

# Heathrow Community Fund



## GRANT-MAKING POLICY

### Our specific funding priorities 2019-2021

#### To improve the quality of life in local communities by:

- Increasing sustainable development, sustainable use of resources or community awareness of sustainability in the region [measure – increased awareness of sustainability by participants, increased energy efficiency in community buildings].
- Increasing availability and accessibility of community green spaces, wooded areas, areas of natural beauty or biological importance [measure - area of land improved/maintained/ number trees planted].
- Reducing amount of waste or increasing amount of materials reused or recycled in the area [measure weight of material recycled/reused].
- Raising aspirations, improving employability, and improving resilience in young people up to 25 years [measure – number of young people with raised aspirations, increased employability or increased resilience].
- Improving quality of life by bringing communities together, reducing isolation and increasing community cohesion [measure – number of people involved in community events and programmes bringing the community together; number of people with greater feeling of involvement in local community].
- Improving quality of life through increasing social inclusion – additional support for specific isolated or under-represented groups in the community [measure – number of people supported by such projects]
- providing support to the employees of Heathrow Airport Ltd in their charitable work and volunteering initiatives across the United Kingdom [measure: number of employees receiving matched funding or HAPi funding; number of beneficiaries of HAPi project (and age ranges); amount of funding awarded via employee programmes; number of charity/community group beneficiaries; [for HAPi] geographic location of beneficiaries].
- Heathrow Community fund will monitor and publish annual achievements against these objectives.

The Charity may, in exceptional circumstances, make grants to or charities within our broader charitable objects.

## Our approach to grant funding

### Identifying and supporting funding recipients

- All applicants are encouraged to contact our officers ([community\\_fund@heathrow.com](mailto:community_fund@heathrow.com) or 01895 839 916) **before** applying so that we can understand your organisation and work, discuss your application and advise where and how best to apply.
- We will **prioritise funding for local, smaller, organisations**. Larger, national organisations must demonstrate a local delivery capability in our target area, or partnership with local organisations, or a specific skill or capability not otherwise accessible to the local community. [The Foundation for Social Improvement, refers to small charities as those with an income of less than £1.5m. The NCVO defines **micro charities** as those with an income under £10,000 and **small charities** as those with an income under £100,000].
- For micro-organizations (see above definition) we may provide specific volunteer skills-based support from Heathrow colleagues to develop your project proposal if required – this is called the HCF Advocate scheme. HCF Advocates work alongside applicants who require additional support during the application process in order to give them the best chance of a successful funding bid and ensure a level playing field for all applicants in the review process.
- Our priority is to learn alongside groups we support. We ask grantees to send feedback. This enables us to understand evolving needs and issues in the areas that we support; we also carry out an annual survey of needs.
- We operate targeted, open calls for funding – i.e. we have defined things we want to achieve with the funding (see our priorities above), and have specific deadlines for applications, but we do not limit who can apply (other than by geographic location of beneficiaries and by reference to the specific funding criteria set out in this document). We monitor levels of applications and success rates and adjust our communications strategy accordingly to ensure maximum accessibility.

### Types and amounts of Funding

- We will offer multi-year grant funding, typically for up to 2 years (HAPi and Development grants are 1 year maximum, all others are up to 2 years). We will keep under review the period for allocation of multi-year grants.
- We are committed to funding a proportion of core costs to ensure groups have the resources and capacity to support local communities and to contribute to the stability of the voluntary sector. Our programmes offer project funding, with up to 10% of project costs covering core activities of the organisation such as CEO, finance, publicity, fundraising and central overheads.

- Heathrow Community Fund **won't award a grant** for general running costs, appeals in support of an individual person (whether health or education related), commercial sponsorship, private for-profit companies, third party advertising or political campaigning.
- We provide **Restricted project-based funding** of any or all of the following:
  - Capital costs (associated with building works, furniture or equipment and usually one-off costs);
  - Revenue costs (items such as salaries or running costs where they are related to the projects we are supporting, or where they are included in the 10% overhead charge);
  - Direct project costs (relate directly to delivery of project, but also support other projects and can include salary costs)
  - Up to a maximum 10% of grant awarded may cover Overhead costs (e.g. core staff such as CEO or administrators, rent and utility costs)
- **Labour and staff time** - An hourly or day rate for staff is required where funds for labour/staff costs are applied for (unskilled labour should be costed at £10/hour, skilled at £20/hour; goods costed at retail price). Any request for rates of greater than £300 per day for skilled staff must be fully justified in the application.
- Amount of Grant Funding available and frequency of funding rounds:
  - **For Large Grant programmes (Environment & Sustainability Grants, Projects for Young People)** - Groups can apply for between £2,500 and £25,000 per annum for up to 2 years, for projects costing no more than £200,000 in total (i.e. HCF funding may be a contribution to the total cost of the project, provided the total cost is no more than £200,00). Awards are made over a two-stage process, and there are one or two application rounds a year depending on programme.
  - **For Small Grant programmes (Communities Together and HAPi)** - Applicants can apply for up to £2,500 per year for up to two years, for projects costing no more than £20,000 in total (i.e. HCF funding may be a contribution to the total cost of the project, provided the total cost is no more than £20,000). Awards are made over a single-stage process and there are four application rounds each year.
  - **For Development Grant programme** – open by invitation - Applicants can apply for up to £10,000.00, awards are made over a single-stage process and application is by invitation only, once per annum.
  - **For Together Large Grants programme** – open by invitation – Applicants can apply for up to £25,000, application is by invitation only, once per annum.

- **Payment of Awards** - all applicants should claim the first tranche of funds within 2 months of receiving notification of the award, and the final sum should be claimed within 1 year from the same date in the case of 1-year projects, or within 2 years of the same date for 2-year projects.

**For Large Grants programmes (Tomorrow and Young People):**

<b>1 Year Projects</b>		
<b>Payment</b>	<b>Timing</b>	<b>Evidence required for payment</b>
50% of total 1 Year costs	On award of funding	completed and signed copy of Grant Agreement and evidence as stipulated on the application form
45% of total 1 Year costs	6 months	Submission of a satisfactory Interim Report including proof of expenditure for the 50%
5% end of 1 Year project	12 months	Acceptable Final Report including proof of expenditure, evidence of publicity and images
<b>2 Year projects</b>		
<b>First two invoices follow the same process as 1 Year project</b>		
50% of total 1 Year costs	On award of funding	completed and signed copy of Grant Agreement and evidence as stipulated on the application form
45% of total 1 Year costs	6 months	Submission of a satisfactory Interim Report including proof of expenditure for the 50%
End of first year 5% of Year 1 costs plus 50% of Year 2 costs	12 months	Submission of a satisfactory Interim Report and expenditure evidence
45% of total Year 2 costs	18 months	Submission of a satisfactory completed Interim Report.
5% of total Year 2 costs	24 months	Submission of a satisfactory Final Report, proof of expenditure, publicity, and images

**For Small Grants programmes (Together Small and HAPi):**

<b>1 Year Projects</b>		
<b>Amount</b>	<b>Timing</b>	<b>Evidence required for payment</b>
50% of total 1 Year costs	On award of funding	Completed and signed copy of Grant Agreement and evidence as stipulated on the application form
50% end of 1 Year project	(12 months)	Acceptable Final Report including proof of expenditure, evidence of publicity and images
<b>2 Year projects</b>		
50% of total project costs	On award of funding	Completed and signed copy of Grant Agreement and evidence as stipulated on the application form
End of first year	12 months	Submission of Interim Report and expenditure evidence
50% of total project costs	On completion of project (24 months)	Submission of a satisfactory Final Report, proof of expenditure, publicity, and images

For Heathrow Matched Funding (Employees of Heathrow Airport Ltd only) - Successful applicants will need to provide evidence of funds raised in the application, and payment of matched funding will be made direct to the charity or community group immediately on approval.

### **What and Who we will fund**

- Projects must be focused on one or more of the themes of the individual Grant programme to which you are applying (see below). **It is not necessary to cover all of the criteria for a grant programme in a single application and it may be better to focus on a single theme which you can demonstrate well.**
- **Location - Your project must take place in one (or more) of the following local boroughs - Ealing, Hillingdon, Hounslow, Richmond, Runnymede, Spelthorne, Slough, South Bucks, Royal Borough of Windsor and Maidenhead. Exception – Heathrow Active People Initiative (HAPi) and Matched Funding schemes - While our other grant streams focus on the local boroughs, we will accept bids for any UK borough under these grant stream. Both schemes are **only open for application to Heathrow Airport employees.****
- **The application process is open to** local authorities, schools, charities, community groups, social enterprises and not for profit companies subject to the specific eligibility criteria below. Community groups could be a youth club, resident’s association, charity, or even a group of like-minded neighbours. Groups should have a constitution and a bank account in the name of their organisation. For new or less formal groups, you may need to work in partnership with another organisation who could hold the funds for you and provide other guidance and support.
- We won’t fund projects in schools or colleges to deliver core curriculum or statutory requirements, but will consider projects which provide a facility or service to benefit the wider non-school community, or where the work is clearly outside of the curriculum/ statutory requirements. The school/college must additionally be contributing a minimum of 10% of the total cost of the project.
- We will consider projects run by local authorities **only** where they are working in partnership with local voluntary and community organisations, as long as it is activity outside that which they are statutorily required to provide and which would not otherwise be possible. Match funding must be demonstrated. Local authorities should also show clearly how they’re engaging the local community and community or voluntary groups with relevant expertise.
- We will consider non-religious projects run by faith groups **only** if they are accessible to all religions and benefit the wider community or clearly show how they’ll increase community cohesion.

- We will consider projects run by particular ethnic community groups **only** if they are accessible to all ethnic groups and benefit the wider community or clearly show how they'll increase community cohesion.
- As with capital projects for buildings or outdoor spaces, any applications for funding for vehicles need to clearly demonstrate their value in terms of outcomes for the intended beneficiaries (e.g. young people or members of the community).
- Heathrow Community Fund sees great value in organisations working in support of each other, either through formal or informal collaboration and partnership – this could include sharing information, contacts, resources or learning and experience.
- We work to connect groups to networks, other community organizations, other funding sources and non-financial support such as business volunteers.
- While there's no limit to the number of submissions you can make in a round, we will only award one grant to any organisation in each round. If you are already in receipt of a grant from Heathrow Community Fund you must complete your current project before applying for a new grant. We will not fund the same project twice in succession.

#### **General principals and criteria on which applications are judged**

- Volunteer Grant Review Panels make funding recommendations to our Board of Trustees and are made up of representatives from Heathrow Airport Ltd and community organisations from the surrounding area. Panels look at every application and judge it according to the key funding criteria.
- All applications from previous recipients of grants or from previously unsuccessful applicants will be considered by the Trustees on their own merits. However, adherence to grant agreements during previously funded projects will be taken into account when considering applications.
- **Complete on time** - Your project must start within 2 months of the Grant Agreement date and complete within either one or two calendar years depending on the grant stream. Please ensure you check the application timeline on our website, allowing sufficient time for our processes – typically grant review panel meetings take place approximately one month after the deadline for applications to allow for due diligence checking.
- Any information not on the application form will not be seen by the Grant Review Panel Members or Trustees.
- Re-submission If your application has been rejected with advice to work on the bid and re-submit, this can be at any time. In all other cases you can return at any time, with a new project, but we will not consider the same project again, even if to a different Grant Programme.

## **Key Criteria – applicable to all grant programmes**

- A. Demonstrate that you are a responsibly managed organisation** – tell us about your financial situation and what training you provide to Trustees or management committee on governance issues such as risk and financial management. If your accounts show a clear profit or deficit, explain why.
- B. Project Beneficiaries** – tell us who specifically will benefit from your project and how. Involve the target community in all stages of the project planning. How have your beneficiaries been involved in developing the project? What skills and help could they provide? How will people be encouraged to value the end result? Projects taking place in public access sites must not exclude any section of the community. If your project is for young people, how have they been involved in developing the project? Clearly indicate either that you have already identified your beneficiaries, or that you are partnering with organisations that have identified beneficiaries.
- C. Demonstrate this project will meet an identified need** - Showing evidence that the project is wanted and needed is important – local research, pilot projects, or consultation with potential beneficiaries are a good idea, as are letters of support from other partners e.g. schools or health professionals who will be involved in helping you to reach beneficiaries.
- D. Consider and plan how your project will give lasting benefits** - What plans do you have to maintain and build upon the achievements of this project once our funding has finished? Is it part of a wider scheme? How will you make sure funds aren't wasted? How will you measure the lasting benefits to your beneficiaries?
- E. Demonstrate sustainability of the project** – what will happen after HCF funding ceases? If applying for 2-year funding consider how you can plan to diversify your income during the life of the project so that you can ensure it will continue beyond the life of this grant. It's very important to ensure your project is lasting and sustainable and has been fully thought through.
- F. Provide clear information about how the project's impact will be measured and relate this to the specific theme(s) of the grant programme to which you are applying (see specific grant programme criteria below for themes and suggested impact measures).** E.g. if you are applying for funding for a project to increase resilience of young people then how will you measure that increased resilience?
- G. Community cohesion considerations** – All applications should clearly show how the project will contribute to greater community cohesion by demonstrating an understanding of any particular issues relevant to the local community (e.g. ethnic or demographic issues, for example if recruiting volunteers how will you ensure they are representative of the local demographic).
- H. Environmental impact considerations** - All projects should demonstrate a consideration of environmental issues, with measure in place throughout your project to minimise waste through reuse and recycling wherever possible.
- I. New or tried and tested?** If new, is this an innovative project? If it is work you have not done before, what expertise do you have to deliver the project? How do you know the new service or project is what is needed? If an existing project what information do you have on its impact on beneficiaries to date? Explain how you have adapted your project from lessons learned during delivery to date.

- J. Experience and Capacity to deliver** – tells us about your track record of delivering this sort of project, or working with this type of beneficiary. How well do you know the geographical area? How well are you connected to local organisations that could help you deliver the project?
- K. How will you reach the beneficiaries?** Tell us how you will make sure that you will reach those who will most benefit from the project. Will you be taking referrals from statutory bodies? Or do you already have a waiting list? How will you ensure that you do not exclude potential beneficiaries?
- L. Explain why this funding is not currently available elsewhere** e.g. in the case of energy advice why is this not funded by energy companies, or in the case of activities in schools why is your project not part of the core curriculum, etc
- M. Match funding –**
- For Large grant programmes (Environment & Sustainability Grants, Projects for Young People, and Communities Together Large Grants)** - You should have already secured at least 10% of the total project costs when you apply either in cash or funding in kind. Demonstrate that you have explored all funding options. Voluntary labour, donated goods or services may be counted as matched funding in kind (unskilled labour costed at £10/hour, skilled at £20/hour; goods costed at retail price).
- For small grant programmes (Development, Communities Together Small and HAPI)** – Match funding (either in kind or cash) is not required, however you should demonstrate that you have explored all funding options. All costs should be listed in your budget, including voluntary labour, donated goods or services (unskilled labour at £10/hour, skilled at £20/hour; goods at retail price).

**Our Grant programmes – key programme specific themes – you must demonstrate project outcomes in one of the theme areas when applying for funding.**

### **HCF Environment and Sustainability Grants for the Community**

**T1 Supporting the community by supporting sustainable development** – projects supporting sustainable development<sup>1</sup>, the sustainable use of resources (particularly in community facilities such as buildings) or programmes to raise community awareness of sustainable development.

**T2 Protecting and enhancing our natural environment** - the protection and promotion of the physical and natural environment for the purpose of improving community wellbeing, including but not limited to, the conservation and protection of wildlife, the promotion of biological diversity, the support of climate change mitigation initiatives and programmes to raise community awareness of such issues.

**T3 Promoting Reduce, Reuse, Recycle** - projects with a focus on reducing waste through reusing items or recycling them for a new purpose.

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<sup>1</sup> For these purposes sustainable development means “development which meets the needs of the present without compromising the ability of future generations to meet their own needs”.



- When drafting your application please consider carefully the way in which you will measure the **impact** of the project, possible impact measures for projects include, but are not limited to:
  - Energy saving as a result of implementation of new technology (E.g.: installing energy saving measures in a community building could be measured in energy cost savings)
  - increased awareness of sustainability by participants (E.g. a project to teach young people about plastic waste could measure impact in increased awareness of the young people about the impact of waste, or even measure changes in amount of plastic recycled by the young people after taking part)
  - area of land improved/maintained/ number trees planted
  - Number of people/person hours volunteering to improve the environment
  - weight of material recycled/reused
- Projects with a focus on **supporting sustainable development and the sustainable use of natural resources** must have advice and best practice from relevant expert or qualified bodies. The impact of the project should be clearly demonstrated.
- Projects with a focus on **protecting and enhancing our natural environment** must seek advice and support from expert organisations. Local communities must be consulted on work to improve public access to sites. (Example: undertaking conservation work; running eco action days, projects that encourage engagement, awareness or protection of the environment and natural world).
- Please note that the Trust will not fund projects involving any species eradication as part of environmental control.
- Projects with a focus on **reducing waste through reusing items or recycling** them for a new purpose should be rooted in the community to complement existing services and have a lasting impact. (Example: Running an environmental festival to inform your local community; developing a play space using sustainable materials; community schemes for repair and reuse or recycling).

### **HCF Grants for Projects for Young People**

**Y1** Supporting the local community by creating opportunities for young people up to age 25 to make a positive change to their behaviour about their future (e.g. raised aspirations, improved attitude to learning, increased knowledge of progression opportunities)

**Y2** Supporting the local community by creating opportunities for young people up to age 25 to break down barriers to employment through skills development.

**Y3** Supporting the local community by creating opportunities for young people up to age 25 to improve their quality of life (e.g. increased resilience, improved mental health).

- When drafting your application please consider carefully the way(s) in which you will measure the impact of the project, possible impact measures for projects include, but are not limited to:
  - Number of young people with raised aspirations
  - Number of young people re-engaging with education or training
  - Number of young people gaining a specific qualification
  - Number of people learning new skills such as time management or teamwork

- Number of young people showing improvement in specific quality of life measurement e.g. self-confidence.

## **HCF Communities Together**

**S1 Protecting and enhancing our local environment** - the protection and promotion of the physical and natural environment for the purpose of improving community wellbeing, including but not limited to, the conservation and protection of wildlife, the provision of community green spaces such as allotments or gardens, and programmes to raise community awareness of such issues.

E.g. you could improve a local pond, woodland or communal garden; run a native flower or tree planting scheme in your street; or even run a bird box building project. Your project may need to consider conserving local habitats and increasing people's awareness of them. You may also need advice and support from other organisations in the area concerned with nature and wildlife conservation.

**S2 Bringing communities together and increasing community cohesion** – projects to enable different groups within the community to come together, or to increase understanding between different members of the community.

E.g. this could include running an arts festival; running a club to promote health and exercise; promoting a healthy walk scheme; performing a show; running a lunch club for the elderly; holding a summer fete or projects which specifically facilitate understanding and friendship between different groups in the community. The project would need to be sustainable and allow access for all members of the community. How will the project build on community spirit and increase pride in the local area?

**S3 Improving quality of life through increasing social inclusion**– projects to reach specific isolated or under-represented groups in the community and provide them with additional support.

E.g. This could include projects that address the causes of financial hardship and disadvantage; projects that support upskilling adults; projects that bring together currently isolated members of the community; running English language classes; or programmes advising about debt management.

**S4 Improving community facilities for all** – your project will enable more people to make use of local facilities This could include providing disabled access to a community facility; installing a disabled toilet or wet room; installing new kitchen equipment to enable food to be served; or installing new flooring to enable a community hall to be used by more groups.

- When drafting your application please consider carefully the way(s) in which you will measure the impact of the project, possible impact measures for projects include:
  - number of people involved in community events and programmes bringing the community together
  - number of people with greater feeling of involvement in local community
  - increased number of people/variety of groups using community facility
  - area of land enhanced or protected for the community

- number of people showing an improvement in a specific aspect of quality of life (e.g. more self-confidence, greater participation in exercise, wider social interaction, specific skill acquisition)

### **HCF Communities Together – Large Grants – by invitation only**

From time to time Heathrow Community Fund will make available the opportunity to apply for funding of up to £25,000 p.a. for up to 2 years for projects that would fit with the Communities Together funding criteria. This will be by invitation only.

### **HCF Development Grants– by invitation only**

From time to time Heathrow Community Fund will make available the opportunity to apply for funding of up to £10,000 for single year projects that enable organisations to gather data on local community needs. This will be by invitation only.

### **HCF Heathrow Active People initiative (HAPi) – programme only available to Heathrow Airport Ltd employees**

**All applications must demonstrate the colleague's active involvement with the group that should be local to their home or work –** What do you do for the group? How often do you volunteer? How long you've been doing this?

Projects should meet one of the following themes:

**H1 Promoting health and wellbeing** – you could support a group you are involved with by helping provide new equipment or facilities, or set up a new group you plan to be a part of. Your project could promote awareness of the opportunities that already exist, making it easier for people to get involved. How would the project improve the health and wellbeing of your local community? How would you be actively involved in this? If you are applying for funds for an existing sports club, with existing members, then kits will not be funded. If your application is for a new event to increase membership/ involvement or offers opportunity for Heathrow Staff to volunteer, then funding for kit will be considered.

**H2 Providing an opportunity to connect more Heathrow employees with their community** – you could provide the opportunity for other colleagues to help in your project, or run events with your group to allow Heathrow colleagues to get involved. How will your colleagues find out about the project?

**H3 Supporting the local community to improve quality of life** – you could involve people who don't normally have the opportunity, such as to the elderly or unemployed, or create a group that offers something new to the community that wouldn't otherwise be available. How will your project benefit local people? Are you reaching everyone that you can?

### **HCF Matched Funding – programme only available to Heathrow Airport Ltd employees**

These awards are designed to help Heathrow colleagues raise money to support charities, voluntary groups or clubs in the areas around Heathrow, in communities where they live, or national or international charities.

**The Heathrow Communities Trust will support colleagues participating in a sponsored fundraising event or other fundraising activity with a matched fund donation of 50% of the funds raised by the individual, to a total value of £250.** Examples of fundraising activities we support include taking part in sponsored marathons, long distance cycling events, supporting jumble sales for local scout groups or schools, and charity cake sales.

- To apply you must be an employee of Heathrow Airport.
- You can apply for funds under the scheme up to three times a year.
- You should submit your application after you have completed your fundraising.
- Where applying as a group, please make clear on your application how many people in total are participating and provide their details. For group applications, we calculate the award based on the total you have raised as a group.
- We will accept a maximum of 4 colleagues' funding applications for any one event, whether you apply collectively or on individual forms.
- We will only consider applications where the form is complete.
- Please note that if you are taking part in Ride London or the London Marathon on behalf of Heathrow Community Fund, 50% of the funds you raise will be coming to Heathrow Community Fund. We can therefore only match fund the sum that is not coming to us.

**To submit your application** - Applications must be completed online and can be found at: <http://www.heathrowcommunityfund.com/need-funding>.

**If any of the information is inaccurate your application could be deemed ineligible.** If you want us to fully assess your application and give you the opportunity to make any adjustments, please aim to get your application to us at least 2 weeks prior to the deadline.

**BEFORE YOU SUBMIT YOUR APPLICATION, CHECK:** **1)** you have completed all sections of the form **2)** the project meets all our key criteria **3)** the figures in your breakdown of costs total the correct amount **4)** any supporting evidence is included with the application.

Once you have submitted your application you will receive an email and URN number to confirm that your application has been submitted. Please contact us if you do not receive the confirmation email within a few days.