

# Westway Trust Fundraising support - Guidance notes for applicants July 2021

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Thank you for your interest in the Westway Trust Fundraising support fund. This fund is intended to provide 2 days fundraising support to community organisations to help them deliver meaningful benefits in the areas of economic, social and environmental wellbeing for the area in and around North Kensington.

Please read this guidance before you start your expression of interest. It tells you what organisations and projects we will support and the nature of the fundraising support.

If you would like any further advice or help before you start your expression of interest, please contact us.

### **1. Who/What we fund**

We will fund local social enterprises, and charitable, voluntary and community organisations based in the 5 wards of North Kensington (Golborne, Colville, Notting Dale, St Helens and Dalgarno). Organisations must demonstrate a particular focus on the communities living in North Kensington, in and around the Westway.

The aim of the fundraising support fund is to partner community organisations, whose objectives align with Westway Trust's charitable purpose, with fundraising consultants who will work with the organisation to attract external funding.

We will focus on investing in organisations who are looking to address at least one of the six key priority areas for the Trust, which were recently identified by social researchers Hatch Regeneris. These are:

- i. Isolation
- ii. Safe places for young people
- iii. Economic participation
- iv. Creative economy, arts and culture
- v. Place and environment
- vi. Exercise & Recreation

Whether you are seeking support in fundraising for core costs or have a specific project in mind either the organisation or the project must meet at least one of the above criteria

The total amount available for this initiative is £10,000. In the current funding climate, we are aware that the call on this fund might exceed the resources available. In this case the Trust will keep, where appropriate, organisations expressions of interest and contact details should other funding become available.

## **2 Who/What we do not fund**

- Projects or activities taking place outside the Royal Borough of Kensington & Chelsea (RBKC) &/or that do not benefit residents of RBKC, with a particular focus on North Kensington.
- Individuals (either directly or via a third party)
- Private companies
- Organisations with an annual income of more than £100,000
- Grant-making organisations
- Animal welfare organisations
- Political organisations
- Religious activities
- Organisations that have debt outstanding for the Trust's services
- Organisation who receive fundraising support will not be eligible to reapply in the same round.

## **3. Terms of support**

Westway Trust have contracts with 2 fundraising consultants. The Trust will allocate a fundraising consultant to work with your organisation for 2 days (14 hours) on the basis of the information you provide in the expression of interest form and the consultants availability.

Please respond to communication from the consultants and Westway Trust in a timely manner throughout the support process. There is a level of correspondence that is required for this process to be as successful as possible. We would suggest that all parties should respond to the other within a 2/3 working day timeframe.

## **4. Questions**

If you have any questions please email [grants@westway.org](mailto:grants@westway.org)