

APPLICATION GUIDELINES



The
Rotherwick
FOUNDATION

Helping to Achieve

ABOUT THESE GUIDELINES

We appreciate the time and effort that fundraising takes and aim to be as clear as possible about what The Rotherwick Foundation does and doesn't fund, how to apply for a grant and how long the process usually takes.

These guidelines are divided into the following four sections.

- **Who we support**
- **What we fund**
- **What we don't fund**
- **The application process**

WHO WE SUPPORT

The Foundation accepts applications from individuals and organisations working in the areas of Welfare, Youth, Community, Faith, Education, Health & Heritage and whom are located within a 20 mile radius of one of the three Elite Hotels.

As the Trustees remain flexible and wish to fund the most compelling causes and projects we do not target expenditure by category. Don't worry if your charity could fall under more than one category as it has no bearing on how likely your application will be considered.



You do not need to have applied for, or received, a grant from The Foundation in the past, nor do you need to know anyone or be 'invited' to apply – as long as you are not currently in receipt of a grant from us nor have applied to us within the last year, you are eligible to apply if you are one of the following:

- individuals;
- UK registered charities working in the UK;
- Charitable Incorporated Organisations (CIOs);

- hospitals, hospices and medical related Institutions;
- schools, universities or registered educational charities that are either exempt under Charity Commission guidelines or are registered charities;
- faith-based organisations that are either exempt under the Charity Commission guidelines or are registered charities; or
- museums, galleries and community heritage assets.

WHAT WE FUND

When deciding what to apply for we strongly recommend you apply for whatever is your greatest priority and area of need – this could be in one of three areas; Capital, Revenue (often called ‘unrestricted core operating costs’) or Project work.

We recommend that you have around half of your funding identified before applying to The Foundation. **Please note that a grant is unlikely to be more than around 50% of the total costs of the budget.**

Capital projects

By capital we mean bricks and mortar or tangible ‘stuff’ i.e. a building project, repairs, equipment etc.

If you are seeking a Capital grant you will need to have confirmed planning permissions in place at the time of submitting your application. If you are seeking a Capital grant related to a building or land, please confirm ownership or the lease arrangements that are in place (i.e. length of lease and years remaining). If you are applying on behalf of a church, then faculty approval will also be required.

Revenue/unrestricted operating costs

Revenue grants are made towards the general running costs of your organisation, also sometimes

referred to as ‘core operating costs’. The grants are typically unrestricted and can be used towards costs such as a specific position or job, programme costs etc.

Project costs/specific activities

If you have a very specific project or activity for which you need support then you can outline this in your proposal – include all the costs involved in delivering the project, including staff costs and a reasonable percentage of overheads if relevant. The Foundation might make a general contribution to salaries through Project or Revenue/core operating cost grants, however please note that we do not generally give grants for a specific job or particular member of staff within your organisation.

WHAT WE DON'T FUND

We are not able to support:

- post-graduate degrees;
- Community Interest Companies (CICs);
- social enterprises without UK Charity Commission registration;
- work that does not deliver a direct benefit in the UK or is not within a 20-mile radius of an Elite Hotel, even if the organisation is registered with the Charity Commission;

- charities that spend the majority of their income outside the UK;
- local authorities and councils; and
- national charities unless a specific project local to an Elite Hotel.

Organisations with unrestricted reserves (net current assets plus investments) covering more than 12 months’ expenditure are unlikely to receive a grant unless they can make an exceptionally convincing case that they are in financial need.

There are some activities that we do not provide funding for:

- one off or annual events such as galas or festivals, even if they are for fundraising purposes;
- sponsorship;
- feasibility studies;
- activity that takes place overseas, including overseas trips;
- start-up costs, organisations that do not yet have a track record of service delivery, or that have not yet produced accounts;
- campaigning, lobbying and awareness raising activity; and
- endowment appeals.

THE APPLICATIONS PROCESS

This section outlines everything we need to see in a funding application, how to submit your application and what happens next. Please make sure you read this thoroughly before submitting an application.

Top tips for a good application

- Tell your story in a straightforward way and include the whole context, even if you’ve applied to us before. Things may have changed since the last time we were in touch, this way you can be sure you’ve explained everything that we need to know.
- Avoid using jargon or acronyms.
- Ask someone who doesn’t know our organisation to read your proposal – does it make sense? Can they remember the key points?
- Tell us how many people you reach i.e. how many beneficiaries you work with.
- Ensure your budgets are correct, that they add up and are totalled, clearly showing what your current shortfall is.
- Include a clear funding plan – we cannot be your only funder so tell us what you have raised so far, from which sources and where else you are applying for the remaining shortfall.
- Keep it simple!

Writing your application – the proposal

We do not have a rigid application form as we want to give you space to be yourselves so we can understand you better. Please be as succinct as possible and do not exceed 5 sides of A4 – include ALL the information we request in this single document. If we have additional questions we will ask you. Please submit your proposal in a Word or PDF format and include the following information:

Executive summary

At the start of your proposal, provide an overview of which funding you are seeking, the need it is addressing, the difference it makes (impact), your track record and what you are asking The Foundation for. This is vital context that many applicants forget to convey! Think of the five ‘W’s – who, what, why, where and when.

Main proposal

Need and Delivery:

- What is the need that you or your organisation is addressing? Why is it important?
- How does your work address this need i.e. what do you actually do or what services do you deliver?

Impact:

- What difference does your organisation’s work make?

- What are your outputs? For example, who benefits from your work and in what way?

For Groups and Organisations

Case studies & Images

It can help to bring your application to life if you can include one or two case studies and/or quotes from people who have benefitted from your work. Do include some carefully selected images if they help to illustrate your project, what your charity does and the difference it makes. While we expect to see robust plans please don’t feel that you have to be too clinical – if the work of your organisation has an emotional impact or brings joy then you can tell us that too. A balance between ‘head’ and ‘heart’ can make a proposal compelling.

Leadership & management

We understand that highly competent people and inspiring leadership makes all the difference so do ensure you explain enough about those leading and delivering your work for our Trustees to have confidence in your organisation and your plans. Include a paragraph about the CEO, the senior team and/or Trustees and their experience in delivering your work.

Partnership working

If you have partnerships or are collaborating with other organisations please tell us about this. While our Trustees are wary of supporting organisations that are duplicating or overlapping the work of others they do appreciate joined-

up working when it delivers a better service, makes things more efficient and/or improves outcomes.

Budget & fundraising plan

A clear budget and fundraising plan will speed up our decision process so that we won’t have to contact you for clarification. This section is extremely important because we need to understand:

- that you have a robust plan to fund your work – both in terms of who is already supporting you and the list of potential sources you are applying to;
- where your funding comes from in general;
- how reliant you are on certain funding sources; and
- how your local community or beneficiaries support your work.

Our Trustees look for a varied funding base to ensure that organisations are financially sustainable. If there is a reason why your current funding comes from a small number of sources, tell us why this is currently the case and what you aim to do to change this for the future.

How to outline your budget & fundraising plan

In our experience charities often find it a challenge to summarise their budget and fundraising plan. Overleaf we have provided examples for you to use as a guide.

Planned expenditure/budget

Provide a breakdown of how much your work costs for the financial year/s that relate to your request. You may want to use the same headings that appear in your annual accounts, for example:

Expenditure item	Amount	Notes
Salaries	£325,000	3 full-time & 4 part-time staff
Training	£25,000	
Programme costs	£80,000	Incl. materials
Office costs	£30,000	
Repairs & maintenance	£5,000	
Rent	£25,000	
Legal & professional fees	£5,000	
Governance costs	£5,000	
TOTAL	£500,000	

Income/fundraising plan

We need to see your organisation's expected income for the financial year/s that relate to your request.

This table should show us how

much funding has been secured so far, from what sources, how much is left to be raised (i.e. the shortfall) and from what sources you intend to fill this gap.

Source of Income	Anticipated/ Target Income	Confirmed Income to date	Notes
Contracts/ statutory funding	£200,000	£100,000	Local council yet to confirm renewed funding
Other earned income	£20,000	£5,000	Sales from social enterprise ongoing
Trusts & Foundations	£150,000	£75,000	Secured £50,000 from named national Trust, five pledges of £5,000 from named local Trusts. Applications pending with six other Foundations – give names
Corporate donations	£20,000	£10,000	Companies targeted include X,Y & Z
Individual giving	£15,000	£5,000	Trustees engaged to contact friends and colleagues
Community/ events	£20,000	£10,000	Car boot sales and other events planned
Contributions from reserves	£75,000	£75,000	If planned
Subtotal of Anticipated/ Target Income	£500,000		
Subtotal of Confirmed Income		£280,000	
Shortfall	£220,000		

Project specific applications

If you are applying for a capital project or specific activity, you will need to provide the following additional project specific plans:

1. budget/costs or your project;
2. fundraising plan for your project with two columns – one for amounts secured and the other with projected amounts per funding source (i.e. individuals, corporates, Trusts etc).

Multi-year requests

If your request is for funding over multiple years please include a corresponding multi-year budget. Our Trustees are happy to consider a multi-year request of up to three years and tend to make these grants where an organisation has a funding history with The Foundation.

Plan B

Hopefully your fundraising will be successful however we are aware that raising funds is hard work, especially in the current financial climate. What will happen if the full cost of the project cannot be raised? Will the work go ahead but on a reduced level? Will your organisation phase the work? If you have a loan in place, what are the terms and repayment plan for it? Do you have reserves that can be released? Please ensure our Trustees can see you have thought about alternative options.

Accounts

We need to understand that your organisation has a track record of service and delivery; therefore you will need to have at least one year's worth of accounts to be eligible to apply.

If your organisation is required to produce audited accounts or independently examined accounts you will need to submit a copy of these with your proposal. If your organisation is not required to produce audited or independently examined accounts, then please submit your last year's worth of management accounts.

Please tell us if there is anything unusual in your accounts that needs explaining – for example any exceptional items which may have skewed your accounts (such as a one-off legacy windfall, a merger or an unexpected one-off expense).

How to submit your application

Now that you have written your application, the easiest way to submit it is via email to admin@rotherwickfoundation.org or by post to The General Manager, The Rotherwick Foundation, Ashdown Park, Wych Cross, Nr Forest Row, East Sussex RH18 5JR.

What happens next?

- Our Regular Grants programme (i.e. applications for funds below £50,000) is open for applications all year round and our Trustees review them carefully on an ongoing basis.
- As our Trustees review applications on a quarterly basis and there are no deadlines that you need to meet, you can apply at a time to suit you.
- We review applications in order of receipt to be fair to everyone.
- We will acknowledge receipt of all applications within four weeks.

Once we have acknowledged receipt of your applications you may not hear from us for up to four months - please do not worry as this simply means that we have all the information we require.

You do not need to contact The Foundation once you have received an acknowledgement from us – if we feel anything is missing from your application we will get in touch to ask specific questions.

Similarly, if we require a meeting, we will be in touch to arrange a site visit or meeting, giving as much notice as possible.

Whether or not your applications is successful, please note we are unable to accept a subsequent applications until at least 12 months have passed from the date of our letter advising you of the outcome of your most recent request.

Thank you for your interest in The Rotherwick Foundation. We wish you good luck with your fundraising and with your charity's work. If you still have more questions then please read our FAQs.

Our commitment to you

- 1 Every application received is acknowledged so you know it has arrived safely.
- 2 Every application considered receives notification of the outcome.
- 3 Your application will receive careful attention but please note it is not possible to guarantee that funding will be available – we know you understand that sometimes the Trustees have to decline good projects as it is simply not possible to support everything.
- 4 The Trustees will note any requested amount you may indicate, but they do not work on an “all or nothing” basis so they may provide support at a different level than that requested.
- 5 We are respectful of your time and resources – please be assured that we will only request additional information when we think it forms an important part of your overall proposition, or if we wish to clarify something we feel is relevant to the Trustees' understanding of your application – we will ensure we have all the information needed so you can be confident you have done all you can to make your case.
- 6 Foundation expenditure is managed carefully to ensure that at whatever meeting or time of year your project is discussed, it will have the same opportunity as at any other time of year.
- 7 Unless we contact you to request a meeting or visit, you will not be required to attend a Trustee meeting in person as any meetings and conversations needed for us to fully understand your proposal are completed beforehand.



The Rotherwick FOUNDATION

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