? | Free Text box (*Briefly outline how our funding and support will be used)* |
| What’s the change you are focused on achieving and how is your organisation well placed to deliver it? | Free Text box (*We’re interested in understanding the need your work will address, and the opportunities your organisation or partnership is uniquely placed to take. We will also look at your website to learn about your organisation so use this space to focus on the change you want to achieve in relation to Esmée’s priorities/long-term outcomes)* |

## Submitting your form

You will be redirected to a Diversity, Equity and Inclusion monitoring form. You will know that all the information has been submitted when you are taken to a ‘thank you’ page.

We will then review your expression of interest and get back to you within the next month. In the meantime, if you have any queries, you can get in touch with us by [emailing us](mailto:info@esmeefairbairn.org.uk).

There are two buttons at the bottom of the page:

* Previous page (this will take you back to the Guidance)
* Submit (this will take you to the Diversity, Equity and Inclusion monitoring form)

# Page 2: Social Investment Applications

**Please note:** All questions are mandatory unless specified otherwise.

## About your organisation

| **Question** | **Answer** |
| --- | --- |
| Is your organisation a Registered Charity? | Multiple choice – choose from:   * We are a registered charity in England and/or Wales * We are a registered charity in Scotland * We are a registered charity in Northern Ireland * We are not a registered charity   Registered charities will be asked for your Charity Number. Those registered in England and/or Wales can search for their Charity Number using the search tool, which will automatically complete some of the relevant fields about your organisation. |
| Does your organisation have a Company Number | Multiple choice – choose from:   * Yes * No   If selecting yes, please enter your company number in the box provided. |
| What type of organisation are you? | Choose your organisation’s legal structure from the dropdown list. Options include:   * Building Society * Charitable Incorporated Organisation (CIO) * Community Benefit Society * Community Interest Company (CIC) * Company Limited by Guarantee * Company Limited by Shares * Cooperative * Credit Union * Industrial & Provident Society (IPS) * Limited Liability Partnership * Local Authority * Other * Registered charity * Unincorporated Association * University |
| Number of employees | Free Text box (number of FTE – full time equivalent staff) |
| Number of Trustees and/or non-executive directors | Free Text box (number) |
| Most recent accounting year’s annual turnover (£) | Free Text box (Please enter a round number, without commas or a currency sign) |
| Address of the Organisation | Free Text boxes for you to fill in:   * Street * City * County * Postal Code   Drop down box for you to select which country your Organisation is based in |

## Your organisation’s leadership

|  |  |
| --- | --- |
| Does your organisation’s leadership share one or both of the following identities? | Choose from the following options:   * Communities experiencing racial inequity * Disabled * None of the above   You can choose Communities experiencing racial inequity AND Disabled by using CTRL + clicking both options. Additional guidance is below.  Definitions:   * **Communities experiencing racial inequity:**by this we mean, that 75% or more of the Board/Management committee AND 50% of senior staff (where staff exist) are from communities experiencing racial inequity. This is often referred to as 'Black, Asian and Minority Ethnic', BAME or Black and Minority Ethnic (BME). * **Disabled people:**by this we mean that 75% or more of the Board/Management committee AND 50% of senior staff (where staff exist) are D/deaf or disabled.   In addition to this question, applicants will also be asked to complete a Diversity, Equity and Inclusion monitoring form, which you will be directed to after completing your Expression of Interest. |

## Your contact details

|  |  |
| --- | --- |
| **Question** | **Answer** |
| Your contact details | Free Text boxes for you to fill in:   * Primary Contact First Name * Primary Contact Last Name * Primary Contact Job Title * Primary Contact Telephone * Primary Contact Email * Confirm Primary Contact Email |

## Name of your work and type of funding

| **Question** | **Answer** |
| --- | --- |
| Enter the name of the work you’d like Esmée to support | Free Text box (Please use one sentence to sum up your work – maximum 230 characters) |
| What type of funding are you applying for? | Multiple choice for you to choose from:   * Grant * Social Investment |
| If you have an existing pitch deck or 1-2 page summary about your work, you can upload it here. | You can use the ‘Choose file’ button to upload a supporting document. Please note this is optional, and if you don’t already have an existing document to upload, please don’t worry about creating something new. |

## Alignment to Esmée’s aims and priorities

| **Question** | **Answer** |
| --- | --- |
| Which aim is your work directly contributing to? | Drop down selection from the options below (if more than one, choose the one it fits best).   * Our Natural World * A Fairer Future * Creative, Confident Communities * A Sector Fit for the Future |
| What Esmée priority is the best match for your work? | Drop down selection based on the priorities for the aim you have chosen (if more than one, choose the one it fits best).  There is an opportunity to select other priorities in the following question. |
| Which Children and Young People’s Rights strategy outcomes are you working towards?  *This will only appear if ‘Children and Young People’s Rights’ is selected as the best match priority.* | Select all that apply.   * A shift in early years provision to ensure that young children (aged 0-5) and their families facing barriers have quality support * Fewer young people, particularly those experiencing racial inequity, in contact with the youth justice system, excluded from school, and entering state care * Children’s rights are better met, with specialist legal support and better protection for marginalised groups * Young people (aged 14-25) with experience of injustice create and lead positive change, and shape decision making * An end to the ‘cliff edge’ of support for young people leaving care *– note that this is a closed outcome and you will only be allowed to select it if invited* |
| What other priorities are also a match for what you do? | Choose from the list below. You choose up to two other priorities in addition to the one you selected in the previous question. Use CTRL + click to select multiple options.   * Arts and Creativity Making Change * Children and Young People’s Rights * Communities working together for change * Community-led art and creativity * Community driven enterprise and regeneration * Data and digital * Enabling campaigning and movement building * Fishing in tandem with nature * Freshwater * Funder collaboration and accountability * Gender Justice * Migrant Justice * Nature friendly farming * Peat * Racial Justice * Social Investment new models and market support * Space for nature |

## Further questions about your organisation and work

| **Question** | **Answer** |
| --- | --- |
| *Depending on your organisation type, you may be asked the following question:*  Can you confirm that:  (a) all our funding is used for our charitable purposes, and  (b) any private benefit arising from that funding is necessary and incidental to the pursuit of Esmée’s charitable purposes. | Multiple choice – choose from:   * Yes * No * Unsure |
| Are you looking to fund a building project or renovation work? | Multiple choice – choose from:   * Yes * No |
| Are you looking to support an individual? | Choose from:   * Yes * No |
| Is the funding for healthcare? | Choose from:   * Yes * No |
| Is the funding for independent education? | Choose from:   * Yes * No |
| Is the work for the advancement of religion? | Choose from:   * Yes * No |
| Is the work primarily the responsibility of statutory authorities? | Choose from:   * Yes * No |
| Is the work you are asking us to fund legally charitable? | Choose from:   * Yes * No |
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## Your Expression of Interest

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|  |  |
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| **Question** | **Answer** |
| What would you like Esmée to support? | Free Text box (*Briefly outline how our funding and support will be used)* |
| What’s the change you are focused on achieving and how is your organisation well placed to deliver it? | Free Text box (*We’re interested in understanding the need your work will address, and the opportunities your organisation or partnership is uniquely placed to take. We will also look at your website to learn about your organisation so use this space to focus on the change you want to achieve in relation to Esmée’s priorities/long-term outcomes)* |

## Submitting your form

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We will then review your expression of interest and get back to you within the next month. In the meantime, if you have any queries, you can get in touch with us by [emailing us](mailto:info@esmeefairbairn.org.uk).

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