

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

1. Be situated in Birmingham to support Birmingham residents.
2. Be innovative, creative and engaging.
3. Focus on improving the health and activity of children and young people under 25 or immediate communities that support them.
4. Demonstrate how your project improves at least three of the [“five ways to wellbeing”](#).
5. Demonstrate the project has real community support, by achieving no less than 50% of its funding target on Crowdfunder (with a maximum of £10,000 matched - funding from BCC).
6. Clearly state your projects outcomes and how they will support children and young people make healthier, more sustainable food choices and/or take part in more physical activity.
7. Specify how you will measure the project’s success and demonstrate the project has met its outcomes. For example, will you use user satisfaction surveys and/or process/impact evaluations?
8. Specify the number of people/children you intend to engage (the reach of your project) and how will you involve them in the development of your project idea.
9. Explain how your project will become sustainable for the future(i.e. how they will continue after this project ends) Birmingham City Council is particularly interested in supporting projects which are exploring alternative funding options as part of their plans for sustainability.
10. Demonstrate a clear project and staff management structure and understanding of legislative and regulatory restrictions that may apply (and your adherence to them).

For further detail on eligibility, download the [BrumSmiles Community Fund guidance notes](#).