



# We Make Camden Project Fund - A handy guide to applying for funding



Camden's voluntary and community sector (VCS) plays a central role in making our borough a special place to be, where everyone is supported and included. The VCS has consistently demonstrated an ability to bring together and support our communities at times of celebration and crisis.

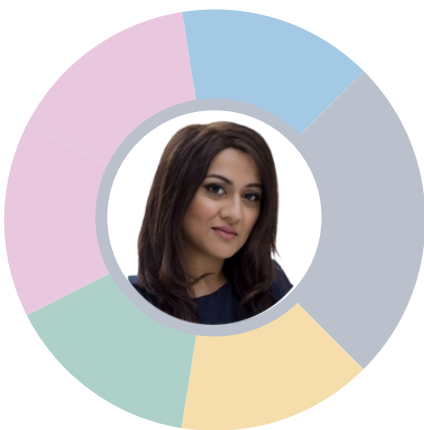
The We Make Camden Project Fund is a chance to think creatively about how to make a difference in your community. We know that by listening and responding to our communities we can achieve positive change. We believe that organisations deeply connected to and led by our communities are best placed to make a difference.

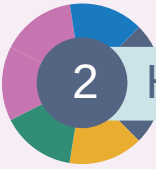
**We Make Camden** is our renewed vision for our borough, developed in collaboration with people across Camden. It reflects how we need to work together to achieve a positive impact.

We want this fund to support projects that are influenced and shaped by communities and people with first-hand knowledge of problems and solutions.

The fund aims to support projects that will make Camden a fairer, better place for everyone. And we look forward to working closely with organisations to share learning and build connections.

**Councillor Nadia Shah**  
**Cabinet Member for Voluntary Sector, Equalities and Cohesion**





## 2 How to use this guide

This guide provides you with information about the We Make Camden Project Fund, its aims and criteria and who is eligible to apply.

Please read this guide carefully before filling out an application.

Check the section ‘Who is this funding for?’ to ensure that your organisation is eligible and that what you are proposing, will deliver the aims of the fund.



## 3 Who is this funding for?

The We Make Camden Project Fund is for organisations with a strong connection to Camden communities.

You should be able to demonstrate your knowledge of and connections with Camden’s diverse communities through your proposal and the kind of impact you want to make. You will need to demonstrate:

- an existing connection to Camden, such as a strong track record in project delivery in Camden
- a strong understanding of community needs and strengths in Camden

This fund is for Camden based organisations. In exceptional circumstances, we may consider an applicant based outside of Camden. In this case, you will need to demonstrate:

- how your area of expertise addresses a gap in existing provision
- existing partnerships in the borough or a plan for how to develop these
- an understanding of community needs and strengths in Camden
- a strong track record of project delivery

We encourage organisations who have received the We Make Camden Kit / Growth Grants and are ready for the next stage of their development to apply.

This fund is part of a wider VCS investment programme, including seven-year unrestricted grants through the Community Partner Fund and organisational support grants. This fund has been designed to support organisations who may not have been ready to apply for a Community Partner Fund grant but who are delivering projects that make a difference to Camden communities.

We particularly encourage organisations that are led by, or are supporting, specific marginalised communities to apply.

We recognise there are gaps in provision and funding for Disability and LGBTQ+ groups in particular.

This fund is for organisations that are open to learning and sharing learning with others.

Please check your eligibility criteria and minimum requirements before spending time on an application, as we will not be able to offer a grant to organisations who don't meet these.

This fund is not open to applications from individuals. If you are a resident with an idea for a project, please visit the [We Make Camden Kit — Camden Giving](#) website for more details on the funding available to residents.





## 4 Eligibility

### Your organisation is eligible to apply if:

1

You are a local Camden based not-for-profit organisation. In exceptional circumstances we will consider applications from organisations outside Camden who can demonstrate a strong track record of delivery and how your projects fill a gap in provision. The fund is open to applications from individual organisations.

2

You are a not-for-profit organisation listed below

- Registered Charity
- Community Group
- Faith organisation (Faith-based organisations are welcome to apply for community-focused projects that do not promote religion or require individuals to participate in religious activities to take part)
- Co-operative
- Social Enterprise with a 'not for profit' distribution clause
- Community Interest Company
- We are unable to consider applications from private companies e.g. companies limited by shares, private partnerships or sole traders

3

You have governing document whose objectives are in line with the aims of this fund.

4

Has a turnover of less than **£500,000** based on the most recent published or available accounts. In exceptional cases this may be waived. Contact [vcs@camden.gov.uk](mailto:vcs@camden.gov.uk) to discuss before proceeding.

## You can't apply if your organisation:

- Is a statutory body or organisation
- Makes a surplus or profit which is not reinvested for social benefit
- Is applying on behalf of another organisation
- Promotes political or religious beliefs. Faith-based organisations are welcome to apply for community-focused projects that do not promote religion or require individuals to participate in religious activities to take part
- Seeks to use the funding to cover costs already incurred
- Organisations with a turnover of more than £500,000 are not eligible for this funding. In exceptional circumstances this can be waived. Contact [vcs@camden.gov.uk](mailto:vcs@camden.gov.uk) to discuss before proceeding

## Minimum requirements

In addition to the eligibility criteria above, there are a number of minimum requirements around governance, policies and procedures we expect of organisations we fund.

Minimum requirements are listed in [Appendix 1](#). **Please check these requirements before completing your application.**

If you don't have one or more of these policies or procedures in place already, there may be organisations who can support you to develop these. Please see our website for further information about support available: [Voluntary and community sector in Camden - Camden Council](#)

This is the first round of funding and there will be opportunities to apply to the project fund in the future.

If you need advice or support in relation to the minimum requirements, please contact us at [VCS@Camden.gov.uk](mailto:VCS@Camden.gov.uk)



## 5 Aim of this fund

This fund aims to support projects which contribute to **one or more** of the missions set out in [We Make Camden](#)

We Make Camden highlights the big issues facing Camden that we all agree are important, alongside practical ways we can make change together and the change we want to see in the short, medium and long term.

The Camden missions are ambitious and represent big issues facing us both in Camden and nationally. These are problems that have not been solved before and because of this, we will have to think differently. We know that the missions need the expertise of many sectors, organisations and communities within Camden.

The fund has three aims:

1. Making a difference to Camden communities – contributing to **one or more** of the missions:

**Estates and neighbourhoods** - *By 2030, Camden's estates and their neighbourhoods promote creativity, health and wellbeing and environmental sustainability*

**Young people** - *by 2025, every young person has access to economic opportunity that enables them to be safe and secure*

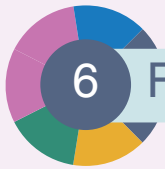
**Food**- *By 2030, everyone eats well every day with nutritious, affordable, sustainable food*

**Diversity** - *By 2030, those holding positions of power in Camden are as diverse as our community – and the next generation is ready to follow*

2. Increasing community voice and social action

3. Increasing equity and tackling inequalities





## 6 Fund Criteria

The following points below will form the criteria for assessment. These are based on the aims of the fund.

### **Camden Missions**

In your application, you will need to show how your organisation is making a difference to **one or more** of these missions. In your application, you'll be asked to describe which mission your work contributes to:

#### **Estates and Neighbourhoods**

- Working with people in a local area to build community, and support wellbeing
- Making sure homes / neighbourhoods / estates provide opportunities for people to connect, learn and be creative
- Enabling everyone to live happy, healthy and fulfilling lives

#### **Diversity**

- Supporting people from marginalised communities to develop leadership skills and capacity
- Creating opportunities for people from all backgrounds to take on leadership roles
- Projects could be focussed on one of the following areas: schools and education, local businesses, trustees and charity leadership, and other decision-making bodies (e.g. school governors).

#### **Young people**

- Creating places and spaces for children and young people to be safe and have community role models
- Delivering opportunities for children and young people to get on in life
- Support children and young people to build connections and improve their skills and talents

#### **Food**

- Finding solutions that support people to access healthy, nutritious food over the long term
- Addressing the root causes of food insecurity and connecting people to support services including debt, housing and employment advice.

Your project should also meet **both** of the following criteria:

### **Increasing community voice and social action**

- Creating opportunities for people to help design or deliver the project
- Supporting communities to take positive action
- Helping people to have a voice in policy and decisions that affect them

### **Increasing equity and tackling inequalities**

- Recognising that everyone needs different levels of support to reach the same destination
- Taking steps to make your project accessible and inclusive to everyone
- Understanding intersectionality and how the different and interconnected parts of our identities, such as gender, ethnicity, and sexuality, affect access to opportunities



## **7** What kind of work will we fund?

We're looking for projects that make a difference to Camden communities. For inspiration, you can read about community projects and how people in Camden are working to make the borough even better here: [Stories – We Make Camden](#)

**Your proposal should include all the costs related to delivering your project.** This could include, for example, staffing costs, activity costs and materials. We understand there are core costs associated with delivering any project, so do include all the costs needed to deliver your project in your budget (for example, rent, management, insurance and energy costs). We encourage you to seek match funding and ask you to outline any match funding you have already secured in your application.

We encourage you to follow good practice in allocating 10% of your project costs toward evaluation.

We understand that costs and priorities change over time and appreciate the need for some flexibility.



## 8 Open to learning

This funding is for organisations open to learning. This might be about capturing feedback during your project and using it to adapt delivery. It might be about giving you the chance to try out a new approach or idea that you've developed with your community. We hope this fund will allow organisations to be more comfortable with taking a risk, testing something new or learning from what hasn't worked well.

If you're awarded a grant, we will be bringing together organisations working across similar missions or within a neighbourhood to share learning, support and foster collaboration. We hope this will not only strengthen individual projects but help contribute to wider collective change around the missions. We encourage you to include some costs for your time to participate in your application.

Alongside providing grant funding for your project, we will support your organisation to develop and make connections. We will keep in touch with you during your grant to capture learning and get your feedback to improve future rounds of funding.



## 9 Measuring Impact

Measuring impact can help you to:

- Design and deliver services and understand changing need
- Advocate for your communities based on evidence
- Communicate the difference you make to people's lives, your impact on the wider community and your contribution to wider systems change
- Make the case for further funding to a range of funders
- Help your partners understand how your work contributes to a wider system of social change

We want to do this in a way that is helpful to you and builds on your existing approach. We want to make sure it is a useful process, and we can support your organisation to develop this if needed.

If you have a multi-year grant, we'll be keen to see what you've learned from the first year and how you will adapt or change your project in response. Similarly, if you decide to reapply to the fund after your first grant has finished, we'd like to see what learning has happened from your first grant.



## 10 Funding available

There is a total grant pot of £400,000 for the first round of the We Make Camden Project Fund.

Most grants will be for 12 months. In each round we will award a limited number of two- and three- year grants.

### 12-month grants

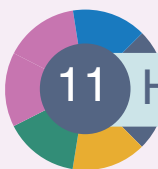
If you are applying for a new project or an initiative that you wish to test or pilot, you are very unlikely to be awarded a multi-year grant. You could use a 12-month grant to try out something new, and then you're welcome to apply again in a future round to build on the learning from this grant. This fund will be open for applications twice a year.

If you currently receive funding via the Community Partner Fund, you can apply for a 12-month grant.

Depending on the number of applications received we may prioritise organisations that do **not** currently receive funding from the Community Partnership Team.

### Two- and three-year grants

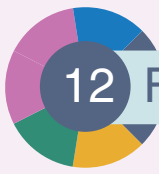
To be awarded a two-year or three-year grant, you will need to demonstrate how the project is sustainable, can achieve long-term impact, is transformative or contributes to system change, and supports partnerships and collaboration.



## 11 How much can I apply for?

Grants of up to £20,000 a year are available, with most awards expected to be between £5,000 - £15,000.

If you are applying for a two- or three-year grant, the amount must be the same in each year (e.g. year 1: £5,000, year 2: £5,000).



## 12 Funding timeline and key dates

The fund will open for applications on Tuesday 26 November 2024.

First round of applications will close on Monday 27 January 2025 at 1pm. You must submit your application on or before this date to be considered.

This is the first round of this funding. There will be other chances to apply in 2025 and further rounds in future years, so don't worry if you are not quite ready to apply. To receive announcements about future funding please [sign up to our VCS newsletter](#).

It's the first time we've run this programme, and it's a new approach for us, so we'll be using feedback from this first round to improve future rounds of the fund.



## 13 How to apply

You will need to register for an account on [Plinth](#) to be able to complete the application.

If you have any issues with the form, there is a chat button at the bottom right of the screen. This will enable you to speak to Plinth directly for assistance.

If you are having issues with Plinth and for accessibility reasons would prefer an alternative format (such as a Word format to submit via email) please contact us [vcs@camden.gov.uk](mailto:vcs@camden.gov.uk) or you can call 020 7974 8901.

The application form includes the option to translate the form into other languages.

[We Make Camden Project Fund application form](#)

As part of your application, we will ask that your organisation meets the minimum requirements, which are listed in [Appendix 1](#).

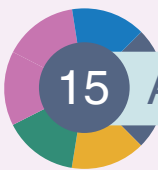
If your organisation has applied for funding via Plinth in the past 12 months, the documents you submitted should appear on your application. If there have been any changes to these documents, you will need to upload the latest version.



## 14 Support

If you would like to talk to someone before you submit your application, have any questions or need any support please email [vcs@camden.gov.uk](mailto:vcs@camden.gov.uk) or you can call 0207 974 8901 to talk to a member of the Community Partnerships Team.

We will be hosting in person drop-ins and online webinars about the fund. For details, please visit [Voluntary and community sector in Camden - Camden Council](#)



## 15 Appendix 1: Minimum requirements checklist

There are a number of minimum requirements we ask of organisations we fund. Please use the checklist below to check that you meet these minimum requirements.

<b>Governing document</b>	
A governing document would include your memorandum and articles of association, or constitution.	Yes <input type="checkbox"/> No <input type="checkbox"/>
<b>Latest set of accounts</b>	
As part of your application, you'll be asked to submit your latest set of annual accounts for the last financial period.	Yes <input type="checkbox"/> No <input type="checkbox"/>
<b>Public liability insurance</b>	
You are responsible for ensuring that you have Public Liability Insurance to cover your activities.	Yes <input type="checkbox"/> No <input type="checkbox"/>
<b>Disclosure and Barring Service (DBS)</b>	
You will need to confirm that you have undertaken all the relevant DBS checks where required.	Yes <input type="checkbox"/> No <input type="checkbox"/>

<b>Safeguarding policies</b>	
You will be asked to provide a copy of your safeguarding policies, including a named Safeguarding Lead and their contact details.	Yes <input type="checkbox"/> No <input type="checkbox"/>
<b>Bank account</b>	
You should have your own organisational bank account with at least two unrelated signatories.	Yes <input type="checkbox"/> No <input type="checkbox"/>
<b>Accounting</b>	
You should have annual accounts with proper accounting systems and arrangements for income tax (PAYE); National Insurance and VAT where applicable.	Yes <input type="checkbox"/> No <input type="checkbox"/>
<b>Governance</b>	
We will check that you have three unrelated directors / trustees on Companies House / Charity Commission.	Yes <input type="checkbox"/> No <input type="checkbox"/>
<b>Living wage</b>	
Any employees and/or contractors whose salaries are funded through this Project Fund grant should be paid London Living Wage as a minimum.	Yes <input type="checkbox"/> No <input type="checkbox"/>
<b>Complaints</b>	
You should have an up to date and transparent complaints procedure for service users which is compliant with HR legislation.	Yes <input type="checkbox"/> No <input type="checkbox"/>
<b>Data protection</b>	
You should have an up-to-date and accessible data protection policy.	Yes <input type="checkbox"/> No <input type="checkbox"/>
<b>Equalities</b>	
You should have an equalities policy which is compliant with existing anti-discrimination legislation and does not unlawfully discriminate.	Yes <input type="checkbox"/> No <input type="checkbox"/>