

Application Guidance

Background

Rosa, the UK Fund for Women and Girls, has opened Round 3 of the Woman to Woman Fund.

With funds from the 'Tampon Tax', the programme sets out to support local grassroots women's organisations across the UK. Grants are being awarded over 3 rounds until March 2018.

This guidance has been produced to help you prepare and submit an application. Do please read through to the end of the guidance – and if you think your organisation's work fits the criteria, we look forward to receiving your application!

Who can apply?

Grants are available for local, grassroots women's organisations run **by**, **for** and **with** women. Rosa defines 'women's organisations as those which have the principal objective of working with women and girls and where the majority of the organisation's beneficiaries are, and will always be, women and girls. Your work must fit into one of Rosa's four pillars:

- leadership and representation
- safety
- health and wellbeing
- economic justice

These pillars underpin the issues facing women and girls today. Read more about Rosa's four pillars [here](#).

Please note

- applicant organisations must have an income of under £100,000 per year (or less than two full time paid staff)
- current recipients of a Woman to Woman fund grant can only re-apply if making a partnership application (see FAQs for further information on making partnership applications)
- We may prioritise applications from smaller women's organisations, especially those which have not received any funds from the Tampon Tax before.

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Priority areas

Rosa particularly welcomes proposals from women's organisations that:

- Address the critical needs of women and girls that miss out the most, including: marginalised populations, BME women, lesbian, bisexual or transgender women and girls, women and girls with disabilities, older women, homeless women, survivors of gender violence, women in prison and ex-offenders, and other underserved and disadvantaged groups of women.
- Operate in less economically resilient towns, cities and rural areas within the UK
- In celebration of the centenary of the women's vote, this round of the Woman to Woman fund will have a renewed focus on leadership and representation and we are particularly interested in funding work that increases women's ability to engage in public life. This might include skills building, awareness raising and confidence building. However we welcome applications across all four pillars.

More information can be found about Rosa's Leadership and Representation pillar [here](#). In brief Rosa believes that more women should hold positions of leadership and decision-making in the UK. Women are hugely under-represented in politics and public life. And women in minorities – such as black and minority ethnic, disabled, and lesbians – are even less likely to have a public voice. This means that the issues that are important to them, such as care provision, reproductive choice and local community resources, are less likely to reach the top of the agenda. Through the Woman to Woman fund Rosa wants to invest in projects that aim to understand how to get rid of the barriers that prevent women from participating in public life and encourage their equal representation and contribution in politics, the economy, the media and social agencies. Examples of work funded under this pillar include:

- Confidence and skills development courses enabling women to work towards economic independence and participation in the structures which make decisions impacting on their lives.
- Music project training for young women aimed at instigating a new wave of young leaders who will design and deliver training in a mission to end sexism in the music industry.
- A project to improve participation of Somali women in the political process developed in response to research which showed 90% of Somali women did not vote in the last election.

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What you can apply for

Organisations can apply for grants of up to £25,000 to support a wide range of charitable work that benefits women: from building confidence and leadership skills, tackling harassment and violence, to training in financial literacy and increasing engagement in decision-making – and much more besides.

Rosa is particularly interested in funding work that increases impact and sustainability. Therefore grants can pay for **core costs** such as:

- financial management
- business planning
- staff salaries
- office rent
- leadership development
- training for staff, volunteers and governors
- other day to day running costs

Grants can also cover project costs such as: drop-in support services and mobilising volunteers and outreach. Please note, Rosa is committed to supporting voluntary sector organisations to pay the living wage. Where grants cover staff costs, staff must be paid at the Living Wage.

As well as grants, Rosa will provide additional support that women's groups tell us they need, including mentoring, training and networking opportunities.

How to apply

Round 3 of the Woman to Woman fund opens for applications on **Tuesday 12th December at midday**. There are two stages to submitting an application to the Woman to Woman fund. To apply for a grant you will first need to complete the stage 1 application. The deadline for stage 1 applications is **Thursday 25th January 2018 at 5pm** and no applications will be accepted after this date.

We will be holding two online 'How to apply' sessions focused on submitting a stage one application on the following dates:

- [Monday 18th December: 12.30pm-1.30pm](#)
- [Friday 12th January: 12.30-1.30pm](#)

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We strongly recommend that interested applicants register to participate in one of these by clicking on the dates and times above.

We will notify all applicants by the 8th February if they have been shortlisted for stage 2 of the application process. We will be holding one 'How to submit a stage two application' webinar on: **Monday 12th February: 12.30pm – 1.30pm.**

Please read this application guidance and the FAQs before you apply. If you have an enquiry that is not covered in our guidance materials and FAQs you can send your enquiry to info@rosauk.org. Please insert 'W2W fund enquiry' as your email subject and provide your organisation and contact name.

Once you have read this guidance and the FAQs [click here](#) and select 'new applicant?' to start your application. If you have applied previously to Rosa's Woman to Woman fund, please use your existing login details to login and start a new application.

If you start your online application, but are unable to complete all the required information, don't worry, you can simply save your form and come back to it at a later date. To access your form again, use this [link](#) then log in using your email address and the password you created.

If you forget your password you can create a new one by clicking on 'Forgot Password?' and following the instructions.

The Application Process

In stage 1 we will test your eligibility, ask about your organisation's activities and how you would use a grant from Rosa.

In stage 2 applicants will be asked in more detail about their organisation and the difference they will make. Applicants will also be asked to upload the following documents for due diligence purposes:

- *your organisation's most recent annual signed report and accounts*
- *your organisation's budget for the current year,*
- *a copy of your safeguarding policy(ies) if your application is for work with children or vulnerable adults*
- *a copy of a bank statement from within the last 3 months and*
- *a copy of the governing document for your organisation*

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Application Question Guidance

In this section you will find all the questions from the online application form, information about why we ask specific questions and tips to help you answer these questions.

Stage 1 Guidance

In stage 1 we will test your eligibility, ask about your organisation's activities and how you would use a grant from Rosa. You will find guidance about answering the questions on each screen. You can save and return to the form at any time. There are limits on the length of your responses. You may find it easier to draft them in Word and paste them into the form when you are happy. Please try not to duplicate information in your answers as far as possible.

The deadline for stage 1 applications is **Thursday 25th January 2018 at 5pm** and no applications will be accepted after this date.

Please submit your stage 1 application as soon as possible, to give yourself the maximum time to respond to our stage 2 questions if you are successful in being shortlisted.

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Information to be provided at Stage 1

STAGE 1 QUESTIONS	GUIDANCE & TIPS TO ANSWERING QUESTIONS
<p>Contact Information</p>	<p>Provide basic organisation information and details of the lead contact for the grant proposal. Please note that the email address you provide should be for the main contact of the applicant organisation and will be used by Rosa to communicate with applicant. The contact provided should be an employee or long-term volunteer who is able to handle telephone and email enquiries from Rosa, should they arise.</p> <p>We also ask where you heard about Rosa’s Woman to Woman fund for marketing purposes.</p>
<p>Eligibility Questions</p>	<p>Applicants that meet the following criteria are eligible for funding:</p> <ul style="list-style-type: none"> • You are a women’s sector organisation run both by and for women. Rosa defines ‘women’s sector organisations’ as those which have the principal objective of working with women and girls and where the majority of beneficiaries of the organisation as a whole are, and always will be, women and girls. We will review your organisation’s constitution, website and management committee at Stage 2. • You have been active for at least one year and can produce annual accounts for a whole year. • You are a charitable organisation- your organisation need not be a registered charity, but your activities must be charitable and legal • You have a written governing document, such as a constitution or set of rules • You have a governing body with at least 3 unrelated members • You have a UK- based bank or building society account in the name of your organisation • Your bank or building society account has at least two unrelated signatories • You have an annual income less than £100k <u>or</u> you employ fewer than two full-time paid staff (a full-time staff member usually

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	<p>works 35 hours or more each week).</p> <ul style="list-style-type: none"> • You are a local organisation, which is not part of a national enterprise. • The work for which you are seeking funding has not already taken place • The work for which you are seeking funding does not promote religious beliefs • The work for which you are seeking funding will take place in the UK • The work for which you are seeking funding does not have a party political nature • The work for which you are seeking funding is not work that is, or should be, provided by statutory organisations. • You are not requesting funds to pay for marketing or advertising • You are not requesting funds to purchase or upgrade physical assets such as buildings or equipment
<p>Question: Select which of the four Rosa pillars most closely fits your area of work:</p> <ul style="list-style-type: none"> • Economic Justice • Health and wellbeing • Leadership and Representation • Safety 	<p>Your work must fit into one of Rosa’s four pillars. These pillars underpin the issues facing women and girls today. Read more about Rosa’s four pillars here. In this round the panel is particularly interested in supporting work under the ‘Leadership and Representation’ pillar. However it welcomes applications across all four pillars.</p> <p>You may feel your work is relevant to more than one pillar, but please select the one that best fits with what you have applied to do.</p>
<p>Question: Please describe what your organisation does and how your group fits Rosa’s definition of a ‘women’s organisation’. (No more than 200 words)</p>	<p>Rosa defines ‘women’s sector organisations’ as those which are run by for and with women. This means your organisation should have the principal objective of working with women and girls and where the majority of the organisation’s beneficiaries are, and will always be, women and girls. As a women’s organisation your answer should clearly convey how your organisation seeks to advance gender equality/women’s rights. Be as specific as you can about:</p> <ol style="list-style-type: none"> a) what you exist to do/achieve (your aims), b) what you do (your activities) c) who it is for (your beneficiaries)

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	<p>Within your answer we are keen to see how your organisation empowers women.</p> <p>Please state if your group works with other beneficiaries as well women and girls.</p>
<p>Question: Which of the following best describes the specific women you are most focused on helping (Tick up to 3 that best apply).</p> <p>Women and girls that are:</p> <ul style="list-style-type: none"> • Homeless • Refugees and seeking asylum • LGBT • BME • Elderly • Disabled • Survivors of gender violence • From low income backgrounds • Other (please specify) 	<p>We aim to address the critical needs of women and girls that miss out most. We therefore welcome proposals from organisations that support disadvantaged groups.</p> <p>If the women you focus on helping is not listed here please select other and specify the women you support below.</p>
<p>Question: How would you use a grant from Rosa and why is this money needed now? (No more than 150 words)</p>	<p>Please be very specific about the work you would like to fund, including</p> <ol style="list-style-type: none"> a) What will happen, b) who will benefit, c) where the work will take place, d) how it will be delivered, when and how frequently and e) the expected outcome. <p><i>Note: We are also keen to increase organisations' impact and sustainability through funding core costs, meaning costs related to the day to day running of your organisation, such as staff salaries, staff training, office costs and other general running costs.</i></p>

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Question: Please provide a 25-30 word sentence which summarises your proposal.

This summary will be the initial reference point for the grants panel and others reviewing applications. Please be as concise and specific as possible about a) what you are planning to do, b) for whom and c) where the work will take place

Should you be successful in your application, it is this sentence that Rosa would like to use to publicise the grant.

Question: Is this grant proposal to be delivered in partnership with another organisation eligible for the Woman to Woman fund?

Partnership bids can be made where both organisations meet the eligibility criteria and if there is a clear benefit in doing so. One organisation apply as the lead. If you are making a partnership application please ensure you have read page 5/6 of the FAQ's which provide further detail.

NB: Current recipients of a Woman to Woman fund grant are eligible to apply **only** if submitting a partnership application.

Question: We would like to keep in contact with you through our newsletter where you will be advised of future funding and networking opportunities. If you would like to stay in touch please select yes.

Rosa champions initiatives that benefit women and girls in the UK. We would like to keep you up to date about future funding programmes and networking opportunities. If you are happy for us to stay in touch please select yes.

Stage 2 Guidance- Shortlisted candidates only

Applicants who reach stage 2 will be shortlisted according to the clarity and credibility of their plans and to ensure a diversity of applications, including across the following dimensions:

- Geographical spread
- Rosa's four pillars: leadership and representation, safety, health and economic justice
- New and innovative or tried and tested approaches
- Women with specific needs resulting from specific attributes, e.g. disability, sexuality, race, age, financial or social disadvantage

Applicants will be assessed against the following criteria:

- Does the proposal meet the aims of the programme?
- Does the organisation have too little funding to be able to deliver the activity(s), or so much that it does not need an additional grant from Rosa?
- Has the organisation received grants under previous Rosa schemes? If so, did it deliver against its agreed objectives?
- Is the organisation well-connected and demonstrates a willingness to work with others for the benefit of women and girls?
- Has the organisation effectively demonstrated the need for the proposed work?
- Will a sufficient number and range of beneficiaries be assisted?
- Has the organisation convinced the panel that it has the capability and/or sufficient prior relevant experience?
- Is this organisation the best one to deliver the proposed work?
- Does the organisation actually need the money? Does it need the money now? Why?
- Is the proposed work a genuine step forward (additional to what is already available)?
- Will the organisation and its work be sustainable after the end of the grant?

The deadline for stage 2 applications is **Monday 26th February at 5pm** and no applications will be accepted after this date.

Information to be provided at Stage 2

STAGE 2 QUESTIONS	GUIDANCE & TIPS TO ANSWERING QUESTIONS
<p>Question: Please state how many women/ girls will be helped directly by this grant?</p>	<p>We ask this question to understand how many women and girls will <u>directly</u> benefit from the grant.</p>
<p>Question: What difference do you hope to make, and how will you know you have made this difference? (No more than 150 words)</p>	<p>We want to understand the difference you hope to make with the grant. We are looking for proposals that seek to make a real difference in improving social justice and equality for women. We also want to understand how you will measure the difference you've made.</p>
<p>Question: How will you ensure that your work can be continued after the grant has been spent? (No more than 150 words)</p>	<p>We want to understand how you plan to continue the activities supported through the grant after the money is spent.</p>
<p>Question: Please describe the local need for this work <u>and</u> how you know it exists. We would also like to know what you consider to be the main challenges currently affecting women and girls in your community? (No more than 200 words)</p>	<p>We want to understand the local need for this work in your area and what evidence you have to suggest it exists. We also want to understand what you think are the biggest challenges affecting women and girls in your area.</p> <p>If you have conducted a survey or are drawing on specific research or experience to demonstrate the need, please be precise about this work. NB: Always provide the source of any research or statistics quoted.</p>
<p>Question: Please list three key achievements of your organisation in the last year (No more than 30 words for each achievement)</p>	<p>We want to know a little of your track record and what you have been able to achieve as an organisation recently.</p>
<p>Question: Why is your organisation best suited to deliver the work you describe?</p>	<p>We want to understand what specific skills, experience and capability make your organisation best suited to deliver this work. You should</p>

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<p>Please describe your skills, experience and capability which support your case for being chosen to deliver this work. We would also like to know what other organisations in your area are doing similar work (No more than 150 words)</p>	<p>consider highlighting track record where relevant. We also want to know about other organisations in your area doing similar work.</p>
<p>Question: What was the total income of your organisation in the most recent completed financial year for which you have figures?</p>	<p>Please use the data in your latest management or annual accounts and enter your annual income in the most recent <u>completed</u> financial year. Enter the year ending in your latest accounts.</p> <p>Please only enter numbers into the income field and do not use commas or pounds. Do not apply any rounding.</p> <p><i>We are gathering this data to help us understand the size of the organisation compared to the size of the grant funding requested.</i></p>
<p>Question: Number of full-time paid staff and part-time paid staff in your organisation</p>	<p>Please only provide details of paid staff. A full-time staff member usually works 35 hours or more each week.</p> <p>For example a staff member working 20 hours paid work and 15 hours voluntary work per week would be classified as part-time.</p>
<p>Question: How many regular volunteers do you have supporting your work?</p>	<p>A regular volunteer is someone who volunteers at least once a month. Please do not include trustees/ management committee members.</p>
<p>Question: How many years has your organisation been active in your community?</p>	<p>We want to understand how long you have been operating in your local area. Applicants must have at least one year's worth of financial accounts to be eligible for funding.</p>
<p>How many women and girls have you</p>	<p>Please state the total number of women and girls your organisation has</p>

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<p>supported in the last year?</p>	<p>worked with in the last year.</p>
<p>Question: Who does your organisation work in partnership with or go to for advice – please detail up to three organisations and your relationship with these? (No more than 200 words)</p>	<p>We want to understand how connected your organisation is and the value you place on forming external relationships.</p>
<p>Please list all your board members i.e. your Trustees/Directors/Management Committee and provide a short biography for key members.</p> <p>Please also state how many of those on your board are women and girls.</p>	<p>Please provide a brief one or two line biography for key members, particularly your Chair and CEO. We would like to know about the skills and experience of those governing your organisation.</p> <p>We are also interested in seeing what proportion of your board are women and girls and would expect this to be a clear majority. If this is not the case please provide a brief explanation.</p>
<p>Question: Amount Requested.</p> <p>We don't expect the amount requested to exceed 30% of your organisation's total annual income.</p>	<p>Grants of between £5,000 and (up to and including) £25,000 are available through this programme.</p> <p>We will also look at the size of the grant requested as a proportion of your total annual income. We don't expect this to exceed 30% of your organisation's total annual income, however this is only a guide to ensure applicants do not depend too heavily on one funder and can demonstrate capacity to manage funds. We will review each application on a case by case basis</p>
<p>Question: Outline budget showing how the money would be spent. This might be a portion of your overall organisation budget, or relate to a specific new or existing activity. The total figure for this</p>	<p>We would like a detailed breakdown of how you would spend the grant. This may be to fund existing or new core organisational costs, meaning costs related to the day to day running of your organisation such as salaries, rent, costs relating to volunteers, costs relating to staff development and other general running costs. Where there is evidence</p>

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budget must be the same as the amount requested. Any grant awarded must be spent within 12 months of receipt. Please enter whole numbers only.

Budget Line:

- Salary costs
- Costs relating to volunteers
- Costs relating to staff development
- Other direct costs
- General running costs
- Any other costs (please explain)
- Travel & expenses for networking & training events (£150)

of need or an innovative new approach, we may also fund new projects that benefit the lives of women and girls.

Please note: the grant must be spent between May 2018 and May 2019.

Only enter numbers into the cost field and do not use commas or pounds. Do not apply any rounding. Please use the comments section next to each area of cost to list the specific person, project or activity you will fund.

Please note: Rosa is committed to supporting voluntary sector organisations pay the living wage. Grants made towards staff costs will be paid a minimum of a Living Wage where possible.

Please show your working out e.g. Salary Costs £9,000 = 1 Volunteer Coordinator, 2 days per week x 36 weeks

Included within your overall budget is £150 which has been reserved for travel and expenses for networking and training events with Rosa. Please include this in your overall budget.

Please use the cost calculator to check your total costs are the same as the total amount requested.

Attachments

- 1. Please upload your most recent annual signed report and accounts (if your most recent accounts are not yet ready please provide draft or management accounts signed by your Chair or Treasurer)**
- 2. Please upload your organisation's budget for the current year**
- 3. If your application is for work with children or vulnerable**

As part of the assessment process we will carry out a number of due diligence checks to assess the appropriateness of potential grant recipients. This includes assessment of financial stability and governance structures.

Please provide all of the requested information.

Your organisation's budget should detail sources of predicted and secured income as well as confirmed and anticipated expenditure. (See example below).

Rosa takes safeguarding very seriously and as such we expect **all**

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adults, please upload a copy of your safeguarding policy(ies)

- 4. Please upload a copy of a bank statement from within the last 3 months**
- 5. Please upload a signed copy of the governing document for your organisation**

applicants are required to provide a robust safeguarding policy.

Your bank statement should show a date, your account name and number as well as recent transactions and account balance.

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Example of a clear current year budget

BUDGET 2017-18			
INCOME		EXPENDITURE	
		Project Coordinator salary (2 days per week)	11000
Grants (secured)		Project launch event	1500
Tudor Trust	15,000	Accountant	700
Arts Council	12,500	Stationary	500
		Insurance	300
Grants (applied for)		Phone/pht copy	800
People's Health Trust	2,000	Computer and website	500
		Volunteer expenses	500
Donations and Fundraising	1000	Rent/room hire	8500
Income brought forward from 2016/17	500		
TOTAL	31,000	TOTAL	24300
		Balance (Income - expenditure)	6,700
		Restricted Funds	2,000
		Unrestricted funds at year end	4,700

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