



The Childhood Trust
SUMMER GIVE
Helping vulnerable London children this summer



theBigGive.org.uk

Discover. Donate. Double.



STAGE ONE APPLICATION GUIDE

STAGE ONE

APPLICATION GUIDE

An application for a Big Give match funding campaign is divided into TWO stages. This guide will help you with Stage One and works step by step through each section of the application.

On completion of Stage One, a Pledge Guide will be made available in your dashboard to help you with Stage Two. Please note that both stages must be completed fully for your application to be submitted.

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ELIGIBILITY



AM I ELIGIBLE TO APPLY?

Eligibility criteria include:

- UK-registered charity with a Charity Commission number or tax-exempt status.
- Registered on theBigGive.org.uk (free to register).
- At least one year of accounts and an annual income of £25,000 or more*.
- Charities seeking to raise between £4,000 and £100,000 towards their projects.
- Charities must not have a target for Champion funds which exceeds 10% of the Charity's previous year's annual income.
- Charities must comply with any eligibility criteria specific to the campaign for which they are applying, e.g. the type of project they are running.

* We have set this eligibility requirement for the campaign because of the Big Give's improved due diligence on charities applying to the campaign. Only those charities with a gross income of more than £25,000 in their financial year are required to have their accounts filed with the Charity Commission.

REGISTERING ON THE BIG GIVE

REGISTERING ON THE BIG GIVE



If your charity is not already registered on the Big Give, you need to sign up here for free: <https://secure.thebiggive.org.uk/charity/register>

You will need to provide:

1. Your UK-registered Charity Commission number or proof of exempt status.
2. Your mission statement and charitable aims.
3. Information about your organisation's staffing structure, trustees and volunteers.
4. Your logo in JPEG, PNG or GIF format.



NB: Community Interest Companies are not eligible to register on the Big Give as this type of organisation does not have charitable status and cannot claim Gift Aid.

QUESTIONS?

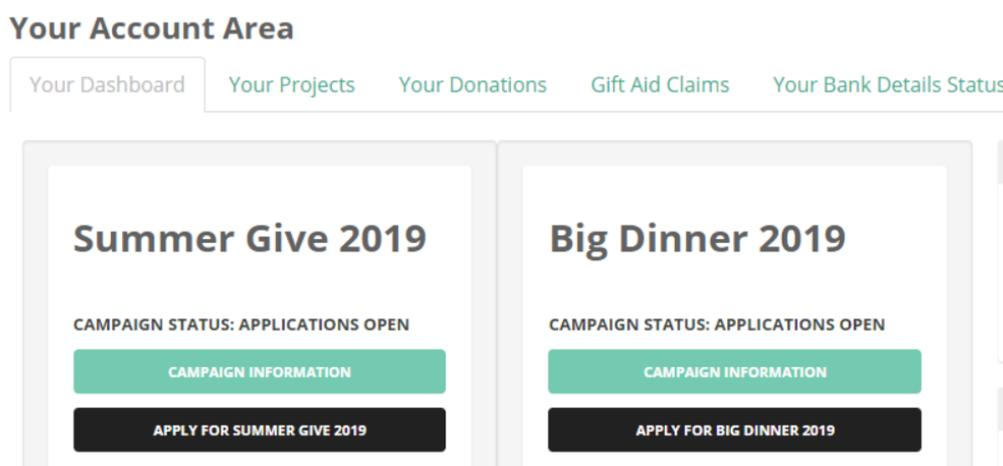
Get in touch with the
Big Give team at
info@thebiggive.org.uk

STEP 1

CONFIRMING ELIGIBILITY

LOGGING IN AND STARTING THE APPLICATION

- Once registered, or if you already have a Big Give account, log in and click on the **APPLY TO** button on the right hand side.



- Next, you will be asked to **confirm your eligibility** for the campaign as per the criteria on page 3 of this guide.
- If you are eligible to apply, you must read the campaign Guidebook and T&Cs before proceeding. Adhering to the Terms and Conditions and ensuring you understand how the matching model works is crucial to running a successful campaign.

Official Guidebook



T&Cs



+

STEP 2

CHECKS



YOUR UNDERSTANDING OF THE CAMPAIGN

- To check your understanding of the campaign and what's involved, you will be asked to read and confirm you understand a series of written statements about the campaign.

ESSENTIAL INFORMATION TO KNOW

How the matching model works

Who is involved and what are their roles: Pledgers, Champion (The Childhood Trust), Online donors

Dates / times of each stage of the campaign

- Please read the **essential resources** to help you. You will be asked to confirm you have read the following:

- The T&Cs
- The Guidebook
- The Stage One Application Guide (this document!)
- Our resource on setting a realistic target

STEP 3

SETTING YOUR TARGET

MINIMUM: £4,000
MAXIMUM : £100,000

1 YOUR TARGET

You will be asked how much you aim to raise by participating in the campaign.

Your target is the **total amount, or a partial amount**, that you need to deliver your charity's project. The funds to hit this target come from three different sources:

Pledgers - Key supporters of participating charities. They contribute to your matching pot by providing promises of funding. Pledgers can be major donors, trustees, or any other significant supporter of the charity.

Champions - Partners of the Big Give. These are external funders who contribute to the matching pots and can be trusts, foundations, corporations or philanthropists. The Champion for the campaign is The Childhood Trust.

Online donors - Supporters of participating charities who make donations online when the campaign goes live. An online donor can be anyone who would like to donate to the charity but cannot have also acted as a Pledger to the same charity.

HOW ARE THE FUNDS ALLOCATED IN THE MATCHING MODEL?

Online donations are **FIRST** matched by your pledge funds, until these are exhausted

MATCHING POT

Pledge funds

+

Champion funds

+

Online donations



Made via
theBigGive.org.uk

= TOTAL RAISED

STEP 3

SETTING YOUR TARGET

2

WHY IS IT IMPORTANT TO SET A REALISTIC TARGET?

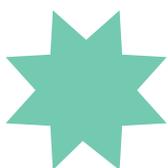
As your pledges are used first to match online donations before The Childhood Trust funds, you want to make sure you're able to hit your target in order to use all of the matching funds ring-fenced to your project.

How much Champion match funding will be allocated to my project?

- If your application is successful, you will receive some match funds from The Childhood Trust to add to your matching pot.
- You will either receive the same amount as you have secured in pledges or a partial amount.

MORE GUIDANCE ON SETTING A REALISTIC TARGET

- For detailed guidance on how to set your target, read our additional resource available on our site and in the Target section of the application.
- This will help you to plan your campaign strategically to ensure it is within your charity's capacity, giving you the best chance to access all available funding.



NB: The maximum your charity can secure from The Childhood Trust is **10% of its annual income** (as per accounts last filed with the Charity Commission or other regulator).

STEP 3

SETTING YOUR TARGET

3

HOW YOU WILL REACH YOUR TARGET

Once you have entered your campaign target, you will be required to show why you think it is achievable by answering questions on how you aim to raise both **pledges** and **online donations**.

To respond to these questions successfully, you need to demonstrate an in-depth understanding of your donor database. We recommend addressing the following:

Pledgers

- Who can you approach to give at least £100? (e.g. major donors, corporate supporters, trustees)
- What existing relationships do you have and which new individuals or organisations might you approach?

Online donors

- What type of donors will you target? (e.g. individual givers, regular givers, major donors)
- On average, how many donors will you approach?
- How will you approach these donors? (e.g. individual approach, telephone call, email campaigns, event, social media, etc.)
- Give examples of when your charity has previously raised similar sums of money (what worked well, what did you learn, what would you do differently for this campaign?)

STEP 4

Key Details

This section confirms more about your charity including your beneficiaries, reserves, previous funding and contact details.

1 YOUR PROJECT/CHARITY

- You will be asked about the number of beneficiaries you will be working with.
- You will be asked to indicate whether you have a safeguarding policy and to share any additional information you have about this.

2 YOUR RESERVES

- 'Reserves' means the money a charity keeps aside to protect it against drops in income or to allow it to take advantage of new opportunities.
- As part of your application, we require you to share your **reserves policy** with us to explain why you are setting money aside rather than spending it on your charity's aims. Your charity's reserves policy should be available in your annual report.
- For detailed guidance and examples of reserves policies, please visit the [Charity Commission website](#).
- You will be asked to disclose the **amount your charity currently holds in free reserves** from the most recent information you have available, stating the date.
- Here you will need to explain any differences in your current reserves level to the amount stated in your reserves policy.

STEP 4

KEY DETAILS

3

PREVIOUS SOURCES OF FUNDING RECEIVED

To better understand your charity's fundraising practice, we ask you to list up to three recent sources of funding of which you are most proud. This helps us to understand what sources of funding you currently receive and which other funders have supported your work. These might be:



A GRANT



A SIGNIFICANT DONATION



A CAMPAIGN

4

HIGH PROFILE SUPPORTERS

You will be asked to list any high profile supporters who could help promote your campaign. (Please note this is not a requirement for taking part in the campaign.)



It is important to think about your wider network and new supporters as well as those who already give to your charity regularly. With a strong presence on social media, Big Give match funding campaigns offer an excellent opportunity to reach out to high profile individuals who may be able to offer your charity a boost.

5

We also give you the opportunity to list any **memberships, awards, accreditations** or other information about your charity's fundraising to **make your application stand out.**

STEP 4

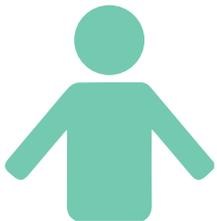
KEY DETAILS

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CONTACT DETAILS

This section will show the **name and email address** of your charity's registered Big Give contact. The Big Give will send all key information about the campaign to this contact so make sure it is correct. **They will need to check their emails regularly.**

You will also see your charity's postal address. Please ensure it is accurate as Champion funds will be sent to you by cheque.



You can update your Big Give contact and address by emailing us at **info@thebiggive.org.uk**.

STEP 5

CREATING YOUR PROJECT



Submitting your project

As part of your application, you are required to submit a project. A project can be for any part of a charity's work for which you wish to raise funds by participating in the campaign.

Funds raised in the campaign are **restricted** to the project that you submit at this stage of the application process.

If any changes are made to your project between the time you submit the project for your application and the live campaign, you must notify the Big Give immediately.

Selecting your project or uploading a new one

If you have already uploaded the project you wish to use for the campaign, you can simply select it from the list and proceed to the next step. Make sure the information is up to date if you already have a project listed and do not simply write over an old project as this will mean you lose access to it.

If you need to upload a new one, follow the instructions (see next page).

NB: Uploading a project in your Big Give account area is **NOT** applying to the campaign.

You must select your uploaded project in step 3 of the application process and continue until all steps of the application form are complete.



STEP 5

CREATING YOUR PROJECT



Uploading a new project

To upload a new project, click on the button at the bottom of the page in the 'Project' section of your application, as shown below:

UPLOAD A NEW PROJECT

This will **take you away from the application process** and back to the 'Project' upload area in your Big Give account.

You will be required to enter information for each of the areas listed below to successfully upload your project.

- Overview
- Need
- Aims
- Success
- Communication
- Budget
- Background
- Why your charity?

Remember that your submitted project will be **reviewed by The Childhood Trust**, who will decide whether they wish to fund your project, and **to existing and new supporters**. Taking care over the content and accuracy of your project is therefore extremely important.

When you have uploaded your new project, you must **go back to your application** and select it from the list to proceed.

STEP 6

SUBMIT YOUR APPLICATION



Submitting your application

To submit your application, you must ensure that you have selected a project from the list (see below). Select your project using the black button.

| Project Name | Actions |
|----------------|---------------------------------------------------------------------------------|
| 1 Test project | EDIT VIEW SELECT & SUBMIT |

Finally, review your application summary and ensure the information is correct before clicking on the submit button. **You must click submit for your application to be recognised.**

Please review your application summary before final submission.
To edit any of the information select cancel and return to the relevant section using the back button.

| | |
|--------------------------------|------------------------------------------------------------|
| Your chosen project: | Project test |
| Your last annual income: | £1,000,000 |
| Your Summer Give 2018 target: | £10,000 |
| Your pledge target: | £2,500 |
| Your potential Champion offer: | £2,500 |
| Your contact name: | Rachel Earnshaw |
| Your contact email: | info@thebiggive.org.uk |
| Your contact number: | 0209999999999 |
| Your charity address: | The Big GiveDragon Court, 27-29 Macklin Street WC2B 5LX |

I, , confirm I have authority to register this charity for the Summer Give 2018.
 I confirm that I understand the Summer Give 2018 and have read the [essential documents](#) and agree to the [Terms & Conditions](#).

You will then be taken to the campaign Dashboard.

CANCEL

SUBMIT >

NEXT STEPS

STAGE TWO APPLICATION



When you submit your Stage One application, you will be automatically entered into Stage Two of your application.

Stage Two requires you to collect **pledge promises** from your charity's key supporters.

For full guidance, please refer to the **Pledge Guide** in your campaign dashboard.

MORE QUESTIONS?

Get in touch



@BigGive



The Big Give



SummerGive19



BigDinner19



info@thebiggive.org.uk

