



# **Empowering Local Communities Grant**

**Group Guidance & Criteria**

**Grant Round 2  
May – August 2022**

## Empowering Local Communities Grant Group Guidance

### Introduction

Asda's charity, Asda Foundation, is committed to supporting local communities through grant giving and we believe it takes a whole community working together to improve people's lives.

This grant is designed to support a broad range of activities helping to transform communities and improve lives. We know every community need is different and therefore we will support and fund what is needed and important to your community. What do local groups in your area need support for? What would make the biggest difference for the people in your community?

We know the rising cost of living is having a big impact on communities. This grant is open to groups helping to address this issue. Groups supporting refugees are also welcome to apply under this grant.

There are three phases under this grant and this guidance is applied to phase 2 only.

### How do Asda Foundation grants work?

Each Asda superstore has a Community Champion, and their role is to support groups and projects within the community, as well as managing Asda Foundation grant applications. The Community Champion in your local superstore will support you in completing your application and will submit the application to the Foundation on your behalf, we cannot accept application direct from groups.

Please use the Asda Store Locator on the Asda Foundation website [here](#) to contact your local store and speak to your Community Champion about how we might be able to support you.

**This document aims to support you through the application process and contains information relating to:**

- **Is my group eligible for a grant?**
- **Grant overview**
- **How much can my group apply for and when?**
- **Criteria and options**
- **How to apply**
- **What happens after submission?**

**Before completing an application form, you'll firstly need to make sure your group and project meets the eligibility criteria below.**

## Is my group eligible for a grant?

### Group Criteria

- **Groups applying must meet all the following criteria:**
  - Group must have a presence in and benefit the local community
  - Any equipment funded is the property of the group and is not for individual use
  - End beneficiaries must be community groups of people
  - Must be not for profit
  - There is no minimum timescale for how long the group has been in existence
- **This grant is unable to support:**
  - Groups based outside the UK
  - Groups where the end beneficiary is an animal
  - Individual people
  - Any activities for people under the age of 18. Please review the guidance for our Better Starts Grant to support children
  - Third party grant making organisations (grantees must directly deliver the service/activity).

## Grant overview, criteria and options

This grant is designed to support a broad range of activities which contribute towards transforming the community and improving the lives of people in that community.

There are four options to choose from under this grant. You must be clear from the outset which one you are applying for. It's also possible to apply for a combination.

We know the rising cost of living is having a big impact on communities. Remember this grant is open to groups helping to address this issue and groups supporting refugees are also welcome to apply under this grant.

### Building Resilient Communities

Supporting community groups with the equipment, essentials and facilities to enable activity to take place. This might be enhancing what is already available, providing essential items such as food or enabling an activity to continue.

### Active Lives

Supporting participation in group physical activities. Whether low or high impact, regardless of age or ability, encouraging people to lead more active lifestyles and for everyone to feel able to participate.

### Seasonal Celebrations & Festivals

Enabling communities to celebrate what matters to them. Helping to bring people together to share experiences & encouraging everyone within the community to be together.  
E.g. Community garden party, Pride, Eid al-Adha.

### Leading Healthier Lives

From cooking and education classes to enabling positive mental health. We are committed to supporting health in body, mind and soul in our communities.

## How much can I apply for and when?

- Groups may apply for one Empowering Local Communities grant per year to a maximum value of £1500 and minimum value of £500.
- Applications must be submitted to your local Community Champion between 30th May-19th August as per the table below and activities must start/take place before 30th September 2022.
- Applications should be submitted at least 6 weeks before your activity to give enough processing time.

Grant Round	Grant Opens	Groups submit applications to Community Champion from:	Grant submission window closes:	Event / Activity Window	Grant Value Min - Max
Grant Round 2	16th May 2022	30th May 2022	19th August 2022	Activities before 30th September 2022	£500-£1500

## General Criteria continued...

- The guidance contained in this document relates to Empowering Local Communities Grant only. If you require guidance for another programme, please visit [www.asdafoundation.org](http://www.asdafoundation.org).
- Empowering Local Communities Grant does not support activities which solely benefit children under the age of 18. Please read the U18 Better Starts Grant guidance to support children only activities.
- If the activity being delivered benefits a mix of children and adults, it is an Empowering Local Communities Grant if *more* adults than children are involved and/or the main focus isn't for children. For example, a *Mother and Baby Group* would come under a *U18 Better Starts Grant* and a *Community Centre Vegetable Patch* would come under an Empowering Local Communities grant.
- Groups can apply for one grant, per grant programme below, per year but we encourage Community Champions to support a wide range of groups across grant streams.

Our Grant Programmes – more information available at [www.asdafoundation.org](http://www.asdafoundation.org)

Empowering Local Communities Grant	U18 Better Start Grant	Green Token Giving	Investing in Spaces and Places
£500-£1,500	£500-£1500	£300-£500	£5,000-£25,000
Supporting projects and activities which are important to a community which benefit local people.	Giving children the best start in life, tackling poverty, inclusion and wellbeing.	Aimed at small community projects, the funds can be use for whatever will benefit groups most.	Funds can be used to transform, renovate or create a safe and inclusive space and place for the community to be together.

- Umbrella organisations which have more than one group in the same community, Asda Foundation will only be able to support one group per grant programme per year. *E.g. A football organisation with multiple teams can only apply for one Empowering Local Communities Grant but another team within the organisation could apply for a Green Token Giving. Branches of a bigger organisation will be able to apply for more than one as they support different community areas.*
- Sometimes we have to say no, this grant cannot be used for the following: Storage Rental, Ongoing Salaries, Promotional Costs, Alcohol, Raffle Prizes, Excursions/Day Trips/Restaurant Meals, Transport Costs, Insurance, Memberships, Vouchers.
- We will not accept applications for volunteer only celebration events but will support funding volunteer networking events that would enable future work in the local community.

**One off costs for specialist support:** Groups may need the help of experts to deliver and achieve their ambitions. In these cases, Asda Foundation will consider funding these costs.

*Examples (not exhaustive):*

- *An electrician to install new lighting or install a new hob in a kitchen*
- *An exercise coach to run a 6 week programme of chair based exercises for a group*
- *A translator to enable more people within the community to engage with an activity*
- *A counsellor to enhance a one off wellbeing session delivered for older people*

## Funding option 1

### Building Resilient Communities

Activities/services open to the whole community.  
Improving facilities, equipment, providing a positive place to be together and ensuring the basics are provided.

#### Examples

- Equipment in a community kitchen to enable the centre users to use the kitchen more. Food mixer, coffee maker, kettle, cutlery, plates, freezer etc.
- A community centre wants to launch an IT learning service. They apply for two desks, chairs and two computers.
- A local voluntary litter picking group is organising a community clean up to make the local area a better place to be. The group needs funding for litter pickers, rubbish bags, gloves, sandwiches and water.
- A Community is creating welcome packs for refugees arriving in the UK and needs funding for food, hygiene products and basic clothing.

Here are some examples of what we would and would not fund (not exhaustive):  
working list, please add more

What we would fund	What we would not fund
<ul style="list-style-type: none"> <li>• Tables &amp; chairs</li> <li>• Redecorating items: paint, curtains etc</li> <li>• Items for the group activity: sewing machine, colouring pencils, gardening equipment etc</li> <li>• Computers (must be for service users, not office/admin use)</li> <li>• Practical items to support the group activities and purpose</li> </ul>	<ul style="list-style-type: none"> <li>• Running Costs</li> <li>• Ongoing Salaries</li> <li>• Transport</li> <li>• Activities aimed at people under the age of 18 – please see Better Starts grant guidance to support children.</li> </ul>

## Funding option 2

### Celebrations and Festivals

Enabling communities to celebrate what matters to them. We would like to see people coming together to share these experiences and encourage everyone within the community to be part of the celebration.

E.g. Community garden party, Pride, Eid-al-Adha etc.

- This grant is unable to fund decoration *only* and/or entertainment *only* costs.
- Applications should focus on bringing people together not focus on the extras
- We are unable to fund Volunteer only celebration events but can support volunteer networking events which will enable future work in the local community to be completed.

### Examples

- A group is organising a Pride celebration event in the local park. The group is requesting funding towards food, refreshments, decorations and entertainment. There is no fee to use the space in the local park and the event is free to attend.
- After three years, a local community centre is throwing its annual summer community party, bringing people together to make friends, relax and have fun. The event is open to all and will be free to attend and the community centre is asking for funding towards food and refreshments.

Here are some examples of what we would and would not fund (not exhaustive):

What we would fund	What we would not fund
<ul style="list-style-type: none"> <li>• Food for the get together               <ul style="list-style-type: none"> <li>• This might include:                   <ul style="list-style-type: none"> <li>• A supermarket shop &amp; food prepped</li> <li>• Afternoon tea delivered</li> <li>• Buffet bought in</li> </ul> </li> <li>• Meal element £12.50pp maximum</li> <li>• Decorations £50 maximum</li> <li>• Entertainment £125 per application</li> <li>• One off venue hire</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Gifts, including raffle prizes</li> <li>• Only entertainment</li> <li>• Only decorations</li> <li>• Volunteer parties only</li> <li>• Alcohol</li> <li>• Transport</li> <li>• Meals out E.g., in a restaurant etc</li> <li>• Day trips E.g., theme park, seaside etc</li> <li>• Activities aimed at people under the age of 18 – please see Better Starts grant guidance to support children.</li> </ul>

## Funding option 3

### Active Lives Grant

Supporting participation in group physical activities. Whether low or high impact, no age restriction, we are encouraging people to lead more active lifestyles.

- The aim is to ensure that everyone taking part feels included
- One application per club regardless of the different age groups or ability groups within the same club.

#### Kit Rules

- Max cost per person kit - £30.00
- Kit costing more, Asda Foundation amount can be a contribution to total cost
- Kit can include t-shirts, shorts, hoodies etc
- Kit can include Match Kit or Training Kit
- Asda Foundation expects the Asda Foundation charity logo (not Asda logo) to be included on match kit
- One team kit bag (not individual bags)

#### Examples

- A walking football club needs new t-shirts to ensure everyone feels part of the team. The group members struggle to afford kit and this is a barrier for many to take part.
- A community rounders team need new bats, balls and posts for the start of their summer league.

**Here are some examples of what we would and would not fund (not exhaustive):**

What we would fund	What we would not fund
<ul style="list-style-type: none"> <li>• Equipment for activities</li> <li>• Kit for game day or training</li> <li>• Venue rental for activity (max £500)</li> <li>• Combination of kit and equipment</li> </ul>	<ul style="list-style-type: none"> <li>• Pub culture clubs</li> <li>• Kit for coaches and volunteers is not eligible</li> <li>• One-Off Kit is not eligible (ie tour kit)</li> <li>• Rental storage</li> <li>• Activities aimed at people under the age of 18 – please see Better Starts grant guidance to support children.</li> </ul>



## Funding option 4

### Leading Healthier Lives

From cooking and education classes to enabling positive mental health. We are committed to supporting health in body, mind and soul in our communities.

#### Examples

- A local not for profit community allotment is running cooking classes for children and parents. Classes will focus on growing your own vegetables and healthy family cooking on a budget.
- A peer to peer support group meeting weekly to support people with mental health and tackle isolation.

**Here are some examples of what we would and would not fund (not exhaustive):**

What we would fund	What we would not fund
<ul style="list-style-type: none"> <li>• Equipment</li> <li>• Food</li> <li>• One off cost for specialist support (see general criteria for guidance)</li> <li>• Venue hire (max £500)</li> </ul>	<ul style="list-style-type: none"> <li>• Running Costs</li> <li>• Ongoing Salaries (e.g. receptionist)</li> <li>• Transport</li> <li>• Storage</li> <li>• Activities aimed at people under the age of 18 – please see Better Starts grant guidance to support children.</li> </ul>

## How can my group apply?

- Contact your local Community Champion to discuss the grant.
- If your group and project is eligible to apply, complete an application form available from your local Community Champion by hand or digitally. Complete sections 2 to 6.
- All signatures should be physical – if possible. If a digital or typed signature is used, then you must agree to the statement (in section 6) and send it in an email to the Community Champion when you submit the application form.
- Read the step-by-step guide available on the Asda Foundation website for guidance.
- Once you have completed the application form, return it to the Asda Community Champion. If criteria is met and they are happy to support the application, they will sign and submit to the Asda Foundation.

## What to include

- Completed application form
- Bank statement/paying in slip – we do not need to see transactions but we need to verify the payee name for the cheque by looking at the account name, which should be clearly visible.
- Group documents – constitution, club rules, etc.
- If you are not a registered charity, you'll need to provide confirmation that you are a not for profit group.
- Digital signature declaration (if not providing a wet signature).
- Ringfencing confirmation (if group name and payee name are different).
- No quotes needed – our aim is to make things as easy as possible. We do however recommend groups create a shopping list for indicative costs and complete the funding breakdown in the application form. See an example application form on the [website](#).

## Terms and conditions

- Asda Foundation will continuously review uptake of this grant stream and reserve the right to close the grant round early if the budget is reached.
- If government guidelines change, this grant round may be paused, or criteria amended. We will communicate with applicants and Community Champions to advise on next steps.
- Community Champions may not be able to support every group that expresses an interest in this grant. Each superstore has a limited budget and therefore Community Champions reserve the right to decline an application if their store budget is reached or the project doesn't meet criteria.
- If items are applied for which do not meet criteria, we may automatically remove and deduct this part of the request. Please be aware if ineligible items are applied for, you risk the application being unsuccessful.
- Funding is not guaranteed and an application is not a guarantee of success, all applications are assessed by the Community Champion and Asda Foundation and you will be notified of the outcome.

## What happens after submission?

Asda Foundation aims to process an application within 6 weeks of receiving an application from the Community Champion.

If Asda Foundation requires further information, Community Champions will be contacted. If the team are unable to get a response from the Community Champion, we may contact your group directly.

Approved grants: Once a grant has been approved by the Asda Foundation the Community Champion will be notified by email. Grants (which will be paid by cheque) will then be sent directly to the successful group.

Community Champions may then arrange to visit and present the grant cheque. They may also wish to get feedback about the impact of funding and take photos (subject to your permission).

Unsuccessful grants: If a grant is unsuccessful, you will be notified by the Community Champion and given feedback.

Retired grants: If Asda Foundation is missing information or does not receive a reply from the group or community champion about additional information required, the grant will be retired at the end of the grant round. You will be notified by the Community Champion