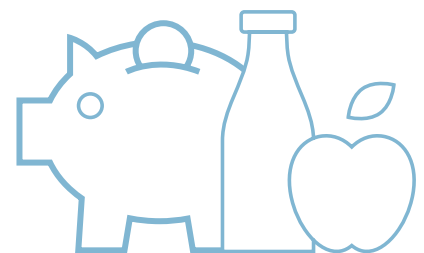
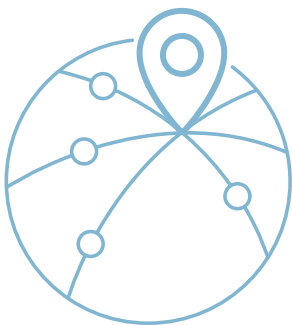
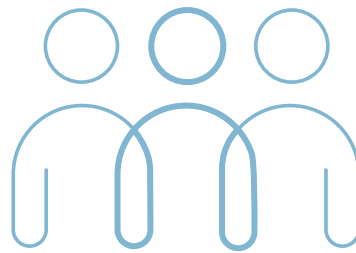


# Funding Guidelines 2018–22



# About us

Trust for London is an independent charitable foundation tackling poverty and inequality in the capital.

We are particularly interested in new and imaginative ways of addressing the root causes of London's social problems, especially where it has the potential to influence and change policy, practice and public attitudes.

We are willing to take risks by supporting unpopular causes and work which government is unlikely to fund. We also want to make sure we are able to respond to new issues and ideas and find creative ways of tackling deep-seated problems relating to poverty and inequality.

We plan to spend over £8 million in grants each year and a full list of organisations we support is available on our website. At any one point we support some 300 voluntary and community organisations and other institutions. Established in 1891, we were formerly known as City Parochial Foundation.

These funding guidelines provide information about us, what we will and will not fund, and how you can apply to us.

# Introduction

There are many ways poverty and inequality can be addressed and there is no silver bullet. A variety of approaches are needed on a number of issues. We all have a role to play: the state, employers, investors, civil society and as citizens. Together we have the resources and power to create a more equal society, where everyone has the chance of a decent and secure life, and where we fully utilise people's potential to contribute.

Poverty and inequality can be experienced by many people but there are some groups who are more affected than others. For example, disabled people and some black and minority ethnic communities are more likely to have low incomes and have little wealth compared to the average. These problems can be even greater for those facing multiple disadvantage. We want to address these specific inequalities through our funding programmes.

At the Trust we do not have enough resources to support all the work that is needed to make London fairer. In developing our funding strategy, we have reflected on what the key drivers of poverty and inequality are and considered where we can best make a difference. We have reviewed what others are doing, consulted widely and as far as possible have taken account of significant issues such as Brexit and changes to the economy. Much of this funding strategy builds on our previous work.

We have seven funding programmes:



## Good Homes and Neighbourhoods



## Better Work



## Decent Living Standards



## Shared Wealth



## Pathways to Settlement



## Stronger Voices



## Connected Communities

Each of the funding programmes is explained in detail on pages 6 –12.

## **How to apply**

Please read these funding guidelines in full before filling in our funding application form. Details of how you can apply are listed on pages 14-15. Our website includes a full list of recent grants we have made. If you want to be kept up to date about our work please sign up to our newsletter.

## **Work we are unlikely to support**

At this stage you may find it useful to look at the areas of work we will not support or are unlikely to support on pages 15-16.

## **How much you can apply for**

There is no minimum or maximum size of grant and the amount you request should be the amount you need. However, the average grant will be around £80,000 in total (except for Connected Communities – see below). A number of grants will be for a lesser amount, while some will be for more. We do not normally make grants that exceed £150,000.

The amounts may be spread over one, two or three years. For example, if you are awarded a grant of £60,000, this could be £20,000 each year over three years, or £40,000 in the first year and £20,000 in the second. Most of our grants are over two or three years.

The average sized grant made under our Connected Communities programme for small groups will be around £25,000 in total, although some grants will be less than this. You may apply over one, two or three years. The maximum grant under this programme area will be £60,000 in total.

We sometimes cannot fund the full cost of a project and you may need to raise funds from other sources, especially if you are seeking a grant which is above the average amount we award.

## **When you should apply**

It takes around four months from the application deadline to our Grants Committee decision. We support long-term strategies for addressing poverty and inequality. Therefore, organisations that have received funding may return for support for work which is particularly effective and continues to meet our criteria. However, you should not assume we will award further funding and should also raise funds from other sources.

If you wish to apply again for the same or different work, you should contact your relevant officer at least six months before your current funding expires. Generally, we do not provide more than one grant at a time.

## Who and what we will fund

We fund organisations undertaking charitable activities. You do not need to be a registered charity. We will support work which meets our funding programmes as outlined on pages 6-12. This may be for a specific project or on-going costs. This includes staff salaries and overheads. We encourage organisations to include a reasonable amount of core costs to cover their overheads when they apply for funding. The majority of our funding is for revenue costs, though we can also fund small capital items.

## Grant applications during COVID-19

We would recommend taking a look at our [information page for grantees and future grant applicants during the COVID-19 crisis](#) before applying.

## Exceptional grants

We occasionally fund work to tackle poverty and inequality which falls outside our programme areas. Organisations will need to demonstrate clearly how the work is exceptional; or that an exceptional need has arisen. Generally, we will only make a few grants under this category each year. You will need to speak to us if you wish to apply under this heading.

## Social investment

Separate from our grant making, we also offer organisations financial investment to support work which generates an income whilst delivering social returns. For example, a community organisation that needs funds to start a trading venture or to scale up its capacity to deliver contracted services, could be funded in this way. Typically our social investments will be loans or equity but, unlike grants, must be repaid with interest. More information is available on our website.



# Good Homes and Neighbourhoods

The cost of housing is a key driver of poverty in the capital. Many Londoners do not have access to genuinely affordable housing, which is also good quality and secure. Creating such homes is essential. We also need places which create a sense of community, where people can feel safe and can participate. The wider environment is also vital, from the air we breathe to the open and green spaces Londoners have access to.

## What we will fund

### **Advocacy work (including campaigning, organising, policy work and research) on issues such as:**

- Making housing more affordable. This includes: new and existing housing; reducing the cost of housing; and tackling secondary costs such as letting agency fees and tenancy deposits.
- Improving the quality of housing and security of tenure, particularly in the private rented sector, including better regulation and reducing evictions.
- Improving the provision of temporary accommodation.
- Increasing tenants' collective voice and influence over their homes, and their neighbourhoods, especially the built environment, green spaces and transport.
- Improving understanding of public attitudes on renting and affordable housing.
- Engaging people on low incomes in planning and regeneration, including of housing estates and neighbourhoods.
- Improving the quality of neighbourhoods people live in, particularly the built environment and green spaces, as well as air quality.

**Housing legal advice:** legal casework and representation in areas of law that fall outside of legal aid, particularly in relation to the private rented sector. We will only fund organisations who are already undertaking legal casework and preferably hold the AQS at this level or equivalent. We will also fund strategic legal work to challenge unlawful policy and practice in housing.

**Action Research:** to strengthen and learn about promising approaches to tackling complex housing and homelessness issues in London. Work funded will normally bring in new or additional resources, be risky or challenging, and have a good standard of evidence in support of it.

**Improving the capacity and skills of civil society** working on housing-related issues. This means we will fund second-tier organisations to support other groups to improve their practice, share knowledge and influence.



# Better Work

Paid work is crucial to tackling poverty. However, many jobs are low paid and often they are insecure, unrewarding and fail to act as a stepping stone into a future career. Low pay and the abuse of rights is increasingly the norm in many industries. We want better work for everyone, where those in work are treated with decency, respect and paid at least a living wage.

## What we will fund

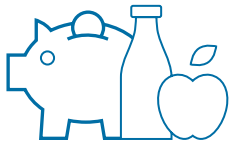
**Progression out of low paid work** – we are interested in work which seeks to improve the outcomes of low paid workers. This includes where we can increase insights into: the effectiveness of existing models of support; how best to target employers to improve employment practice; and with groups of low paid workers where there is little knowledge about what works. We will prioritise applications that can demonstrate a clear understanding of the challenges faced by workers stuck in low pay and how best to help them progress into better jobs. (Please note, it is not our aim to fund work which supports unemployed people into jobs).

**Employment legal advice** in areas of law that fall outside of legal aid. We will support casework, representation and strategic legal work, which protects workers' rights and tackles issues of discrimination. We will also fund tribunal work and particularly want to support work that ensures that workers receive the wages and/or settlements they are entitled to.

## **Advocacy work (including campaigning, organising, policy work and research) on issues such as:**

- Improving pay for those on low incomes.
- Addressing exploitative employment practices and discrimination, especially for those in insecure work, including the self-employed, interns and agency staff. We will support groups organising low-paid workers to protect their rights.
- Improving the practice of public agencies. For example, those supporting people into work such as Jobcentre Plus, and those with responsibility for enforcement of rights such as HMRC.
- Promoting good employment practice, including employers offering better training, flexible working, access to childcare, support, and fringe benefits such as affordable credit to their staff.
- The future of work such as the rise of automation and the changing structure of businesses, such as the growth of platforms (such as Uber and Deliveroo).

**Improving the capacity and skills of civil society** working on employment-related issues. This means we will fund second-tier organisations to support other groups to improve their practice, share knowledge and influence.



# Decent Living Standards

We all need a safety-net during hard times. Help from the state can make a big difference to poverty levels. We want an inclusive and responsive welfare and support system, which provides an adequate income for people as and when they need it and does not create barriers or disincentives to working for those who can. However, achieving decent living standards is a particular challenge in London as many costs are higher. Incomes need boosting, whether through wages or benefits, and costs must also come down.

## What we will fund

### Advocacy work (including campaigning, organising, policy work and research) on issues such as:

- The impact of changes to the welfare support system, including caps, assessment, conditionality and sanctions.
- Improving the welfare support system, including in relation to areas where there may be less of a spotlight, such as the additional costs of disability, asylum support and local welfare assistance.
- Highlighting the effect on low-income Londoners of public services such as children's centres and youth provision.
- Reducing the cost of living in London such as childcare and transport, as well as the disproportionately high cost of essentials for people on low incomes.
- Improving understanding of public attitudes on social security and challenging stigma attached to reliance on social security by working-age adults. This would include constructive ways to bring together people in receipt of benefits with policy-makers and practitioners e.g. Jobcentre Plus staff.
- The future role of social security and the state in preventing and tackling poverty and inequality in London.

### Social Security Legal Advice – delivered at specialist level including:

- Casework and representation for appeals to the First Tier and Upper Tribunal.
- Strategic legal action including Third Party interventions and evidence-gathering for a potential legal challenge.





# Shared Wealth

London is the most unequal region in the UK, home to more billionaires than any other city. There have been big rises in income inequality with senior staff earning many times more than the average employee. In the housing market values have rocketed. There is a large gap between rich and poor, and even amongst those with wealth there is a gulf between the rich and super-rich. There is evidence to show that inequality is bad for everyone but particularly for those on low incomes. We want a fairer London.

## What we will fund

**Advocacy work (including campaigning, organising, policy work and research) on issues such as:**

- Improving the understanding of the impact of income and wealth inequality and development of solutions to reduce the gap.
- Increasing the involvement of employees in corporate governance, leading to greater transparency on remuneration policies, including pay ratios.
- Reducing income inequality, including a fairer distribution of wages, pension contributions and other employee benefits and rewards. This could include shareholder action.
- Greater transparency on property and land ownership and reforms leading to fairer taxation.
- Improving understanding of public attitudes on income and wealth inequality, leading to greater support for change.
- Examining how inclusive growth and devolution might be used to address economic inequality.



# Pathways to Settlement

London is an international city attracting people from across the globe. This is not new and the capital has a long history of migration, contributing to its rich and diverse history, as well as its wealth. Many new Londoners do not need any support but there are some who are disadvantaged and living in poverty, particularly migrants who do not have any legal status and are therefore highly vulnerable to exploitation. We believe it is important to support these Londoners who are at the margins of society to resolve their immigration status, so they can fully participate in London life.

## What we will fund

**Specialist immigration legal advice** in areas of law that fall outside of legal aid. Organisations will be expected to be registered with the Office of Immigration Services Commission (OISC) or Solicitors Regulatory Authority and be providing advice at OISC Level 3 or equivalent. We are also keen to fund partnerships between frontline organisations (supporting refugees and migrants with insecure status) and specialist legal advice providers.

## **Advocacy work (including campaigning, organising, policy work and research) on issues such as:**

- Promoting an immigration system that treats people with dignity and respect; that is fair to both migrants and established residents; and has public confidence and consent.
- Improving understanding of public attitudes on migration including the accuracy and depth of conversations about migration, integration and identity.
- Creating more effective pathways to settlement, including citizenship.
- Challenging exploitation and discrimination of migrants due to their insecure immigration status.



# Stronger Voices

Civil society has a long tradition of advocating for social change, which has led to many significant improvements. We believe it is important to improve skills to influence government, other policy-makers, the media and the general public, if we are to tackle the root causes of poverty and inequality.

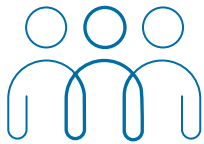
The skills we want to focus on relate to campaigning, community organising and strategic communications. A key component of this is amplifying the voices of those who are experiencing the problems which civil society is trying to address. We believe these voices need to be central to work that tackles poverty and inequality.

Development of strategic communications is also critical. Too often the messages we use do not connect with the audiences we are trying to reach. Sometimes they even damage the causes we are supporting. Better understanding of public attitudes on the issues outlined in our funding programmes is vital, and we are keen to improve skills in this field.

## What we will fund

Work that enhances the capacity of civil society to influence policy and decision making in our other programme areas in these guidelines including:

- a. **Second tier and specialist organisations** proposing to improve the skills and practice of smaller or less experienced organisations working in the other programmes in these guidelines such as:
  - **Campaigning:** community organising and advocating for specific policy changes.
  - **Strategic communications:** improving the framing of narratives and messages to influence public attitudes.
  - **Gathering evidence about poverty and inequality:** collecting qualitative and/or quantitative data about the impact of poverty and inequality on different communities.
  - **Voice:** increasing the involvement and skills of people with first-hand experience of poverty and inequality in campaigning and leadership of organisations and movements.
- b. **Civil Society organisations** working alongside groups of individuals with first-hand experience of poverty and inequality, to strengthen their collective voice in campaigns to tackle the root causes of poverty. Funding in this programme area is for work that combines a number of issues from our programme areas. For example, low income workers who are affected by the high cost of childcare and housing, and want to influence policy makers, providers and employers to find better solutions. We would expect organisations to have a good track record of undertaking this work.



# Connected Communities

We believe small community groups can contribute to improving the lives of people and communities in London. They can do this by providing support for people to access services, to speak out about issues which directly affect them, and/or organise activities which help promote a sense of belonging. We define small groups as those that have an annual income of under £100,000 (based on their last set of annual accounts).

## What we will fund

**Strengthening voice:** groups of people who are directly experiencing poverty and inequality, to speak out for themselves and to campaign on solutions to emerging or long-standing problems in communities.

### **Community activities, led by communities, in outer London boroughs**

which bring together different groups of people to respond to local needs and gaps in services. Our priority for this theme is Outer London boroughs\* as they have experienced a rapid change in their population, including increased levels of poverty.

\* The Trust defines the following as being Outer London boroughs: Barking & Dagenham, Barnet, Bexley, Brent, Bromley, Croydon, Ealing, Enfield, Greenwich, Harrow, Havering, Hillingdon, Hounslow, Kingston, Merton, Redbridge, Richmond, Sutton, Waltham Forest. (ONS classifications)

**Advice work:** our priority is to support groups already providing social welfare advice and to improve the quality of that advice. You will also need to show you have clear referral pathways to specialist advice where it is needed. This work should prevent problems becoming more serious, complex and costly; and should support and empower clients to resolve problems and take more control over their lives.

**We would encourage small groups to apply under this funding programme, although you may also be eligible to apply under the other programmes if you have the skills, experience and capacity to undertake the work we wish to fund.**

# Shortlisting criteria

We receive many more proposals than we are able to fund. When assessing applications we shortlist work that can demonstrate some of the following:

1. The potential to have significant influence, including an impact on policy.
2. New and/or imaginative ways of tackling an issue.
3. Strong and meaningful engagement of people directly affected by poverty and inequality in the leadership of the organisation, service design and campaigns.

Please note, for work relating to deaf and disabled people, we will only fund organisations which have a majority of deaf and disabled people on their governing body (ideally 75%) and with at least half their staff members being deaf and/or disabled.

4. Skills, experience and ability within the organisation to undertake the proposed work and that the work is of a high quality.
5. The organisation has a clear strategy for sharing best practice and learning.
6. Is open and accessible.
7. Finds it difficult to get support because the issue is perceived as being challenging or risky.

In relation to the legal advice work we fund, we will give priority to organisations who can support people who need advice on related issues, such as welfare benefits, debt, employment, immigration or housing.

You do not need to meet all of the above criteria but we will shortlist organisations which meet a number of them. We primarily support small and medium-sized organisations, usually with an expenditure of less than £2 million a year. Larger organisations can apply but will need to meet most of the criteria.

The majority of the work we support is solely focussed on London. However, we are also interested in work that has the potential to influence national policy and practice, provided that a strong case is made as to how Londoners would benefit. In such cases we would fund a proportion of this work.

We will assess your application against our funding programmes and shortlisting criteria. At the same time we will look at other applications we have received and what we have funded recently. Applications for types of work, in geographical areas, or particular communities/beneficiaries, where we have already provided significant funds will be a lower priority.

It is also worth noting that we are keen that groups do not become dependent on us for financial support. We are therefore unlikely to be an organisation's sole funder or provide the majority of its overall running costs.

We receive a large number of applications. Many organisations will meet our priorities and we will not be able to fund all of them. Unfortunately, we have to make difficult choices and will therefore have to reject a number of good applications. Just because you are not shortlisted does not necessarily mean that we do not think you are doing good and valuable work.

## How to apply

### 1. Read the funding guidelines

Please read these funding guidelines carefully to check whether your proposed work fits our current programme areas. Please check our website to make sure you are reading the latest version of our guidelines.

### 2. Any questions?

If, after reading these funding guidelines, you are in doubt as to whether your work fits then please telephone us on 020 7606 6145 so we can discuss it. We welcome such telephone calls as it can save you and us time and resources.

### 3. Complete our online application form

To apply to us you need to complete our online application form. You can also download a document containing all of the questions in the application form. You do not need to complete the form in one sitting, as you can save and close it and return to it at a later stage. If you have any problems please contact us.

It is important to note **we only accept applications via our online process**, which is also available in an accessible form. We do not accept applications in any other format.

You will receive an automatic acknowledgement once you have submitted your online application form.

### 4. Closing dates

We have three closing dates for applications. They will fall in the:

- **1st week of February** for the June Grants Committee.
- **1st week of June** for the October Grants Committee.
- **1st week of October** for the February Grants Committee.

Please check our website for the exact date. Applications must be received by **1pm** on the closing date.

### 5. Shortlisting

Once a closing date has passed we will read and consider all the applications we have received. On some occasions we may contact you for further clarification regarding your proposed work.

We will contact you within six weeks of the relevant closing date to let you know whether you have been rejected or shortlisted. Please avoid contacting us during this period to find out about your application as this takes up our time and resources.

If you are unsuccessful we will give you feedback. However, please understand our funding decisions are final.

## **6. Visit**

All shortlisted organisations will be visited by one of our grants staff. On some occasions an additional member of staff or one of our trustees will also attend. This will normally be at the place where you deliver your activities, but on occasion we may ask you to come to our offices. We normally ask to meet with the main person who will be involved in the proposed work, the co-ordinator/chief executive of the organisation and a relevant trustee.

At the visit we will discuss your application in more detail and how we will proceed. It is important to remember that not all organisations that we visit will receive funding.

## **7. Submitting a final application**

If we agree to take forward your proposal, we will ask you to complete a final application. This will be based on your original submission. This is your opportunity to make any additional changes.

## **8. Grants Committee**

If we agree to proceed to the next stage, your application will be presented to our Grants Committee which will then make the final decision about your request. We will ring you with the outcome soon after the meeting. This will be confirmed in writing, generally within ten working days of the meeting.

If you are successful in securing funding, the whole process will take around four months from our closing date.

## **What we do not fund**

We have limited funding available to distribute and we therefore cannot fund some very good work. Below are some areas of work we will not support or are unlikely to support.

### **We will not support applications:**

- Which do not benefit Londoners.
- For work relating to deaf and disabled people that are not run by deaf and disabled people themselves. This means we will only fund organisations which have a majority of deaf and disabled people on their governing body (ideally 75%) and with at least half their staff members being deaf and/or disabled.

- That directly replaces funding for services which are the primary responsibility of statutory funders, such as local and central government and health authorities or subsidises services delivered through statutory contracts.
- For mainstream public services including schools and hospitals.
- From individuals.
- From organisations which have fewer than three people on their governing body e.g. trustee board/management committee. We would normally expect more than three on a governing body.
- For the promotion of religion.
- From organisations seeking to distribute grants on our behalf.
- For work that has already taken place.
- For general appeals.
- For large capital appeals (including buildings and minibuses).
- From applicants who have been rejected by us in the last 12 months.

**We are unlikely to support applications:**

- Where organisations have significant unrestricted reserves (including those that are designated). Generally up to nine months' expenditure is normally acceptable.
- Where organisations are in serious financial deficit.
- From large national organisations which enjoy widespread support.
- For work that takes place in schools during school hours.
- We will not, in general, contribute to the costs of campaigns associated with individual community-led housing development proposals. We may consider making a repayable investment in such developments.





Trust for London


Tackling poverty and inequality

Trust for London  
4 Chiswell Street  
London  
EC1Y 4UP

020 7606 6145

[info@trustforlondon.org.uk](mailto:info@trustforlondon.org.uk)

[www.trustforlondon.org.uk](http://www.trustforlondon.org.uk)

 [@trustforlondon](https://twitter.com/trustforlondon)

Charity Registration Number: 205629