

## Guidelines for applying for a grant-please see application form

*If you need any help please contact Emma Scully at [foundation@nudgefactory.co.uk](mailto:foundation@nudgefactory.co.uk) or on 020 8191 8570*

### About Nudge Foundation

Nudge Foundation was established in 2016 by Nudge Factory Limited as an independent, non-partisan charity with a mission to advance the education of the public in the subject of social inclusion and community cohesion and to promote social inclusion for the public benefit by preventing people from becoming socially excluded, relieving the needs of those people who are socially excluded and assisting them to integrate into society.

Based in Croydon, Nudge Foundation:

- engages with business and government to provide independent research;
- provides direct support through making grants available to individuals and organisations through the distribution of its own community fund;
- and, acts as a management body for corporate charitable giving of third-party businesses.

The Foundation is primarily supported by Nudge Factory through; the donation of 2.5% of its annual declared profit and the shared use of its staff and facilities at no cost to the foundation. Nudge Foundation is overseen by a board of dedicated and independent trustees supported by a number of voluntary staff to achieve the charitable mission.

For more information, please visit: [www.nudgefoundation.org.uk](http://www.nudgefoundation.org.uk)

### Who is the Nudge Foundation Fund aiming to help?

The Nudge Foundation Fund aims to help organisations that are working towards improved community cohesion, youth opportunity and increased social mobility. This might be through:

- developing specific skills through the provision of training and/or equipment
- activities that help develop positive attitudes towards work and community engagement
- projects that help engage young people in enterprising and cultural activities
- learning about product development, as well as marketing and sales.
- other plans and activities that can be shown to improve community cohesion, improve youth opportunity, or increase social mobility.

The grants could cover capital costs (equipment, goods and materials) or revenue costs (room rental, staff and volunteer costs).

Applications are invited from: registered charities / charitable incorporated organisations / limited by guarantee / voluntary sector groups with a constitution (or set of rules) that can be made available to the foundation. The Fund is not open to applications directly from schools, colleges or other statutory bodies and we prefer to give to smaller grassroots projects as opposed to larger charities. However, individuals or groups with no constitution are not eligible.

### What are the criteria under which our grants are awarded?

The Nudge Foundation Fund will operate under a standard grants criteria:

- We will fund registered charities or constituted community groups with a bank account requiring two or more signatories and a management board of at least three unrelated people
- We prefer to be a major contributor to a project (we will rarely make a small contribution to a large appeal)
- 100% of the grant must be spent on activities consistent with our charitable aims.
- We will not fund:
  - projects that have already taken place or applications for retrospective funding
  - activities that would normally be funded from statutory sources
  - projects that are primarily for the advancement of religion or politics

We prioritise projects that:

- Are run by local people, for local people – In this round of grants your group either needs to be based in the London Borough of Croydon or be directly benefiting individuals and communities in the London Borough of Croydon
- Are relevant to local needs and have a direct impact on the community

### What are the size of the grants on offer and when are the successful applicants announced?

The Nudge Foundation Fund is looking to award three grants on an annual basis. 2018-19 is the first time we have awarded grants and this round of awards will include one grant of £1000 and two of £500. We will announce the successful applicants at the end of February 2019.

### How does the Foundation decide who to award grants to?

Applications will be reviewed by a panel comprising the trustees of Nudge Foundation. Before awarding a grant, the panel will judge applications against strict criteria which encapsulate the values and charitable aims of Nudge Foundation. Trustees are required to declare any relevant interests and will not be permitted to participate in the review of applications should a prejudicial interest exist.

A new application will be required for each grant award. Unsuccessful applicants will not automatically be considered for a subsequent grant.

### What to do with the completed application form?

Applications will need to be made on the application form provided and returned by post to

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