



# BRUM SMILES

## COMMUNITY FUND

Funding overview  
and criteria

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**Please read this document carefully before launching a crowdfunding campaign and filling in an application form.**

## **1. Criteria**

In order to be considered for a pledge from the BrumSmiles Community Fund your project must meet the following criteria:

- Be located in Birmingham to support Birmingham residents.
- **You must address at least 2 of the following priorities for children & young people:**
  - **Encourage and increase physical activity**
  - **Promote and encourage healthy eating**
  - **Improve Mental Wellbeing**
- Your project should actively improve three of the “five ways to wellbeing”  
<http://www.mind.org.uk/workplace/mental-health-at-work/taking-care-of-yourself/five-ways-to-wellbeing>
- Projects should be innovative, creative and engaging
- Projects should demonstrate real community support, by having achieved 50% of its funding on target on Crowdfunder
- Have plans for how the project will continue after this funding has ended

**You must also contribute to at least one of the following outcomes:**

- Improve Birmingham’s environment by encouraging participation in physical activity and healthy eating and the enjoyment of healthy food choices.
- Promote and encourage healthier lifestyles by through education or awareness raising.

## **2. Eligibility**

The BrumSmiles Community Fund is open to community and voluntary sector organisations including not for profit companies, registered charities, and constituted organisations. We are particularly keen to support projects from smaller community organisations that help to develop local communities and community networks.

You must have in place/be willing to adopt the following documents for your organisation to receive a funding pledge from the BrumSmiles Community Fund:

- Constitution - Governing document
- Safeguarding Policy - Children and Adults
- Insurance - Public liability/Employers liability

### **3. Application Process**

1. Submit your idea through the BrumSmiles Community Fund Platform. This can be done at beginning or during your crowdfunding Campaign.
2. Pre-screening – an initial assessment of your application will be completed and if your application meets the criteria of the BrumSmiles Community Fund, then this will be forwarded to Birmingham City Council for a full assessment. Further information may be requested at this stage.
3. As part of the process the application may also shared with and viewed by Council Officers with expertise and experience relevant to the project proposal. This will help to inform the decision – making and assessment process.
4. If we like the sound of your ideas and meet our requirements, projects can obtain approval for a pledge.

Birmingham City Council may choose to pledge up to 50% of your target, providing that the project raises at least 50% from the crowd.

Once the crowdfunding target has been achieved, checks will be completed e.g. (policies, terms and conditions etc.) before payment can be approved and released to the organisation.

### **4. How funding will be distributed**

You will receive your Crowdfunded money in two parts:

1. Monies raised from the crowd will be transferred to your nominated account shortly after you hit your funding target.
2. BrumSmiles Community Funds will be paid upon completion of your successful Crowdfund campaign, submission of the required documentation and acceptance of the Terms and Conditions of the Grant Aid.

**Please note a 5% fee is charged by Crowdfunder on all funds successfully raised on its platform.**

### **5. What you can't do**

Funding will not be granted to offset any previous loss in funding or existing models of delivery. The fund aims to support the development of new, innovative, creative and sustainable ideas that enable long term improvements in community health and wellbeing.

It does not replace any previous funding programmes and cannot be used to fill any gaps left by the withdrawal of other grant giving programmes. It will therefore not support existing activities and repeat or regular events, including those we have funded before.

#### **6. The council will not fund:**

- Projects which are purely research
- Costs on ongoing staff who are not working directly on the project –including salaries of permanent or fixed term staff
- Costs incurred in putting this application together
- Core costs of the organisation – (utility bills, rent, management costs) which are not directly related to the project.
- Political or religious activities
- Projects that take place outside of Birmingham
- Vehicles – maintenance or usage
- Loans or interest payments
- Purchase of alcohol or illegal substances

#### **7. Monitoring and evaluation**

If your application is successful you be required complete an end of project report to confirm how the funds were spent and what you achieved. This will help inform learning for future projects and funding, as well as support other organisations that may have developed similar projects and ideas.

We reserve the right to request invoices or receipts to evidence that matchfunding have been spent for the purposes intended. For the same reason, we reserve the right to audit project delivery.

#### **8. Awarding Funding**

If all the information that you send to us meet our requirements, we will issue a conditional offer letter. The offer will, as a minimum be subject to checking of the documents as part of due process. These documents and any other additional information must be submitted within 10 working days of receipt of the conditional offer letter otherwise we may withdraw the offer.

If everything you send us meets our requirements we will confirm the offer with the issue of Conditions of Grant Aid. This will set out the terms and conditions and service specification for which funding has been awarded.

If the information is not satisfactory we may withdraw the offer and will write explaining the reasons why. You will be able to submit a new application which will be assessed on its own merits and in competition with any other applications.

## **9. Unsuccessful Applications**

If your application is not successful we will provide feedback explaining to you the reasons why. Please consider the feedback carefully before deciding whether to apply again. We suggest you only apply again for the same project if you can make a much stronger case.

There is no appeals process for unsuccessful applications, though you can make a complaint via the council's formal complaints procedure if you think we have not followed our process.

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