



Genesis

Genesis Wellbeing Fund

Guidance for applications

About the fund

The Genesis Wellbeing Fund has been setup to help meet our Corporate Strategy objective to deliver 'improved Social & Economic Wellbeing of the communities we serve.' We will do this by supporting organisations with the ability, people and drive to tackle the challenges that our residents face and which meet at least one of our six themes.

Our themes are focused on:

- Health and wellbeing
- Employment training and skills
- Financial Inclusion
- Social research
- Digital engagement
- Volunteering

Against each theme we have key outcomes, which are shown below under the relevant theme. We welcome projects that will make a difference to our residents' lives; young people and older people are important to us, as are disabled or other people who experience disadvantage that prevents them from participating in society.

What we fund

We want to tackle the serious challenges that our residents face through a flexible and responsive approach to the projects and organisations we fund.

Each theme that we aim to fund is described in more detail below and with the key outcomes that we want to see. Applications should aim to meet at least one of these themes and outcomes.

Health & Wellbeing

- Support for residents with a limiting illness to participate, lead healthier lives and obtain employment
- Support to mentally and physically disabled people to participate, lead healthier lives and obtain employment
- Social & Economic wellbeing enterprises
- Health promotion
- Physical activity and nutrition

Key Outcomes:

- Residents report improved satisfaction with their health and Social & Economic wellbeing
- Residents supported to improve their wellbeing and move towards employment
- Residents are physically active and have reduced reliance on health related benefits
- People from marginalised groups are able to participate in civic society and influence decision makers.

Enterprise, Employment & Training

- Job ready training
- Supporting people to develop their capabilities and progress into education or work
- Employer partnerships.
- Capacity building and business plan support
- Support to access finance and seedfunding

Key outcomes:

- Unemployed residents obtain the necessary skills to sustain long term employment at a liveable wage.
- People progress into employment, training and education opportunities

- A 'pool' of available jobs, work placements and apprenticeships with partner employers
- Economically active residents become sole traders or start their own small business
- Supported enterprises become GHA suppliers
- Projects that support residents to set up their own businesses.

Financial Inclusion

We aim to fund projects that tackle financial poverty and enable our residents to manage their finances better. We want to invest in projects working with working age adults to develop their money management skills or to provide counselling:

- Money management
- Debt advice
- Welfare benefits
- Fuel poverty
- Affordable credit and financial services.

Key outcomes:

- Residents are in control of their own finances, have sustainable debts and are able to meet their financial commitments
- Local services provide sound money advice and affordable credit to local residents.

Social Research

An original research project that is focused on a housing related subject. This may take the form of:

- Primary research
- Secondary research
- Evidence scans
- Evaluations
- Systematic reviews

Key outcomes:

- Generates new ideas in housing or related areas
- Contributes to the improved delivery of our services and/or the lives of our residents
- Gathers evidence that will lead to changes

Digital Engagement

We aim to fund projects that will enable our residents to develop and engage with digital technology and increase their access to local services that will improve their social and economic wellbeing. Innovative ideas around improving mental wellbeing and reducing social isolation for our vulnerable residents through use of digital technology are welcome.

Key Outcomes:

- Residents use digital technology to access leisure and wellbeing activities
- Improved community engagement through digital engagement activities
- Tackling barriers limiting people's digital capabilities: lack of access, skills, confidence and motivation
- Developing digital skills for our most marginalised residents

Volunteering

To provide observable & measurable volunteering opportunities, designed to lead to Employment, Creation of Local Services / Social Enterprises, Improved Professional Networks, Improved Skills & Confidence.

Key Outcomes:

- Residents undertaking volunteering activity to improve their employability
- Residents volunteering to support their communities
- Increased volunteering opportunities created

Priority Groups that we want to support

- **Lone parents support** – projects that support lone parent to make the transition into/return to employment
- **Long-term unemployed** – support that engages the target group to access mainstream provision, JCP, Local Authority support etc
- **Residents with a limiting illness or disability** - support that engages the target group to access mainstream and specialist provision, link with health & work programme
- **Residents over 55 years** - projects that particularly engage with economically inactive people over 55 years of age to support them to reengage with their communities

Assessment Criteria

We will fund projects and organisations that are forward looking, led by capable and committed people. All bids must be supported by a Genesis member of staff and must show some demonstrable benefits to Genesis residents. When evaluating bids we will look for:

1. Evidence of need and how you will ensure the quality of proposed intervention
2. Clear description of the project aims and proposed delivery methods
3. Clear evidence that the proposed outcomes will be achieved within the timeframe
4. Evidence that you have identified potential risks and your proposed solutions to mitigate risks are realistic
5. Evidence that your project is value for money
6. How you will monitor and evaluate the success of your project
7. What is your organisation's relevant experience for the type of work you propose and how will you apply it here? If you are new organisation, please talk about how your values and skills will enable you to deliver.
8. How will your project contribute to achieving the objectives, outcomes and priorities of the Genesis Wellbeing Fund?

Who we fund

Who can apply:

- Organisations that are registered charities or other eligible non-profit organisations based in the UK and that work in areas where we manage stock (see list of local authority areas)
- Not for profit organisations such as community interest companies, social enterprises and other properly constituted voluntary groups are able to apply
- New and emerging charities and not-for profit organisations or very small organisations that are not registered are able to apply as long as they have a constitution
- We can only accept one proposal from an organisation at a time.

What we will fund:

- Proposals must meet our themes and at least one outcome associated with that them, described above
- Preference will be given to proposals that can show demonstrable benefit to Genesis residents
- Proposals must have the support of a named Genesis colleague.
- **How much and how long:**
- The minimum grant you can apply for is for £5,000 and the maximum is £50,000.
- We expect to fund projects across a range of values between £10,000 and £30,000 – we would only make very large grants for truly exceptional and innovative projects, that show high levels of impact to our residents over a number of geographical areas
- We would not expect to fund 100% of your proposal, although we will consider this if the project has strong demonstrable benefits for genesis residents. Where an applicant's unrestricted reserves are more than one year's running costs, we expect applicants to make a significant contribution to the costs of the proposed activities. We may not fund the proposal if we feel the organisation has enough to pay for the proposed activities itself. However we will not penalise organisations for holding reasonable reserves to meet organisation liabilities.
- We would expect to fund a **minimum of 25%** of your proposal so that we have a meaningful stake in the project

Where we fund:

- Genesis has particular concentrations of stock in some geographical areas and these are highlighted on the application form. Whilst we expect all Genesis residents to be able to benefit from all funded projects please indicate where your project will be delivered.

Costs we cover:

- We will fund revenue costs such as a contribution to salaries
- Small capital items such as office equipment, furniture and computers
- We will not fund capital projects or purchases of equipment, such as building costs, purchase of vehicles or heavy equipment unless it forms a small part of your overall project cost
- We will contribute a maximum of 10% of project costs to cover reasonable wider organisation costs (i.e. overheads) as part of running your proposal under a 'full cost recovery' approach, as long as those costs can be shown to be essential to delivering your proposal

Deadline for applications:

Round One (up to £5k): Deadline for Applications 2 October 2017

Round Two (up to £50k): Deadline for Applications 5 January 2018

Specific exclusions

- National/International charities enjoying widespread support
- Activities or expenditure that happen or start before the grant is confirmed
- Activities that promote political or religious beliefs
- Projects that support people who live in another country
- Purchase of alcohol
- Hospitals and health authorities
- Medical care or equipment
- Animal charities
- Military charities
- Academic research
- Capital projects
- General appeals

How to apply

We have a two stage process, and will shortlist proposals based on the information that you provide in your application form. If successful you'll be invited to the next stage. We don't ask for any supporting information at the first stage so please don't submit them with your application.

Please **complete all sections of the application** form and answer all the questions, paying attention to how your project meets our themes, outcomes and the priorities and principles we've identified.

How we make decisions

In stage one we will at first check if your proposal is eligible – has the form been properly completed, and does it meet the requirements in the "who and what we fund" section. At this stage we are not asking for any documents, however we will ask for them at stage two if your proposal passes the eligibility criteria. We aim to let you know if your proposal has been shortlisted within one month of the closing date.

If you've been shortlisted, then we will invite you to submit additional information to answer any queries we may have about your application.

At Stage Two you will need to submit the following documents:

- constitution/memorandum and articles of association
- two most recent sets of annual accounts
- safeguarding children and vulnerable adults policy (if applicable)
- equal opportunities/diversity policy
- project plan if available
- evidence that appropriate insurances are in place or will be obtained

Assessment process

Once we receive your Stage Two information we will check your organisation for compliance. This includes checking your organisation's legal status, checking you have relevant organisational policies in place (safeguarding, equal opportunities) and checking whether your previous year's accounts have been appropriately verified.

Our final decisions are based on an assessment of the quality of the work proposed, the strength of your idea and the difference your work is likely to make. We expect proposals to match at least one of our themes, the associated outcomes and one of our priorities.

We aim to complete our assessment and notify you of our final decision within six weeks of the date you submit your stage two information.

If your proposal is unsuccessful, we'll write to you explaining the reasons why we haven't been able to fund you.

Monitoring and evaluation

We expect organisations to monitor and report on their progress, and you should budget for training or data collection to assist you in this. We don't prescribe a particular format of monitoring, but for context Genesis uses the HACT social value tool to articulate the benefits of its programmes. We would expect you to provide data on outputs and outcomes that can feed into this, as well as the impact of your work. We recognised that organisations will need to take different approaches depending on their size, the activities in the project and the people who you work with.

If you're successful

You'll need to accept our offer of a grant in writing and return a signed copy of the conditions of grant from. We'll also ask you to meet with us to agree clear targets for your project.

We need regular reports on your work and will want to see evidence that you're monitoring and evaluating your progress.

We may also visit you during the lifetime of your grant and may ask you to work with our Media and Communication teams to help us demonstrate the impact of our grants to other organisations, funders and the public by asking you to be involved in case studies, interviews and other marketing material.