

VOICES FROM THE FRONTLINE

Application Guidance

Background

Voices from the Frontline supports women's organisations to shine a light on their fight for gender equality in the UK. It resources advocacy, campaigning and activists with lived experience of injustice and inequality – giving voice especially to women facing intersecting disadvantages including race, class, sexuality, disability, poverty or migration status.

The programme offers grants of £500-£3,000 to support charitable campaigning work across Rosa's four pillars (leadership and representation, safety, health and economic justice). Based on the evidence of inequality, and our analysis of what change could look like, we're looking for new voices to stand up and take action.

Together we can make change happen faster.

1. The programme aims to:

- Support campaigning, advocacy and activists working across any one of Rosa's four pillars
- Amplify the voices of individual women at the Frontline of grassroots work in the UK
- Support work which can, long-term, tackle the underlying causes of a problem women face.
- Nurture talent. Activism driven by inspiring, committed leaders can achieve remarkable results

2. What do we mean by advocacy and campaigning?

We want to support work that has an impact beyond the direct beneficiaries of an organisation, and is based on a clear understanding of how change happens. We envisage supporting a range of organisations, from those who are just beginning to make their voices heard, to those looking to catalyse change at a higher level. We hope to support projects which:

- Stimulates debate and amplifies women's voices
- Raises awareness of one or more of Rosa's four pillars
- Influences the public, policy makers, media and/or government
- Changes behaviours, attitudes or policies

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3. What sort of work will be supported?

The money can be used to pay for increasing the skills, capacity, credibility and effectiveness of women who wish to challenge gender inequality, promote awareness and change. Creative approaches are encouraged. Examples of work we will fund include:

- Travel costs for a service user to speak at an event or national conference
- Presentation, media or lobbying training to support organisational advocacy strategies.
- Costs of creating campaign materials, such as posters, infographics or videos
- Articulating the story of a woman to champion an organisation's work
- Making a case to local commissioners for the value of a service
- Meeting costs with local/national government representatives or for planning a campaign

4. How much can I apply for?

Grants of between £500-£3,000 are available.

5. Who can apply?

If you meet all of the following requirements, you can apply for a grant:

- Your organisation is non-profitable and run by, for and with women. You do not have to be a registered charity, but your activities must be charitable, legal and for the benefit of women. We will review your organisation's constitution, website and management committee in light of this.
- You have a written governing document, e.g. 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 2 unrelated signatories
- You have been active for at least one year and can produce annual accounts for a whole year.

6. What cannot be funded?

We are unable to fund the following types of activities:

- responsibilities of statutory agencies
- party political activity
- activities promoting religious beliefs
- overseas travel
- interest payments on loans
- fundraising campaigns
- profit-making work
- work that has already taken place
- work outside the UK
- equipment costs of over £500
- building purchase and improvements
- academic research

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Further information and resources can be found in Rosa’s ‘Four Pillars’ available on our website here: <http://www.rosauk.org/who-we-are/rosas-four-pillars/>.

How to apply

Voices from the Frontline **re-opens for Round 3 applications on Wednesday 11 April**. The **deadline for applications** is **Tuesday 29 at 5pm** and **no applications will be accepted after this date**.

To apply please complete our brief online application form and attach a **two minute video** outlining your ambitions for use of the funding. Please read the application guidance below before you apply. If you have an enquiry that is not covered in our guidance materials you can send your enquiry to info@rosauk.org. Please insert ‘Voices from the Frontline programme enquiry’ as your email subject and provide your organisation and contact name.

Once you have read this guidance 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 log in 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.

Application Timetable

You should plan your application so that you will hear a decision in plenty of time before your work is due to start. We cannot fund work that takes place or costs that are incurred before you have been successful and received a grant.

Voice from the Frontline Round 3 opens	Wednesday 11 April 2018
Application closing date	5pm Tuesday 29 May 2018
Successful applicants notified by	Friday 6 July 2018

Please note you will have up to 12 months to spend any grant awarded.

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Application Guidance

In this section you will find all the questions from the online application form and guidance to help you answer these. You can save and return to the form at any time.

APPLICATION QUESTIONS	GUIDANCE
<p>Contact Information</p>	<p>Provide basic organisation information and details of the lead contact for the application.</p>
<p>Emerging Leader Information</p>	<p>Rosa is keen to identify and nurture emerging leaders in and of the women’s movement.</p> <p>For a select number of successful grantees, we’re offering the additional opportunity to participate in a Leadership Development course. The course will be provided by Clore Social over six months from September 2018 and requires a commitment of approximately 1 day a week, including two residential workshops. Rosa will cover all course fees and course participants will be awarded the prestigious Clore Fellowship.</p> <p>Do you wish to be considered for this opportunity, or to nominate a colleague ?</p> <p>By ‘Emerging leaders’, we mean women who can mobilise others, and who have led people or projects for between three and six years.</p> <p>Make sure the person who you wish to enter onto the Leadership Development programme appears in the video that you upload, and that they are identifiable.</p>
<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 	<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.</p> <p>You may feel your work is relevant to more than one pillar, but</p>

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<ul style="list-style-type: none"> • Health and wellbeing • Leadership and Representation • Safety 	<p>please select the one that best fits your organisation’s work.</p>
<p>Question: Which of the following best describes the specific women you are most focused on helping (you can 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 people facing intersecting disadvantages.</p> <p>If the women you work with are not listed here please select other and specify the women you support using the form.</p>
<p>Question: Where did you hear about Rosa’s Voices from the Frontline programme?</p>	<p>Please tell us how you found out about the programme. You can choose from the following options:</p> <ul style="list-style-type: none"> • Press • Twitter • Facebook • Rosa Newsletter • Organisation • Word of Mouth • Other
<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 organisation. Rosa defines ‘women’s 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

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	<p>majority of the organisation’s beneficiaries are, and will always be, women and girls.</p> <ul style="list-style-type: none"> • 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 purposes and 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 • 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 belief • 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 • You are not requesting funds to purchase or upgrade physical assets such as buildings or equipment
<p>Question: Please list all your board members i.e. your Trustees/Directors/Management Committee and provide a short biography for key members.</p> <p>Question: Please 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. We would like to know about the skill 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: We would like to keep in contact with you through our newsletter where you will be advised of future funding and</p>	<p>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</p>

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networking opportunities. If you would like to stay in touch please select yes.

to stay in touch please select yes.

Video Upload

Please attach a two minute video outlining your ambitions for use of the funding.

Please note this is an essential element of the application.
Applications submitted without a video will not be considered.

The film should feature the woman or women in your organisation who will benefit as a result of the project, and include any woman being put forward for the Emerging Leadership Programme.

We will not be awarding funding based on the quality of your video. A video made on your 'phone will have the same chance of success as a polished, professional video as long as we can hear and see you. We are looking for applicants who demonstrate a good knowledge of the issue(s) you plan to address, a clear understanding of how change happens and why your activities will help bring that change about.

Please ensure your video captures your passion for your work. We are seeking applicants with ambitious goals and clear focus.

Your video **must** address the following four questions:

- What do you want to change?
- Who has the power to make that change?
- How can you influence the people with the power to make that change?
- How much are you asking for and how will you spend your grant?

If you have nominated an Emerging Leader for the Clore Leadership Development programme, make sure that person features in your video and that they are easily identifiable.

Applicants will be shortlisted according to the clarity and credibility of their plans and to ensure a diversity of grants including across the following three areas:

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	<ul style="list-style-type: none"> • Geographical spread • Rosa’s four pillars: leadership and representation, safety, health and economic justice • New and innovative or tried and tested approaches <p>Please remember that the video must be no longer than 2 minutes in total – any footage after 2 minutes will be completely disregarded.</p> <p>Please note that there is a 25 MB upload limit. If your video exceeds this limit please upload your video to a hosting website and paste the link into the box provided on the form.</p> <p>If you experience problems uploading your video please email info@rosauk.org for further guidance.</p>
<p>Attachments</p> <ol style="list-style-type: none"> 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 CEO). 2. Please upload a copy of a bank statement from within the last 3 months. 3. Please upload a copy of the governing document for your organisation. 	<p>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.</p> <p>Please provide all of the requested information.</p> <p>Your bank statement should show your account name and number as well as recent transactions and account balance.</p>

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Voices from the Frontline: Creating your Video

1. What should I include in my video?

We will not be awarding funding based on the quality of your video. A video made on your 'phone will have the same chance of success as a polished, professional video as long as we can hear and see you. We are looking for applicants who demonstrate a good knowledge of the issue(s) they are hoping to address and a clear understanding of the way in which your activities will lead to change. Whether you are a new organisation just beginning to make your voice heard, or an established organisation looking to catalyse change at a higher level, your video should show us how your project will:

- Stimulate debate and amplify women's voices
- Raise awareness of one or more of Rosa's four pillars
- Influence the public, policy makers, media and/or government
- Change behaviours, attitudes or policies

Please ensure your video captures your passion for your work. We are seeking applicants with ambitious goals and strong focus. Please focus your **two minute** video on the following four questions:

- What do you want to change?
- Who has the power to make that change?
- How can you influence the people with the power to make that change?
- How much are you asking for and how will you spend your grant?

Applicants will be shortlisted according to the **clarity and credibility** of their plans and to ensure a diversity of applications across the following three areas:

- Geographical spread
- Rosa's four pillars: leadership and representation, safety, health and economic justice
- New and innovative or tried and tested approaches

If you have nominated an Emerging Leader for the Clore Leadership Development programme, make sure that person features in your video and that they are easily identifiable.

2. How can I shoot a video?

The application process is designed to be quick and easy, *please* don't waste resources on producing an amazing video, as applicants will not be judged on their technical excellence. However, it is important that our panel are able to hear and see you. You can submit footage filmed on a smart phone, webcam, or camera.

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You may wish to consider the following tips to ensure a clear application:

- **Stability:** if you're filming on your 'phone you can prop it against a weighty object, such as a glass, rather than holding it in your hand where it will shake.
- **Angle** - try to film in landscape (lengthwise) as when you upload the video, you'll find that portrait mode leaves black bars on either side of the footage.
- **Lighting** – ensure the room you are filming in is well lit
- **Sound** - sound is a hard to correct after filming. The audio on a phone isn't great, so please ensure you film in a quiet space
- **Editing**- both Youtube and Vimeo have basic editing once you upload the footage, so you can trim that footage of you propping up your phone and turning it off at the end.

Once you have shot your video, you can either plug it in to your laptop and drag the footage directly from the phone to your computer or simply email it to yourself and download it.