



Foundation

Co-op Foundation #iwill Fund: 2018 application guidance

Introduction

In 2017, the Co-op Foundation and #iwill created a £2 million fund over three years, to tackle loneliness through youth social action. Now in the second year of the fund, we are seeking nine new partners, who will receive grants of up to £70,000 over two years, for projects that:

- create high-quality youth social action opportunities, which can be sustainably embedded into local provision, **and**
- overcome barriers to young people talking about loneliness, and help them to develop effective forms of mutual peer support.

Successful applicants will join the Co-op Foundation's [UK-wide 'Belong' network](#) of partners exploring and addressing youth loneliness. Collectively, our network aims to:

- Connect and empower 5,000 young people to take action to tackle youth loneliness
- Strengthen local youth services that provide vital support and opportunities
- Start a national conversation that breaks down the stigma around youth loneliness.

Our new report [All our emotions are important](#) explores young people's experiences of loneliness and the barriers they face to discussing this issue. Proposals to our #iwill Fund should show how they will develop youth-led responses to the findings of this research.

Organisations awarded funding will also be able to benefit from, and contribute to, the work of the #iwill Fund Learning Hub, which aims to identify and promote ways of sustainably increasing levels of participation in meaningful youth social action.

At a glance – are you eligible?

To be eligible for this fund, your organisation must answer 'yes' to all the questions below.

- Do you work with young people aged between 10 and 20?
- Can you develop sustainable opportunities for young people to take part in meaningful social action (activities that benefit themselves and their communities)?
- Do you want to be part of a national network committed to tackling youth loneliness?
- Do you work in **at least one** of the 32 local authority areas listed below?

Ashfield	Hartlepool	Newham	Stockton on Tees
Barnsley	Halton	Northampton	Stoke
Basildon	Hull	Nottingham	Swale
Birmingham	Islington	Plymouth	Telford & Wrekin
Blackburn with Darwen	Knowsley	Rotherham	Torbay
Burnley	Liverpool	Southend	Tower Hamlets
County Durham	Mansfield	Southampton	Wakefield
Hackney	Middlesbrough	South Tyneside	Wellingborough

Application timeline 2018

In the first stage of the application process (April to September) we will select one organisation in each English region¹ which we consider to have the strongest potential to contribute the aims of our #iwill Fund.

In the second stage (September to November), we will invite these nine organisations to work collaboratively with the Foundation and our Belong network partners, to develop your proposals further. This includes attending a national network event on 3 October 2018.

Being invited to submit a full proposal doesn't guarantee an offer of funding – your final plans will need to meet our expected standards, and be approved by our Board of Trustees. But you won't be in competition with other applicants at this stage, and we will support you to give you the best possible chance of meeting our standards.

26 April	Applications open
22 June	Deadline to submit applications
22 June to 7 Sept	Applications assessed by the Co-op Foundation team, regional stakeholder panels and Board of Trustees.
10 September	One successful applicant per region invited to submit full project proposal. Up to £5,000 upfront funding is available at this stage, if required to support the further development of plans. Unsuccessful applicants will be notified by this date or sooner that their application is not being taken further.
3 October	National 'Belong' network event. Applicants invited to attend workshops exploring youth loneliness and social action, with chance to receive input from the Foundation and our partners to inform your final proposal.
26 October	Deadline for full project proposals to be submitted to the Co-op Foundation
November	Full project proposals assessed by Foundation team with input from regional stakeholders. Final funding decisions made by Foundation Trustees.
December	Grant offers issued. First year of funding paid once grant offers accepted.

¹ We aim to fund one project in each of the following 9 regions: North West; North East, Yorkshire & the Humber; West Midlands; East Midlands; East of England; South West; South East; London.

What we're looking for

Applications will be assessed against the following criteria.

1. A project idea with clear potential

We need to be confident that your organisation will be able to deliver a high-quality project that fulfils our objectives for this fund.

If you are successful at this first stage, and invited to submit a full project proposal, you will have the opportunity to develop your ideas further. For now, we need to see that you have an initial project concept which has clear potential to sustainably increase participation in youth social action and to overcome barriers to addressing youth loneliness.

2. Outcomes for young people

We want to fund organisations that can show how they connect and empower young people by helping them to:

- have enough good-quality individual relationships based on mutual trust and empathy
- feel part of a wider community that values their contribution
- have the confidence in themselves to set meaningful personal goals
- have the skills they need to achieve their goals

You don't need to deliver all of these outcomes, but we expect to see that your organisation's work makes a clear, measurable contribution to one or more of them.

3. Sustainable impact

We're looking for projects that can have a longer-term impact on participation in social action and tackling youth loneliness, beyond the two-year period of our funding. In particular we will look for:

- how you plan to embed good-quality youth social action opportunities into long-term provision in your local area
- how you will raise awareness and change perceptions of youth loneliness, so that young people and the wider community are more willing to take action to address this issue
- how you'll use learning from your project, and from being part of our national network, to sustain the impact within your own organisation.

We're also interested in any ways you plan to strengthen your organisation as a whole over the next two years, so that you are better equipped to meet the needs of local young people in future.

4. Diversity and inclusion

All the local authority areas we're targeting have higher levels of deprivation on average. However, people living in these areas have wide variations in their socio-economic circumstances. We want to be sure the projects we fund will benefit young people from more disadvantaged backgrounds within our target areas.

We also want the work we fund to be inclusive of young people with diverse characteristics, including ethnicity, religion, gender, gender identity, sexual orientation, disability and health conditions. We'll expect to see:

- if your work is aimed primarily at young people with any particular diversity characteristics, that there is a clear reason why this is an appropriate way of increasing participation in youth social action and tackling loneliness
- if your work is not targeted in this way, that it is open, accessible and welcoming to young people across all diversity characteristics.

5. Youth voice

We want to support organisations that empower young people to have more control over the things that matter to them. In particular we are interested in:

- the ways that young people have a voice within your organisation, and why their level of involvement in decision-making is appropriate
- any ways your organisation champions the voices of young people in the wider community.

6. Organisational health

We will look for evidence that your organisation is well run, including its governance, strategy, financial management and policies on safeguarding and diversity.

How to apply

If you are eligible and have a project idea that would fulfil the aims of this fund, you can submit your application using the link below, by no later than **Friday 22 June 2018**.

Please note, you can't save draft answers in this form, so you'll need to prepare your application offline, and then submit your answers through the online form once you're ready. All the questions (and word limits if applicable) are listed on the following pages.

Submit your final application here: <https://www.surveymonkey.co.uk/r/coopfoundation-iwill>

We will email you an acknowledgement of receipt, and a copy of your completed online form, within a week of receiving it.

Application questions

This list of questions (and word limits where applicable) is intended to help you draft your application offline. You can then copy your responses into the online form once you are ready to submit them.

1. Contact details

- Your organisation's full legal name
- Any other 'working name' used, if applicable
- Organisation address
- Main contact (name, position, phone and email)
- Secondary contact (name, position, phone and email)

2. A project idea with clear potential

- What age range of young people does your organisation work with?
- Summarise your organisation's track record of working with young people aged 10 to 20 **(up to 100 words)**
- Which of the following location(s) do you want to deliver your project in?

Ashfield	Hartlepool	Newham	Stockton on Tees
Barnsley	Halton	Northampton	Stoke
Basildon	Hull	Nottingham	Swale
Birmingham	Islington	Plymouth	Telford & Wrekin
Blackburn with Darwen	Knowsley	Rotherham	Torbay
Burnley	Liverpool	Southend	Tower Hamlets
County Durham	Mansfield	Southampton	Wakefield
Hackney	Middlesbrough	South Tyneside	Wellingborough

- Summarise your organisation's track record of working in selected location(s) **(up to 100 words)**
- Summarise your ideas for a project you would like to deliver with grant of up to £70,000 over 2 years. If selected as our preferred partner in your region, you will have the opportunity to develop these ideas further. However, at this stage we need to see clear potential to sustainably increase participation in youth social action and to overcome barriers to addressing youth loneliness. **(Up to 300 words)**

3. Outcomes for young people

What improvements in young people's lives does your organisation contribute to?

We're interested in any specific measurable changes your work focuses on, in relation to relationships, community, confidence and skills. You don't need to address all of these areas - please just tell us about those where your work makes a clear, measurable contribution.

Co-op Foundation priority outcomes	Any specific, measurable changes your organisation delivers which relate to these outcomes (up to 100 words per outcome)
Young people have enough good-quality individual relationships based on mutual trust and empathy	
Young people feel part of a wider community that values their contribution	
Young people have the confidence in themselves to set meaningful personal goals	
Young people have the skills they need to achieve their goals	

4. Sustainable impact

- Describe how you plan to embed good-quality youth social action opportunities into long-term provision in your local area, beyond the two-year funding period **(up to 200 words)**
- Describe how you plan to raise awareness and change perceptions of youth loneliness, so that young people and the wider community are more willing to take action to address this issue **(up to 200 words)**
- Describe how you plan to use learning from your project, and from being part of our national Belong network, to sustain the impact within your own organisation **(up to 200 words)**
- Describe any ways you plan to strengthen your organisation as a whole over the next two years, so that you will be better equipped to meet the needs of young people in future **(up to 200 words)**

5. Diversity and inclusion

- How will you make sure that young people from more disadvantaged backgrounds are able to benefit from your project? **(up to 200 words)**
- Will your project be aimed mainly at young people with any specific diversity characteristics (including ethnicity, religion, gender, gender identity, sexual orientation, disability and health conditions)? **(up to 100 words)**
- If so, why is this? **(up to 100 words)**
- If your project won't be targeted in this way, how will you make sure it is inclusive of young people across all diversity characteristics? **(up to 200 words)**
- Does your organisation have a diversity statement or policy? (we may ask to see a copy of this if you are shortlisted)

6. Youth voice

- Describe any ways that young people have a voice in the running of your organisation, and why this level of involvement is appropriate **(up to 200 words)**
- Describe any ways your organisation champions the voice of young people in the wider community **(up to 200 words)**

7. Organisational health

- Summarise your organisation's overall aims and strategic priorities **(up to 100 words)**
- How do youth social action and youth loneliness relate to your overall strategic priorities? **(up to 200 words)**
- Do you have an organisational strategy document that you would be able to share with us if requested?
- If you are registered with the Charity Commission, please provide your charity registration number
- If you are not registered with the Charity Commission, please provide any other registration details, such as a company number or FCA number
- What is the date of your last published annual accounts?
- Have there been any major changes in your organisation's financial position, governance structure or key policies since the date of these accounts? If so, please provide details. **(up to 100 words)**
- Does your organisation have safeguarding policy? (we may ask to see a copy of this if you are shortlisted)

Additional background information

Why youth loneliness?

Research has shown that young people are more likely than other age groups to feel lonely often or always. Despite this, until recently there have been limited efforts to understand in depth how loneliness affects young people.

The Co-op Foundation's new report [All our emotions are important](#) aims to address this gap, exploring loneliness from young people's perspective and sets out recommendations some for what might help.

The following sources of research may also be of use in understanding the issue of loneliness.

[Loneliness Connects Us](#) (Manchester Metropolitan University & 42nd Street)

[Jo Cox Commission on Loneliness](#)

[Trapped in a bubble](#) (Co-op/British Red Cross)

[Coming in from the cold](#) (ACEVO)

The #iwill campaign

#iwill is a UK-wide campaign that aims to make social action part of life for as many 10 to 20 year-olds as possible, forming a habit of community involvement they will continue as adults.

For more information about the campaign, including the findings of the 2017 National Youth Social Action Survey, visit www.iwill.org.uk.

The #iwill Fund

The #iwill Fund is made possible thanks to £40 million joint funding from the National Lottery through the Big Lottery Fund, and the Department of Culture, Media and Sport. £1 million from the #iwill Fund has been matched by the Co-op Foundation to create this £2 million programme to tackle youth loneliness through social action.

Proudly supporting
youth social action



Department
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Youth Social Action quality principles

Youth social action means young people taking part in activities such as volunteering, campaigning and fundraising, which benefit their communities while developing their character and skills.

The #iwill campaign has identified [six principles of quality social action](#) that help ensure these benefits are maximised. All work supported by the #iwill Fund is expected to demonstrate these quality principles, which also relate closely to the co-operative values of the Co-op Foundation, as shown below.

Social action quality principles	Co-operative values
Youth-led	Democracy – high quality social action opportunities give young people real ownership over their activities and strengthen their voice in society
Challenging	Self-responsibility – empowering young people to stretch themselves and develop their capacity to overcome set-backs and solve problems creatively
Socially impactful	Social responsibility and caring for others – stimulating young people to give deeper consideration to the impact of their actions on their community and society
Progressive	Self-help – taking part in social action as part of young people’s journey towards achieving their own personal aspirations
Embedded	Equality and equity – focus on disadvantaged areas, particularly those where there are currently fewer opportunities, helps make social action accessible to all young people
Reflective	Honesty and openness – learning from both successes and challenges and sharing of experiences and insights between young people and organisations involved in social action

How our target locations were chosen

The 32 local authority areas eligible for this fund were selected based on the following factors:

- ensuring coverage across each of the nine regions of England
- focusing on areas with higher levels of local disadvantage, identified using the [English indices of deprivation](#)
- focusing on areas with fewer existing opportunities for youth social action, identified using the #iwill campaign's [Horizon data tool](#)
- prioritising areas which currently receive less Co-op Foundation funding
- prioritising areas with high local levels of Co-op membership (reflecting the support the Foundation receives from the Co-op and its members)

What about other parts of the UK?

The #iwill Fund is currently only available in England. The Co-op Foundation is also supporting work to address youth loneliness in Scotland, Wales and Northern Ireland (as well as the Isle of Man). However, our funds are currently fully committed to supporting our existing partners in these locations.

Other sources of funding

Many other local and national grant-makers are also match-funding the #iwill Fund. Each of these has a different focus and criteria, including the geographical areas and types of social action they can support. If you don't meet our criteria, check if one of the [other #iwill match funders](#) could be right for you.

Contact us

If you have any questions about the Co-op Foundation #iwill Fund, please contact Sam Freston, Programmes and Partnerships Advisor, on 07718238183 or sam.freston@coop.co.uk