



Under 18 Better Starts Grant

Group Guidance & Criteria

**Grant Round 2
May-August 2022**

U18 Better Starts Grant Group Guidance

Introduction

Asda's charity, the Asda Foundation, is committed to supporting projects and groups in your community which are most important to those who live there. Following the pandemic, we believe that groups supporting under 18s are particularly in need of our support. This grant will help give children the best start in life, tackling poverty, inclusion and wellbeing.

This grant will enable us to support a broad range of activities for this age group all of which can contribute towards empowering the community and improving the lives of children in that area. Even within this specific age group, we know every community need is different and therefore we will support and fund what is needed and important to your community.

Rising cost of Living

We know the rising cost of living is having a huge impact on communities. Therefore, there is a focus for round 2 funding on ensuring children are supported during the summer. It could be the provision of essential food over the school holidays or new uniform and sports kit ahead of a new school year. It could be bringing children together to celebrate what's important to them, reducing feelings of isolation. Perhaps you are looking to run a holiday book club or cooking classes at your local community allotment, teaching children how to grow their own vegetables and educating them about healthy eating and where food comes from. Or a local sports club looking for funding to update equipment ahead of your summer camp, aimed at keeping children active and maintaining mental wellbeing during the school holidays.

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

How do Asda Foundation grants work?

Each 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 store will support you in completing your application and they will submit the application to the Foundation on your behalf. 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, under the age of 18
 - 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 age 18 or over. Please review the guidance for our Empowering Local Communities to support people 18 or over
 - Schools, but non-profit PTAs, Parent Councils, "Friends of.." groups are welcome to apply for extra curricular activity/funding needs.
 - Groups which charge more than a nominal fee to participate (i.e. membership charges).
 - 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 for this age group which can contribute towards transforming the community and improving the lives of children 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. There is a focus for this grant round on supporting groups helping to address issues associated with the rising costs of living and supporting children over the summer holidays

Supporting Essentials

Grants ensuring that no child goes hungry or without basic essentials.
Supporting activities that focus on the provision of healthy, nutritious food for U18's, and hygiene and health related supplies for children.

Being Active

Grants ensuring every child has the opportunity to be active, be part of a team, exercise and feel like they belong.
Funding physical activities that are inclusive for all children, are accessible to everyone and embrace diversity.

Improving Wellbeing

Grants ensuring children's wellbeing is a priority. Funding which supports children's mental health, being creative, attend a group and feel like they belong.
Funding activities that are inclusive for all children, are accessible to everyone and embrace diversity.

Celebrating and Bringing Children Together

Grants enabling groups of U18s within communities to celebrate what matters to them.
Funding activities that will bring children together to share these experiences & encourage everyone to be together.

How much can I apply for and when?

- Groups may apply for one U18 Better Starts grant per year for a maximum of £1500 and minimum £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	30th May	19th August	Activities before 30th September	£500-£1500

General Criteria continued...

- The guidance contained in this document relates to U18 Better Starts grants only. If you require guidance on any other programme, please visit www.asdafoundation.org.
- U18 Better Starts Grant does not support activities which solely benefit people over the age of 18. Please read the Empowering Local Communities Grant guidance to support over 18s activities.
- Groups who support or are delivering activities for multiple age groups may still apply as long as their activity primarily supports U18s. Groups for only 18s and above should apply for an Empowering Local Communities grant. Eg, a *Mother and Baby Group would come under U18 Better Start Grant and a Community Centre Vegetable Patch supporting adults would come under 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 the year.

Our Grant Programmes – more information available at www.asdafoundation.org			
Empowering Local Communities Grant	U18 Better Starts Grant	Green Token Giving	Investing in Spaces and Places
£500-£1,500	£500-£1000	£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 their group 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 Under 18s teams can only apply for one U18 Better Starts 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.

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):*

- *A counsellor to support children.*
- *An exercise coach to run a 6 week programme for a team.*
- *A translator to enable more children to engage with an activity.*

Funding options criteria

1.

Supporting Essentials for U18's Grant

Grants ensuring that no child goes hungry or without basic essentials. Supporting activities that focus on the provision of healthy, nutritious food, hygiene and health related supplies for U18's.

Examples include Breakfast Clubs, School Holiday Clubs, Food Banks that support Children, Hygiene Banks, Clothing Banks.

Scenarios:

- *A food bank wants to offer specific support for children during the school summer holidays. Basic food supplies will be purchased and given out to support vulnerable U18s in the local community, ensuring children don't go hungry during the school holidays. Towards the end of August, the food bank is also planning to set up a school uniform and sports kit bank to support families ahead of the new school year with basic uniform and sports kit.*
- *A school PTFA/Parent Council wish to hold a daily summer holidays breakfast club for pupils. They will use the funding to purchase a fridge and toaster and offer toast, cereals, fruit and milk or juice to pupils who may otherwise go without a healthy breakfast.*

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"> • Food Supplies • Essential equipment / Supplies • Rental of space for holiday clubs • Fridges / Freezers to enable food storage 	<ul style="list-style-type: none"> • Gifts, including raffle prizes • Alcohol • Running Costs • Ongoing Salaries • Transport • Storage • Insurance • Memberships • Meals out E.g., in a restaurant etc • Day trips E.g., theme park, seaside etc

Funding options criteria

2.

Improving Wellbeing U18's Grant

Grants ensuring children's wellbeing is a priority. Funding which supports children's mental health, being creative, attend a group and feel like they belong. Funding activities that are inclusive for all, are accessible to everyone and embrace diversity.

Examples include arts, crafts, music, hobby groups, Brownies, Scouts and Guides, training for counsellors, learning clubs (reading support / homework help)

Scenarios

- A local group supporting children with disabilities wishes to purchase musical instruments and equipment to enable them to start a weekly music group at a local community centre.
- A school PTFA / Parent Council wants to establish a holiday book club to encourage children to continue reading and learning during the school summer holidays. They need additional support to continue purchase books and healthy snacks and refreshments for the group.
- A mental health support group require additional support to provide one off counselling for teenagers who may be impacted by and at risk of further social isolation during the school holidays. They need the funds to pay for a counsellor to attend group sessions.

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"> • Art, Craft, Music, Hobby supplies • Activity related equipment • Tech equipment (must be for service users, not office/admin use) • One off professional fee to provide workshops or support (counsellors, debt advisors, nutritionists etc) 	<ul style="list-style-type: none"> • Gifts, including raffle prizes • Ongoing Running Costs • Ongoing Salaries • Transport • Storage • Insurance • Memberships • Meals out E.g., in a restaurant etc • Day trips E.g., theme park, seaside etc • Private healthcare

Funding options criteria

3.

Being Active U18's Grant

Grants ensuring every child has the opportunity to be active, be part of a team, exercise and feel like they belong.

Funding physical activities that are inclusive for all, are accessible to everyone and embrace diversity.

Examples include any U18 sporting / physical activity based groups.

- The aim is to ensure that everyone taking part feels included and reduce barriers and exclusion
- One application per club regardless of the different age groups or ability groups within the same club.
- Groups which charge more than a nominal fee to participate (i.e. membership charges) are ineligible from applying.

Kit Rules

- Max cost £30 per full kit.
- Kit costing more, Asda Foundation amount can be a contribution to total cost
- Kit can include t-shirts, shorts, hoodies etc and can be match kit or training kit.
- Asda Foundation expects the Asda Foundation charity logo (not Asda logo) to be included on match kit

Scenarios:

A local Under 10's Football Team need to update their tired match day kit and equipment ahead of launching a summer holiday camp. An Asda Foundation grant would enable them to purchase spare training kit for any children who need it, plus replacement cones, balls, corner flags and nets.

A local Boxing club want to open up a session to U18s to try and bring more local children to the sport, improving mental health and providing coaching opportunities. They need to purchase new equipment and kit to deliver this and book a venue for their introductory session.

Funding options criteria – Active cont.

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"> • Equipment for activities • Venue rental for activity (max £500) • Basic playing match kit for teams (All kit must have Asda Foundation logo with costs included in budget) – Community Champions will be able to support with logo images • Kit and equipment combined • Physical Activity School holiday activities 	<ul style="list-style-type: none"> • Kit for coaches and volunteers is not eligible • One-Off Kit is not eligible • Rental storage • Solo/Individual sporting activities • T shirts for one off events or presentations • Kit or equipment for use for a single sporting season • Tour kit for limited games • Training bags or Training kit • Prizes or medals • Teams with existing retail sponsors • Publicity • Ongoing salary costs (example receptionist, transportation driver, manager etc)

Funding options criteria

4.

Celebrating and Bringing People Together U18's Grant

Grants enabling groups of U18's within communities to celebrate what matters to them.

Funding activities that will help bring people together to share these experiences & encourage everyone to be together.

Examples include children's Summer Holiday Celebrations and Pride events.

- This grant is unable to fund decoration only and/or entertainment only costs
- Applications should focus on bringing U18s together not focus on the extras
- We're 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
- Remember this grant is for under 18's. If your activity is for over 18's take a look at the Empowering Local Communities grant criteria

Scenarios:

A local group supporting children wants to hold a tea party with cake and drinks. The event will include arts and crafts activity.

A local Scouts Club is holding an outdoor celebration camp, bringing children back together in the holidays after two years of restrictions, ensuring they have a healthy lunch, learn new skills and participate in some fun outdoor activities with other local children.

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"> • Food for the get together <ul style="list-style-type: none"> • This might include: <ul style="list-style-type: none"> • A supermarket shop & food prepped • Afternoon tea delivered • Buffet bought in • Meal element £12.50pp maximum • Decorations £50 maximum • Entertainment £125 per application • One off venue hire 	<ul style="list-style-type: none"> • Gifts, including raffle prizes • Only entertainment • Only decorations • Volunteer parties only • Alcohol • Transport • Meals out E.g., in a restaurant etc • Day trips E.g., theme park, seaside etc

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