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## Cost of Living Resilience Fund - Eligibility Criteria

### Introduction

The Cost of Living Resilience Fund provides match funding for social sector organisations in areas of deprivation in England providing services to support people struggling with the rising cost of living. The fund aims to increase sustainability of these organisations by supporting them to deliver projects which build organisational stability and resilience.

The fund will work with organisations with a track record of service delivery to address acute cost of living challenges in communities. The organisation's service delivery must be an enterprise based model and the funding must be used to develop that enterprise activity, and not simply provide revenue to deliver a service.

The Cost of Living Resilience Fund is a £500,000 fund administered by Crowdfunder and funded by Access – The Foundation for Social Investment using funds from the Dormant Assets Scheme, which redirects money from forgotten accounts to good causes.

### Eligible organisations

**To be eligible to apply, organisations must be one of the following:**

- Charitable Incorporated Organisation
- Community Benefit Society
- Community Interest Company Limited by Guarantee
- Community Interest Company Limited by Shares\*
- Company Limited by Guarantee
- Co-operative Society

\*Organisations with shareholders will need to have an asset lock.

Organisations set up as trusts (including charitable trusts) are not eligible for extra funding.

### **Eligible organisations must:**

- bring in over 33% of their income through trading activities.
- be based in and support communities in areas of deprivation in England, as measured using the Indices of Multiple Deprivation (IMD).
- provide services supporting people with the cost of living. The types of services being delivered may include (but are not limited to):
  - Provision of advice, in particular debt and financial advice.
  - Provision of warm spaces over winter, linked to the provision of wider advice & support services.
  - Provision of no or low cost food, through food banks or food delivery boxes.
  - Support with housing needs whether that be through advice to those made homeless, provision of low/no cost home furnishings or provision of housing itself.
  - Access to transport to enable people to access shops or facilities and employment.

Organisations can only access funding from the Cost of Living Resilience Fund once. Any applications from organisations that have already received funding from the Cost of Living Resilience Fund will be declined.

### **Eligible crowdfunding projects**

The funding for this programme can only be used to increase an organisation's enterprise capacity (selling goods or services), and not simply provide revenue to deliver a service. To be eligible for match funding, the project being delivered through the funding raised on Crowdfunder will need to demonstrate how it will build organisational stability and resilience through enterprise growth.. Enterprise growth could be achieved in a number of ways such as:

- Expanding existing enterprise activity to increase trading income.
- Developing new products or services to increase trading income.
- Increasing the efficiency of the organisation to reduce costs.
- Improving the quality of current goods or services to retain current, and attract new, customers.

Examples of the kind of project which could be eligible include:

- Refurbishment of premises to better serve the community and increase customer numbers.
- Purchase of new equipment which will allow for increased production of products for sale.
- Development and implementation of a training service for local businesses to create a new revenue stream.

Applications which are seeking funding simply to deliver cost of living related services will not be eligible.

## Crowdfunder project set up

In order to be eligible to apply, projects must be set up on Crowdfunder. Eligible projects will need to offer rewards linked to their delivery model – so the presence of rewards for the goods or services which underpin the organisation’s enterprise activity will be essential.

Applications will be reviewed alongside project pages. Please consult [our guide](#) to learn how to create a strong project page and for some great reward ideas.

## Selection process

All projects that meet the criteria set out above will be assessed to determine which projects will be selected for the fund. Project owners will be notified whether their application has been successful or not.

Applications will be assessed based on the following criteria:

1. **Level of Deprivation** – the organisations’ head office postcode will be used (unless there is a strong case to use an alternative delivery site postcode) to determine the IMD in the Ward. Only projects in IMD 1-5 are eligible.
2. **Need in the community** – applicants will be asked to briefly describe the community in which they operate, and what the most acute needs for people in that community are in relation to the cost of living.
3. **Services being delivered** – applicants will be asked to describe the services they deliver, who the beneficiaries are, and how the services being delivered are directly supporting people with the challenges caused by the rising cost of living.
4. **Activity being funded** – applicants will be asked to demonstrate how the funds raised will build organisational stability and resilience to deliver their services.
5. **Enterprise model** – organisations will be asked to briefly describe what their enterprise model is, and to use the rewards based crowdfunding option when they run their campaign. To be eligible for match funding they will need to offer rewards linked to their delivery model – so the presence of rewards on their campaign for the goods or services which underpin the organisation’s enterprise activity will be essential.
  - a. Organisations will need to bring in over 33% of their income through trading activities.
6. **Subsidy Control** - all grant awards will be required to comply with the [Subsidy Control \(2023\) regime](#), information will be gathered to check compliance with this.

The offer of match funding will be valid for [4] weeks after the date of notification, if you do not launch your crowdfunding campaign within this period, the offer will be rescinded, but you will be able to reapply.

## Live match funding criteria

1. All pledges made by supporters, up to a maximum £150 pledge, will be matched by the Cost of Living Resilience Fund at a rate of 2:1 or 3:1 match funding depending on IMD:
  - a. IMD 1-3: Projects with an IMD score of 1-3 will receive match funding at a rate of 3:1. This means that if a Project receives a Pledge of £50, The Cost of Living Resilience Fund will provide £150. If a Project receives a Pledge of £500, The Cost of Living Resilience Fund will provide £450.
  - b. IMD 4-5: Projects with an IMD score of 4-5 will receive match funding at a rate of 2:1. This means that if a Project receives a Pledge of £50, The Cost of Living Resilience Fund will provide £100. If a Project receives a Pledge of £500, The Cost of Living Resilience Fund will provide £300.
2. The maximum match funding a Project can receive from The Cost of Living Resilience Fund is determined by IMD:
  - a. IMD 1-3: Projects with an IMD score of 1-3 will receive match funding up to a maximum of 75% of the initial project target.
  - b. IMD 4-5: Projects with an IMD score of 4-5 will receive match funding up to a maximum of 66% of the initial project target. The maximum total match funding a Project can receive from The Cost of Living Resilience Fund is £50,000.
3. Match funding will only be given on the first pledge made to a Project by a Supporter.
4. Projects must reach their project target by the end of their initial fundraising period to receive match funding. If the project fails to reach 100% of the target the match funding will be cancelled.
5. Projects must receive pledges from a minimum of 25 unique supporters to receive the match funding. To verify whether supporters are unique we will take account of information including, but not limited to: name, address, email addresses and payment card used.
6. The match funding period for all projects is for eight (8) weeks. This is based on the "live" date of the project or the approval date of the application, whichever is more recent
7. The following Pledges will not be matched:
  - a. Pledges made before a Project is accepted to participate in the Fund or after a Project's initial fundraising period ends.
  - b. Second (2nd) and any subsequent (3rd, 4th, etc) pledges to the same Project by the same supporter.
  - c. Pledges made by Organisations to their own Projects

The match fund will be distributed on a first come first served basis. Matching will stop automatically when the funds are fully allocated. Being approved for match funding does not guarantee you will receive any funding.

Note - Crowdfunder reserve the right to vary these pledge criteria; projects will be notified if their pledge criteria will vary from the stated terms above.

## **Additional Requirements**

Project Owners pledging to their own campaign is allowed, however this should not be a significant amount unless discussed before the pledge is added. Small offline donations that have been collected may also be added, however you will be required to evidence the origin of these pledges (receipts, letters of support, copies of cheques or bank statements, etc.)