



**CHANGE MAKERS
GUIDANCE for the
EXPRESSION OF INTEREST**

**Apply online
by 12 noon on 28 August 2020**

<https://www.comicrelief.com/funding/funding-opportunities>

This document includes:

- **Guidance on each question in the Expression of Interest**
- **A summary of Comic Relief's social change themes**

**If you have any further questions, please feel free to email:
fundinginfo@comicrelief.com**

EXPRESSION OF INTEREST GUIDANCE

SECTION 1: QUICK QUESTIONS

Question	Guidance	Word Count
What's the legal status of your organisation and registration no.?	Comic Relief predominantly funds registered charities . We will ask for evidence of registration during the application process. We do also fund other types of organisations. In these instances, the governing documents of the organisation must clearly outline the organisation's social purpose , demonstrate that any profit or assets are used for this social purpose, and show that an asset lock is in place. We will ask for a copy of your governing documents as part of your second stage application.	N/A
What is your registered address?	This should be the legally registered address for your organisation.	N/A
Where will you be working?	You can apply to work in any of the UK nations and regions or UK-wide	N/A
What theme(s) does the work you're proposing relate to; Safe Place To Be – Homelessness Safe Place To Be – Forced Migration Gender Justice Global Mental Health Children Survive and Thrive	Further details on our Social Change themes can be found at the end of this document. Please select the theme(s) that best reflect the work of your organisation. You need to select a primary theme. You can also choose a secondary theme if it applies, but this is optional. You can also provide further explanations about the focus of your work in other sections below.	N/A
What is your organisation's annual income?	Tell us your organisation's most recent annual income. <ul style="list-style-type: none"> For user-led organisations focused on equalities, annual income needs to be at least £75,000. User-led organisations are considered to be those 	N/A

	<p>where the majority of the leadership e.g. at least half of senior team and trustees are from the community(ies) the organisation serves.</p> <ul style="list-style-type: none"> • Other organisations need to have a minimum annual income of £250,000. • We will not accept proposals from large organisations with annual income greater than £10 million. <p>Please note, if you are shortlisted, you will be asked to submit a Stage 2 proposal in early November 2020. We will use your most recent annual accounts submitted at that point to determine your most recent annual income. This means you can provide a good estimate now, if the accounts are not yet finalised, but will be by November.</p>	
<p>How much funding are you requesting from Comic Relief in total?</p>	<p>RANGE OF FUNDING</p> <p>The minimum amount you can apply for is £150,000 the maximum amount is £600,000</p> <p>PROPORTION OF ANNUAL INCOME</p> <p>The average annual funding you are requesting should not be more than 2/3 of your organisation's most recent annual income. For example, if a user-led organisation has an income of £75,000 they can apply for an average of £50,000 per year (2/3 of latest annual income), or a total of £150,000 for a three-year funding proposal.</p> <p>CORE FUNDING</p> <p>This funding opportunity provides CORE funding for your organisation i.e. financial support that covers running costs and is restricted to this. This could include salaries of non-project staff, rent, equipment, utilities and communications. This can also include resources for strengthening your organisation's strategy, governance, or other core functions.</p>	N/A

	<p>DELIVERY COSTS</p> <p>We will also fund DELIVERY costs and encourage you to be realistic about the true costs of delivering change.</p> <p>BUDGETING</p> <p>At Stage 2 we will ask you to provide a full budget for both core and delivery elements, so it's worth thinking about this now in order to request the right amount to ask for.</p>	
How long do you want your grant/investment to last?	You can apply for funding for 3 to 5 years	N/A
Are you applying as a partnership?	<p>You can apply as a single applicant or as a lead organisation on behalf of a partnership. For partnership proposals:</p> <ul style="list-style-type: none"> • Comic Relief defines a partner as an organisation which will receive a share of the budget and be actively involved in delivering the work you are proposing. • As lead partner you must be eligible to apply and will be responsible for the funding and undertaking due diligence on any partners you work with. • Please note: no organisation receiving funding through Comic Relief can request average annual funding of more than 2/3 of their latest annual income, whether they are the lead applicant or a partner organisation. • Please give the names of 1 to 5 partner organisations 	N/A

SECTIONS 2 to 9

Question	Guidance	Word Count
2. PROPOSAL TITLE AND SUMMARY	Give us a quick overview of: Who you are, what you want to do and why it is important	300 words
3. YOUR ORGANISATION: Tell us about your organisation, your track record and how you support people who are consistently and systematically excluded?	Tell us the story of your organisation, your track record and what you are proud of. How do you work with and reach people who are consistently and systematically excluded.	500 words
4. YOUR ORGANISATION'S INVOLVEMENT OF PEOPLE AND COMMUNITIES: Are you a user-led organisation? How do you make sure people with relevant lived experience are at the heart of your organisation and work?	<p>We want to support more equalities-focused user-led organisations.</p> <p>We define user-led as organisations that are led and controlled by the communities they serve. At a governance and senior management level, at least half of the people are from the communities the organisation works with.</p> <p>We recognise that this is a journey many organisations are on, and we will also support organisations that have a strong commitment to making sure people with relevant lived experience are at the heart of how organisations are led and how work is designed, delivered and evaluated. Tell us how this works for you and what it means</p>	500 words
5. CHALLENGES & OPPORTUNITIES: FOR YOUR ORGANISATION: What's keeping you up at night and how will you use this funding to help? What gives you hope – where are	<p>We will provide CORE funding to your organisation. Our experience tells us we need to invest in strengthening organisations as well as project delivery.</p> <p>We know it's really hard running an organisation at the best of times! We want to know what your main challenges are at the moment and what's keeping you up at night?</p>	500 words

the opportunities for your organisation?	We also want to know what bright spots there are, what opportunities are out there for you? How will this funding help?	
6. CHALLENGES & OPPORTUNITIES: FOR YOUR COMMUNITY What changes need to happen for the communities you work with? Where are the opportunities and how will you use this funding to help?	<p>We will also provide DELIVERY or PROJECT funding so you can make change happen in your communities. Tell us about the changes you will work towards. We know big changes start with small actions – so we are interested in all types of change including changes for individuals and communities, and how these connect with bigger changes within and between organisations, networks and systems.</p> <p>What will you use the funding for? Where are the opportunities and bright spots? How will this contribute to making change happen?</p> <p>Please note: your proposed work must contribute to change for more than your organisation or your direct beneficiaries.</p> <p>Some ways you might do this include the following – though this is not an exhaustive list:</p> <ul style="list-style-type: none"> • working with others directly in partnership • creating shared learning, evidence, research • producing and sharing evidence of effective models of working • working with others to model new ways of working <p>The contribution can be to any forum or area that feels appropriate, for example:</p> <ul style="list-style-type: none"> • enhance commissioning in your local area • provide a cross-sectoral response to issues in your local area • shift the understanding within your sector or allied sectors on an issue, model, approach 	500 words

	<ul style="list-style-type: none"> • influencing communities, charities or the public sector to be more responsive and effective • shift policy or legislation • shift public attitudes 	
7. KNOWLEDGE: What learning or information do you have that supports your proposal?	We love learning of all shapes and sizes. What knowledge or learning from your current work do you have that supports this proposal? How do you use learning to inform your decisions and delivery?	500 words
8. SUCCESS: What's your big vision? What does change look like for you, and how will this funding help you achieve this?	Thinking about the opportunities and changes you have told us about above, what is your big vision of success for this work?	500 words
9. AND FINALLY: Why You, Why This, Why Now?	We know it's hard to tell us everything you need to in this application form. Is there anything else we really should know about you, your work, why this is important, and why we should fund it?	500 words

COMIC RELIEF'S SOCIAL CHANGE THEMES

Our current strategy focuses on several social change themes: homelessness, forced migration, gender justice, mental health, and early childhood development.

Your proposal should incorporate one or more of these themes as your priorities for change.

MENTAL HEALTH

**We believe that every person has the right
to accessible and quality
mental health care and support**

SO, WE'VE SET THE FOLLOWING GOALS:

**We want people with mental health problems to be able to access
the support they need to recover**

**We want people with mental health problems to be empowered to
speak out
and to live free from stigma and discrimination**

**We want mental health systems to be invested in, legal barriers
removed and policies improved**

In the UK, mental health problems affect **one in four people** each year, making it one of the leading causes of ill-health. It is both a cause and consequence of many of the other issues people experience, leading to vicious cycles of discrimination, disadvantage and injustice.

Despite this mental health problems are not taken seriously, and mental health services continue to be seriously underinvested in. We know that due to structural inequality some people in the UK find it particularly difficult to access the support they need to recover.

We want to invest in solutions which will bring about lasting transformative change, where services are effective at meeting people's needs, and are informed and strengthened by both lived experience and evidence.

What do we mean by lasting transformative change?

We are ambitious and eager to support organisations to make change in the way that mental health services or support works, particularly for those who are often minoritized.

We know that change takes a long time, and will involve many different actors, so we are committed to working with movements and groups who will work collectively with others to embed their work in the long-term goal of a fairer society for all.

What might this work look like?

We are not being prescriptive about what approaches should be used. Your proposal should put the needs of people with mental health problems at the centre.

We welcome proposals which cut across Comic Relief's other three themes (Safe Place to Be, Gender Justice and Children Survive and Thrive). We are interested in proposals which integrate sport, art or social tech as a way of providing effective care and support for people with mental health problems. We believe in the power of peer support as we understand it to be an affordable, effective and sustainable way of supporting those in need.

We will prioritise funding organisations/projects that:

- a) Is determined by those affected: this may be through systems of accountability back to users/communities, or by being user-led or participatory in nature; and
- b) Partners with others: either formally or informally, to create a fair and just ecosystem within which organisations, communities and individuals can thrive; and
- c) Have a clear vision of what they are trying to achieve, and work in a learning led way to adapt and grow their work.

Work may be community focussed, looking to shift policy or hold duty bearers to account to implement and uphold people's rights. It can be national in scale or local, or connecting a community of interest/experience; and can be led by one organisation who is looking to strengthen the sector/movement through their work, or in partnership

with other actors in the mental health sector, or those from different sectors who are trying to achieve an aligned goal.

GENDER JUSTICE
<p>Our vision: Women and girls have power to control their own lives, and equal ability to determine the shape of society</p> <p>SO WE'VE SET THE FOLLOWING GOALS:</p> <p>Women and girls have equal decision making power at all levels, both individually and collectively.</p> <p>The elimination of violence and discrimination based on gender.</p>

Our social change theme of Gender Justice is focussed on working with women-led movements and organisations to address both the need of women and girls in their communities, and to ensure that it is those most affected who are centred in decision making to create lasting transformative change.

What do we mean by lasting transformative change?

Gender based violence; discrimination; poverty; women's exclusion from positions of power; the gender pay gap and the embedded additional burden women bear for providing unpaid labour in the home and community, are all rooted in structural inequality and systems of oppression. It's not until this changes that all women and girls will be able to have the opportunity to build the lives they want for themselves, their families, their communities and collectively for society as a whole.

We know this change will take a long time, and will involve many different actors, so we are committed to working with groups and movements who will work collectively with others to embed their work in the long-term goal of a fairer society for all.

What might this work look like?

Structural inequality cuts across all aspects of our lives, and as such we will fund work that addresses a wide variety of themes and issues,

understanding that they are all ultimately connected. We look to prioritise work that

- a) Is determined by those affected – be that through systems of accountability back to users/communities, or by being user-led or participatory in nature
- b) Works with others – formally or informally – to create a fair and just ecosystem within which organisations, communities and individuals can thrive
- c) Has a clear vision of what they are trying to achieve, and work in a learning led way to adapt and grow their work

Work may be community focussed, or looking to shift policy or hold duty bearers to account to implement and uphold people's rights; Work can be national in scale or local, or connecting a community of interest / experience; Work can be led by one organisation who is looking to strengthen the sector / movement through their work, or can be in partnership with other actors in the women's movements, or those from different sectors who are trying to achieve an aligned goal.

A SAFE PLACE TO BE

**We believe everyone should have
a safe, secure and decent place to call home**

SO WE'VE SET THE FOLLOWING GOALS:

**We want people who have been forced from their homes
to have access to the support they need to start a new life,
free from conflict, persecution or trafficking.**

**We want safe, secure and decent shelter to be better recognised
worldwide and implemented as a fundamental human right.**

The right to safe and secure shelter, as set out in the UN Declaration of Human Rights¹, underpins this theme. Migration and homelessness are global, intertwining issues which affect millions of people.

Rough sleeping has risen significantly since 2010. Thousands more people are trapped in temporary accommodation, and the UK's 'hostile

¹ <https://www.un.org/en/universal-declaration-human-rights/>

environment' policy continues to make life challenging for asylum-seekers, refugees and migrants. Coronavirus has caused suffering at the same time as creating opportunities; councils were given dispensation to support people with no recourse to public funds, and thousands of people sleeping rough were accommodated when the government called for "everyone in" off the streets. Among those staying in the hotels were people who services had previously struggled to reach, but were now accessing support. In some areas local authorities are starting to redesign services, and both the migration and homeless sectors are calling for policy change. It has highlighted the need to work collectively to find new ways of working and push for action for wider change.

What are we looking for?

We want to hear from organisations with plans for ambitious change in the areas of migration and homelessness. This could be connected to a window of opportunity created by Covid-19 or responding to a challenge caused by the pandemic, or it could be work that's central to your organisation's long-term vision.

We welcome proposals which cut across Comic Relief's other three themes (Mental Health, Gender Justice and Children Survive and Thrive).

We are interested in supporting partnership working and cross-sector collaboration that leads to better services, stronger campaigns/policy asks, or creates the conditions for system change. We are also interested in filling the evidence gaps which hold change back.

We know transformative change happens when people with lived experience of the issue are seated at the table, and want to support the organisations that value this.

We welcome applications from organisations supporting clients with no recourse to public funds.

We have given some more specific information for each issue below.

Migration

Research commissioned by Migration Exchange (2020) found that in the UK there is a wide ecosystem of organisations in the charitable and

voluntary sector which supports people in the immigration system. The research highlighted the strengths in the refugee and migrant sector which include quality frontline services, delivered by a committed and skilled workforce, and some key campaigning and influencing work that has helped secure significant policy changes. Through our funding we want to build on these strengths, supporting organisations who are ambitious and have a track record in this area of work.

We are interested in organisations working collaboratively to create policy change. We are keen to support greater inclusion of lived experience within the sector, whether this is through service design and delivery, governance and leadership, or involvement in influencing work. We are also interested in shifting public attitudes and countering negative narratives around refugees and migrants in the UK, helping those with direct experience to tell their own stories, in their own voices.

Homelessness

We are interested to hear from organisations of all shapes and sizes. If you are a frontline organisation, these are some of the characteristics we might expect to see in your work:

- Local partnership/multi-agency/collaborative working to rethink service provision in the wake of Covid-19
- Coproduction as a core value (recognising that this will look different for each organisation and everyone is at a different stage in their journey)
- Trialling different ways of working in your area (e.g. housing-led approaches) which are grounded in evidence.

Applying under the “Safe Place to Be” themes of migration and homelessness

For the Change Makers call for proposals you will be asked to submit an Expression of Interest. This will ask you to select a primary theme (required) and a secondary theme (but this is optional). Forced migration and homelessness are listed as two separate themes, which will allow you to represent the main focus of your work and the majority of your clients/beneficiaries/service users.

For more information on the Safe Place to Be theme visit <https://www.comicrelief.com/what-we-do/safe-place-be>

CHILDREN SURVIVE AND THRIVE

We believe that every child has the right to the best start in life

SO WE'VE SET THE FOLLOWING GOALS:

**We want all children to achieve their potential
during the first years of life –
through good health, nutrition,
early learning, responsive caregiving,
safety and protection**

**We want parents and caregivers to be supported and engaged
in nurturing care with their young children**

Our social change theme of Children Survive and Thrive is focused on investing in **early childhood development (ECD)**. For the past twenty years, a growing body of evidence has shown that significant results in children's development can be achieved through critical support from the time of pregnancy through the early years of life.

Comic Relief aims to support child-centred approaches, and to make progress in addressing the [comprehensive development needs of children during their early years](#), up to and including their transition to primary school. These child-centred approaches should be based on recognised good practice.

We also welcome proposals that have links to Comic Relief's other themes: Mental Health, Gender Justice, Migration, and Homelessness.

What do we mean by a child-centred approach?

Early childhood development needs to be integrated simply because young children and their parents have holistic needs. An **integrated approach** can include the following elements:

- Grow – children's health and nutrition
- Love – responsiveness to children, and caring and supportive relationships
- Play and Learn – children's stimulation and early learning
- Safe – safety and protection in homes and communities
- Secure – linking family's needs and social protection programmes (e.g. child benefits)

It is also important to meet the needs of **children who are at high risk** of not achieving their full developmental potential.

- For example, this can include children at greater risk of poor nutrition or poor health, or with insufficient opportunities for early learning
- There could also be a focus on children and families who are experiencing or at high risk of neglect or abuse
- Programmes could build resilience among children with [adverse childhood experiences](#)

Early childhood development also needs to be **inclusive**.

- This means organisations will often support early development of children who have developmental difficulties or disabilities, who are marginalised, excluded, or are living in deprivation
- It is also important that equity is carefully monitored

Partner organisations might also consider how to address harmful **gender-related barriers** to early childhood development. This could include gender-based roles of parents and other carers – e.g. the burden of care that is often carried by women, addressed through greater involvement of male family members. It could also include gender norms related to both girls and boys having equal access to support from their family, community and local services.

We are interested in work that:

- Adopts the principles of children's rights to survive and thrive, leaving no child behind, and supporting child-centred and family-centred care and nurturing
- Uses a participatory approach at different project stages, and values the experience and insights of people who are directly affected by factors that impede early childhood development, including parents, family members and other carers, and communities.

Young children also have specific needs in different age groups. The precise age groups can vary depending on policies and programmes that are prevalent in your context. Some partner organisations may have a clear rationale to concentrate on one of these age groups, and others may have the ability to include both:

Infants and toddlers, from conception to the third birthday

This period is recognised as a key window to ensure early development, and an important time to reach vulnerable families. Children at this stage

are very susceptible to environmental influences – e.g. the mother's stress during pregnancy (both physical and emotional), and the baby's opportunities for growth, love and play up to their third birthday. Nurturing care during this period will influence children's health, well-being, learning and productivity throughout their lives.

From 3 years of age, up to and including the young child's successful transition to primary school

For young children from the age of 3 years, pre-school learning starts to become important. At the same time, health and nutrition remain essential priorities, and children's own hygiene practices also become important. Some existing efforts at this stage of life include integration of care and education by providing learning with nutrition, health checks and family support. These and other approaches attempt to provide support in a way that is user-friendly and appropriate for young children and their parents.