

# Grant Application Guidelines

for organisations

The John Sykes Foundation is a family founded and funded grant making charity which has been operating since 2014. Providing you support individuals or a community within Reading, the Trustees' aim is to provide support for a specific need, project or activity.

## About these guidelines

We understand that fundraising takes time and effort and so we aim to be as clear as possible about what grants our Trustees are likely to support, how to apply for a grant and how long the process usually takes.

## Who we support

We support a wide range of non-profit organisations and whilst we will consider any application, primarily we approve applications in the areas of:

- Education
- Health (or the saving of lives)
- Arts, culture, heritage or science
- Amateur sport
- Relief by reason of youth, age, ill-health, disability, financial hardship or any other disadvantage supported by the Trustees

The Trustees are flexible in their consideration of any grant application, but the key criteria is that your organisation will provide a direct benefit to individuals or a community within a 5-mile radius of Reading town centre, and that you support the community of Reading.

## What we fund

Whilst our Trustees will consider all types of funding, we primarily support specific needs, projects or activities as opposed to funding for capital or the day-to-day expenditure of your organisation.



## What we will not fund

We are unable to support grants which do not provide a direct benefit to individuals or a community within a 5 mile radius of Reading town centre. In addition we will not fund grant applications from:

- Community Interest Companies (CICs)
- Local authorities, housing associations, councils or government agencies
- Organisations with net current assets plus investments covering more than 12 months' expenditure, unless in exceptional circumstances, or for funding of a specific new project
- Profitable enterprises
- Social enterprises which are not a UK registered charity
- Sporting associations which are not a UK registered charity

In addition to those restrictions mentioned on page 1, we will also not support the following activities:

- Anything which takes place overseas
- Campaigning, lobbying and awareness raising
- Feasibility studies
- One-off or annual gala events or festivals, even if they are for fundraising purposes
- Sponsorship
- Start up costs and organisations without a track record

## Making your application

We want the process of applying for a grant to be as simple as possible, although please note our Trustees will need adequate information to fully understand the reasons for your funding request in order to make a positive decision.

Our goal is not to be rigid in our consideration of providing a grant, but rather to consider each application on its own merits. As such our application process is flexible, however we do ask that you read our guidelines carefully to ensure you have included all the information our Trustees need to make an informed decision. This will in turn speed up the decision making process and avoid the need for further questions.



We recommend submitting your application online through our website so you receive an immediate acknowledgment email, which will give you the comfort that it has been received. Alternatively, however we are pleased to accept applications made by post.

### **Before you start preparing your application**

We recommend before you go to the trouble of preparing your application that you take our [eligibility quiz](#) and take the time to read these guidelines.

We also suggest reviewing our [terms and conditions](#) for receiving a grant from us to ensure you understand our requirements once a grant has been issued.

## **Top tips for a good application**

- Avoid using jargon or acronyms
- Explain your story in a straightforward manner, including your organisation's background and history
- Keep it simple
- Include a clear funding plan
- Tell us how many people you reach within Reading



## Preparing your application

Given the Trustees varied ability to support a multitude of different charitable objectives, we wish to keep the application as flexible as we can. This will enable you to have the space to be yourselves, whilst enabling us to understand you better.

Nevertheless and due to the number of applications which we receive, we do ask you to be as succinct as possible and not to exceed more than 10 sides of A4 in your application. Assuming you are submitting your proposal via our website, please only upload Word or PDF format documents (PDF documents are preferred).

Your application should contain the following information:

- **Executive summary** | An overview of your organisation, what it does, the need it is addressing, the impact it is making, your track record and what you are asking the Foundation to fund.
- **Main proposal** | This should include details of the project or activity you require support for, why it is important and how it will impact either the individual(s) or community. It should also cover how you will measure the success of the project or activity.
- **Case studies & images** | To help bring your application to life please include a few case studies and/or quotes which demonstrate the work you do. Images are a great help providing they are selected carefully. Our Trustees appreciate solid plans, but their passion is feeling the emotional impact your organisation brings to Reading. A balance between 'head' and 'heart' makes a great application.
- **Leadership** | Please tell us about the key people in your organisation and their experience in leading your organisation.
- **Budget** | Explain how you will deliver your project / activity, it is very important to clearly provide as much detail as you can about the costs of doing so. Also provide details (if applicable) of where any other funding will come from including other potential sources you are applying to and whether any funds have been secured so far.
- **Accounts** | Our Trustees will need to feel comfortable your organisation has a track record of service and delivery. Therefore at least one year's worth of accounts will be required. Please be open in your application and tell us if there is anything unusual within the information provided which needs further explanation.

- **Bank details** | If your application is successful, we will need your bank details, which must include your bank name, account name, account number and sort code. We will also require a bank statement to verify this information so please include this within your application.
- **Plan B** | We wish your fundraising to be successful, however, we are aware that raising funds is not always straightforward. What would happen if you are unable to receive the full cost of the project / activity? Would the project / activity still go ahead but at a reduced level? Please give consideration to this within your application to give confidence to our Trustees that either you have a Plan B (or not), and the ability to complete the project / activity at least at some meaningful level if you receive funding from us. Ultimately please ensure our Trustees can see you have thought about alternative options.

### Submitting your application

The easiest, preferred and quickest way to submit your application is via our website. If this is not possible please post your application to:

John Sykes Foundation, Unit 6a, The Village, 17-23 King Street, Reading RG1 2HG

### What happens next?

We are open for applications all year round and our Trustees will review them diligently on an ongoing basis. In order to be fair, all applications are reviewed in order of receipt.

We will acknowledge your application within 14 days of receipt. If there is anything missing from your application we aim to advise you as soon as possible, but we hope all applicants will have read these guidelines carefully as the process will take much longer if there are items missing. Once we have all of the information, we aim to make a decision on your application as soon as possible, although please allow up to three months.

If we wish to meet you to discuss the application further, we will let you know and will provide as much notice as we can.



Please note that whether or not your application is successful, you must wait at least 12 months from the date of our decision before making a further application.

## Thank you for your interest in applying for a grant with the John Sykes Foundation

### A message from John Sykes DBA (Hon)

My family are wholly invested in charitable work within Reading. We appreciate that fundraising is not easy which is why I have, with my family's input, created this commitment to you.

- Your application will be acknowledged promptly so you know it has arrived safely.
- Your application will receive a written outcome.
- At least two Trustees will review your application in detail.
- We will be respectful of the time and resources you have put into your application. We will only ask for additional information if we feel it will have a positive impact on your application.
- If we feel unable to award a grant at the level requested, we will consider providing a grant at a different level, thus the consideration of your application will not be "all or nothing".
- We carefully manage our funds so that whatever time of the year you submit your application it will have the same chance of success.
- If a pledge is made, we will allow at least 1 year for you to secure the necessary additional funds.
- Should we make a positive decision about your application, we will arrange for funds to be sent to you swiftly.
- We will keep reporting as clear and uncomplicated as possible to minimise the administrative burden to your organisation.