



Under 18 Better Starts Grant

Group Guidance & Criteria

**Grant Round 3
September - November 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.

We know the rising cost of living is having a big impact on communities. We have introduced a new grant to help support community groups through this cost of living crisis. Please refer to the Cost of Living grant criteria if you would like to apply for funding support.

There are three phases under this grant and this guidance is applied to phase 3 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. E.g. Breakfast clubs
 - 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. We have introduced a Cost of Living grant this round to support groups throughout this difficult period. Please refer to the Cost of Living grant criteria if you would like to apply for funding in relation to this.

Supporting Essentials

Grants ensuring that no child goes without basic essentials.

Supporting activities that focus on the provision of healthy, nutritious food for U18's, and hygiene and health related supplies.

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 Under 18 Better Starts grant per year to a maximum value of £1500 and minimum value of £500.
- Applications must be submitted to your local Community Champion between 19th September – 11th November as per the table below and activities must start/take place before 31st January 2023.
- Applications should be submitted to Asda Foundation **at least 6 weeks before** your activity to give enough processing time. Please give the Community Champion sufficient time to meet this time frame.

Grant Round	Grant Opens	Groups submit applications to Community Champion from:	Grant submission window closes:	Event / Activity Window	Grant Value Min - Max
Grant Round 3	5 th September 2022	19 th September 2022	11 th November 2022	Activities before 31 st January 2023	£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. E.g, 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

Empowering Local Communities Grant	U18 Better Start Grant	Cost of Living Grant	Green Token Giving	Investing in Spaces and Places COMPLETE FOR 2022
£500-£1,500	£500-£1500	£500-£2000	£300-£500	
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.	Supporting community groups during this difficult Cost of Living crisis.	Aimed at small community projects, the funds can be used for whatever will benefit groups most.	

- 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 without basic essentials.

Supporting activities that focus on the provision of healthy, nutritious food for U18's, and hygiene and health related supplies.

Examples include Breakfast Clubs, School Holiday Clubs, Hygiene Banks, Clothing Banks.

If a group are looking to apply for food costs support or rent and utility bill support – see Cost of Living grant guidance.

Scenarios:

- A youth club are holding a holiday club throughout the half-term break. They usually charge children to enter, but if Asda Foundation are able to cover their rental space cost, they can reduce the amount they charge for entry.
- A school PTFA/ Parent Council from a deprived area wish to hold a daily term time 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"> • Essential equipment / supplies • Rental of space for holiday clubs (max £500) • Fridges / Freezers to enable food storage • Practical items to support the group activities and purpose • Hygiene Bank supplies • School Uniform Bank supplies 	<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 • Essential food items, such as food parcels – see Cost Of Living grant guidance.

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 half-term holidays. They need additional support to continue to purchase books, 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, 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

Asda Foundation have taken the decision to remove kit from the eligible items for Being Active in round 3. Please discuss this with your Community Champion if your group were hoping to apply for kit costs – there are plenty of other funding options available.

Scenarios:

- A local charity supporting blind or partially-sighted children wants to provide football sessions so that their service users can take part in physical activity. They require funding to pay a one-off specialist coach to facilitate their sessions.
- 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) • Physical Activity School holiday activities • One off cost for specialist support to put on an activity that otherwise would not go ahead (see general criteria for guidance) 	<ul style="list-style-type: none"> • Any form of kit • Rental storage • Solo/Individual sporting activities • T shirts for one off events or presentations • Equipment for use for a single sporting season • Training bags • 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 Halloween celebration and Christmas events aimed to reduce isolation.

- Applications should focus on bringing people together to tackle isolation and **not** focus on the extras
- This grant is unable to fund decoration only and/or entertainment only costs
- 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
- 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 annual Christmas event, bringing children back together in the holidays after two years of restrictions, ensuring they have a healthy meal, learn new skills and participate in some fun 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 using the contact details provided on the application form.

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 giant cheque. They may also wish to get feedback about the impact of funding and take photos (subject to your permission).

Please email any photos of the activity/event (with suitable permissions) that was made possible with the funding from Asda Foundation to asdafoundation@asda.co.uk.

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.