

John Ellerman Foundation

Funding Guidelines

August 2015

This document aims to tell you enough about our aim, approach and funding criteria so you can decide whether you and your work are eligible for a grant.

If you would like to take your application further please also check our website for further information about the grants we make and how to apply.

Contents

1. Our aim and approach
2. Our criteria
3. What we look for in an application
4. The categories
 - Arts
 - Environment
 - Welfare
5. What we do not fund
6. Frequently asked questions (FAQs)
7. How to apply

1. Our aim and approach

Our aim

We aim to advance the wellbeing of people, society and the natural world.

As an independent funder in the field of arts, environment and welfare, we are keenly aware of the connections between these areas and their effects on each other and on people's health and happiness.

Our approach

We pursue our aim by funding others. That is why it is so important that those we fund share with us an aspiration to **excellence**.

Our funding priorities reflect our history as well as our interest in wellbeing and excellence. We support charitable work in the following categories:

- **Arts**
- **Environment**
- **Welfare**

We are a **responsive** funder. We listen to what our applicants judge is important rather than follow our own agenda.

We value our **relationships** and seek to be helpful at all times. Our Trustees are personally involved at every stage of an application, and we always visit or meet an applicant before a grant is made.

Core funding has long been our signature, but we also make grants for projects. We are happy for our grants to be used as matched funding.

Making a **practical difference** is important to us. We are keen to learn about successes and when things don't go according to plan. We also like to understand the outcomes of the work we fund.

We like to be **flexible**. From time to time, we venture outside our funding criteria if we believe a different approach would be more effective.

Some causes are **hard to fund** - perhaps because they are uncharismatic, do not have a high public profile or for some other reason do not easily attract support - and we are happy to consider requests of this nature.

There are many worthy causes, but our funds are limited. We expect to make around 60 grants each year, across all three categories. To help us allocate these we have agreed some **criteria and exclusions**.

2. Our criteria

The criteria in this section apply to all applications within our three categories. You should also check the guidelines for the relevant category in section four.

You must:

Be doing work that has a national footprint. We interpret this flexibly. Because we want our funds to have significant reach and impact, we consider both where you are working and what you are doing. Occasionally we fund organisations that work locally, for example if a programme has good potential for replication or being rolled out on a larger scale.

Have an income between £100,000 and £10 million. If your income is greater than this we will only consider a grant if you are uniquely placed to help meet our funding objectives. We call this the 'only they can do it' test.

In summary:

- **we will consider a grant** if you have a wide reach, such as working in more than one country, region or county
- **we may fund** work in a single location if it has national significance. This might apply if you plan to expand geographically, hold or produce art of the highest quality, or focus on an important habitat. We may also fund work that can be replicated across a wider network or developed in different settings or that could otherwise lead to sharing of expertise and benefits
- **we do not** usually fund work that benefits only one location
- **we favour** smaller niche national charities.

3. What we are looking for in an application

Your work should demonstrate some of the following:

- **tangible benefits on a significant scale** - we are looking for practical results and a wider impact, such as a value beyond the immediate beneficiaries or a legacy for the future
- **good use of volunteers** - from professionals to local communities, whoever your volunteers are, we are looking for best practice
- **partnerships** - formal collaboration and networking to help you understand the issues you address.

We are looking for organisations that are doing well and are ambitious to achieve more. The quality of your staff, trustees and volunteers is vital. You should be able to demonstrate:

- **strong governance and management** - that your board is engaged, your people well qualified and well led, you have a thorough understanding and oversight of finances at all levels, your reporting is thoughtful and you are aware of your own strengths and weaknesses as an organisation
- **effectiveness** - that you have a good understanding of the needs being met and how best to tackle them, awareness of how your organisation relates to and complements other agencies, effective systems to monitor and review progress, a culture of always trying to do better, an eye on how to prevent problems recurring and are alert to opportunities to have a wider impact.

4. The categories

Arts

Our aim

We believe that art has the potential to enrich and transform lives.

That is why we help make the highest quality art available to all. We do this by supporting arts organisations that represent excellence in their field at a national level.

What we fund

We concentrate our funding in two main areas:

- **Regional museums and galleries.** We aim to strengthen these institutions, with a focus on using curatorial skills to enhance collections for public benefit.

This is an annual programme with its own criteria and decision-making process. More information is available on our website. The next closing date for applications is 25 October 2013.

- **The performing arts, mainly theatre, music and dance.** We may support other performing art forms if the organisation and its work are exceptional.

Organisations can apply at any time under this heading.

What we look for

In the performing arts, organisations should demonstrate some of the following:

- national significance, in the nature or quality of the work
- bringing the performing arts to people who would not otherwise attend
- inclusion of new and emerging talent as part of their overall programme of work (ie the development of talent is not the organisation's main focus)
- innovative approaches.

Environment

Our aim

We aim to contribute to greater harmony between people and the planet.

We are particularly interested in organisations that integrate the needs of communities, habitats and species.

What we fund

We concentrate our funding in two main areas:

- **Managing habitats: creating richer, more sustainable places on land or in the oceans.**

We welcome your application if it:

- aims to enrich and develop healthy ecosystems. This could include better management of, experimenting with or linking together habitats, including large-scale interventions that help restore places of special significance, or
- takes a broad approach to working on a specific issue. We favour niche national charities, including those that focus on particular species as they relate to their wider habitat.

Here we fund work in the UK only, but please see the point below about UK Overseas Territories.

- **Protecting the seas: replenishing and supporting marine ecosystems.**

We welcome your application if it:

- **ensures that UK marine protected areas (MPAs)** are well planned, implemented and maintained. We will also consider an application to protect marine areas other than MPAs if it is convincing, or
- **uses market forces** to reduce overfishing. This could mean certification schemes, developing markets for the most sustainable fisheries, and working with restaurants, wholesalers and retailers to increase sustainable sourcing of seafood.

Here we prioritise work in UK waters. However, we will consider exceptional proposals for overseas work from UK-based NGOs, when directly relevant to the UK.

*We want to help reduce the human impact on the most significant and threatened habitats in **UK Overseas Territories**. We welcome applications from UK-based NGOs with local partners for work in these areas. Here we only expect to make a small number of grants.*

What we look for

Organisations that do some of the following:

- appreciate the importance of habitats for human wellbeing, as well as the impact of people on their habitats
- promote livelihoods or employment for local communities
- use natural resources in a sustainable way.

Welfare

Our aim

We aim to help people facing poverty, hardship or disadvantage to lead fuller, more independent lives.

We expect a variety of people to benefit from our funding. They might include: young people in care or at risk of getting into trouble; carers; vulnerable or isolated adults; those with chronic ill health; disabled people; families (in the broadest sense) living with serious difficulties, perhaps because they have disabled children, are affected by a relationship breakdown or have a history of disadvantage.

What we fund

We concentrate our funding in two main areas:

- **Enabling individuals to realise their potential by:**
 - building self-confidence and skills to improve opportunities
such as personal development, mentoring or other kinds of support
 - helping people gain greater control over their lives and the practicalities of daily living
such as having somewhere safe and secure to live, being mobile, managing budgets and finances, and recreational activities
 - encouraging a greater voice for those who are less easily heard
such as enabling people to speak for themselves, providing advocacy support or other steps to ensure that individual concerns are heard.
- **Strengthening and building relationships to improve people's lives by:**
 - creating dependable personal and social networks
such as peer groups, friendships or family ties
 - bringing together diverse individuals, groups and communities
such as intergenerational activities or other work to promote greater understanding or integration.

What we look for

We prioritise charities that:

- actively involve beneficiaries in their work
- focus on those in greatest need or most excluded
- provide compelling evidence of the positive impact of their work
- meet immediate needs with an eye to reducing future needs.

5. What we do not fund

We do **not** consider applications from **organisations** that:

- have applied unsuccessfully within the previous 12 months
- have had a grant which ended less than 12 months ago
- focus on a single medical area, such as an individual disease, organ or condition. This is explained in more detail in the next section (FAQs)
- are hospitals, hospices, schools, colleges or universities, unless the application is from a leading university specialist unit. More information is in the next section (FAQs).

Grants are **not** made to or for any of the following **purposes**:

- individuals, including student grants or bursaries
- general and round-robin appeals
- capital developments and individual items of equipment
- promotion of religion or places of worship
- replacement or subsidy of statutory funding, or work we consider should be funded by government
- individual campaigns
- one-off events, such as conferences, trips, seminars, masterclasses, summer schools, single commissions, productions or festivals
- arts organisations and projects whose main focus is supporting and developing individuals
- sport, leisure or individual holiday schemes
- education, such as initiatives linked to the curriculum, arts or environmental educational projects
- medical research or treatment, including drug and alcohol rehabilitation services
- prisons and offenders
- counselling and psychotherapy services.

6. Frequently asked questions (FAQs)

Will you support work that takes place in a single UK country?

We fund organisations from any part of the UK whose work has impact across the whole of the UK. We also fund those working across England.

We sometimes consider requests for work in another UK country where the proposal is a very strong match with our priorities **and** is likely to be relevant to other parts of the UK.

Do you make grants overseas?

We have put our international partnership funding with Baring Foundation on hold for a year or two while we focus our attention and funds in the UK.

Our Environment category provides for a small number of grants for work in UK Overseas Territories, and exceptionally for marine projects outside UK waters. We only consider applications from UK-based NGOs.

When do you fund core costs and when do you prefer to fund a project?

As a responsive funder, we listen to what you judge is important. Our main interest is in supporting small to medium-sized organisations whose work matches our funding priorities. We believe that core funding is usually the most valuable contribution we can make. If you think a project grant would be best, you can apply for that instead.

We are aware that a modest core grant will have a limited impact on the finances of larger organisations. If your turnover is close to £10m a year, it may be better to apply for a project grant.

Do you fund policy work?

Rarely. We prefer to fund work that is likely to make a practical difference and the outcomes of policy work can be uncertain. We do not exclude grants for policy work but your track record, expertise, knowledge of the context and understanding of how to effect policy change will be important considerations.

Do you fund research and evaluation?

We are a practical funder so we rarely support research. If your topic is a very close match with our interests and we think there is enough to be gained, we may consider it.

Occasionally we may fund the costs of evaluation as part of a grant, if this is likely to increase its impact.

Do you fund universities?

Not usually, and not for their core work. Exceptionally, we may consider an application from a specialist unit if you are a centre of excellence and a leader in your field. Your work should:

- be distinctive and likely to make a practical difference
- involve partnerships with charities or NGOs
- have a budget that includes no contribution to overheads
- strongly match our funding interests.

What medical conditions or disabilities will you fund?

We know that people affected by long-term illness or disability face many disadvantages and this is an important consideration in our Welfare category. That is why we are keen to fund organisations concerned with a range of diseases or conditions, and have a wider remit than a single condition charity.

You can apply if you work with people on the following issues and meet our other criteria:

- a range of disabilities or medical conditions
- mental health problems
- learning difficulties
- hearing or visual impairments.

Owing to demand, we are unable to fund those charities that focus on a single condition, disease or organ.

How much can I apply for?

Our minimum grant is £10,000. There is no maximum but grants over £100,000 are unusual. Our average grant last year was £25,000 pa. To get an idea of the kind of grants we award, take a look at the grants list on our website.

How long will you make a grant for?

Most of our grants are for two or three years.

Demand for funds is high and we try to balance our wish to help a reasonable number of organisations with giving meaningful grants.

When is the best time for me to apply? Do you have any deadlines?

For the majority of applications there are no deadlines and you can apply at any time. We make decisions regularly throughout the year.

The Regional Museums and Galleries Fund has an annual application deadline. Please check the website for details.

How quickly will I know your decision?

We will acknowledge your application within one week.

We have a two-stage application process. We aim to deal with all first-stage applications within 10 weeks, though most people will hear more quickly. On the rare occasion an application takes longer, we will be in touch.

Second-stage applicants are asked to apply within a month of being invited to do so. You should receive a decision within a maximum of three months.

When can I reapply if I have been turned down?

One year from the date of the decision.

When can I reapply if I have a grant? Do you provide continuation funding?

We usually ask you to wait for one year after the grant has ended before you can apply again. We may consider a continuation grant in exceptional cases – please contact the Head of Grants to discuss this.

Can I discuss my application with you before I apply?

We are always happy to discuss potential applications. Before you get in touch, please read our guidance.

Do I have to be a registered charity to apply?

We will only make grants to registered, excepted or exempt charities.

7. How to apply

Before you apply

Before you apply, please make sure that you have read our funding guidelines carefully to ensure that your organisation is eligible and that your work meets our funding priorities.

We receive many more applications than we can fund. Unfortunately, this means that even if your work matches our areas of interest, we may not be able to make a grant.

If you are unsuccessful, we will ask you to wait for one year before you reapply. It is therefore important to make the best case you can at the first stage.

The application process consists of two stages:

Stage 1

Your first-stage application should include:

1. A description of what you are seeking funding for, on no more than two sides of A4. In this please include:
 - a brief summary of your organisation and relevant track record
 - where your work takes place, as we only support work with a national footprint (explained in section 2. Our Criteria)
 - what you would like us to fund and why you are well placed to do this work
 - how your proposal fits our guidelines for this category.
2. A copy of your most recent annual accounts.
 - if your accounts show a significant surplus or deficit, high or low reserves, please explain this briefly. If the year-end date of your accounts is more than 10 months old, please include your latest management accounts.

You can send your first-stage application either by email to applications@ellerman.org.uk, or by post to John Ellerman Foundation, Aria House, 23 Craven Street, London WC2N 5NS.

We make funding decisions throughout the year so you can apply at any time. However if you are applying to the Regional Museums and Galleries Fund, there is an annual deadline, so please check our website for details.

We will only consider one application at a time from any organisation.

We will acknowledge your application within a week and let you know our decision as quickly as possible, no more than 10 weeks from the date of your application.

Stage 2

If we invite you to apply for the second stage, we will ask for a more detailed application. Then we will arrange to meet you to find out more about your work.

At this second stage, we aim to make a decision within three months. If your application takes longer, we will be in touch.

Further advice

If you are unsure about whether to apply or need further information about the application process, please call us on 020 7930 8566.