

Pre-application Q&A

20 June 2023, 11.00am to 12.00pm

Panel

- Gina Crane, Director of Communications and Learning
- Veda Harrison, Director of Creative, Confident Communities
- Genevieve Ford-Saville, Funding Manager
- Luna Dizon, Communications Manager

Welcome and plan for the session

- Quick introduction to Esmée
- What we don't fund and what we're looking for
- What we consider when making decisions
- Application process
- Q&A

About Esmée

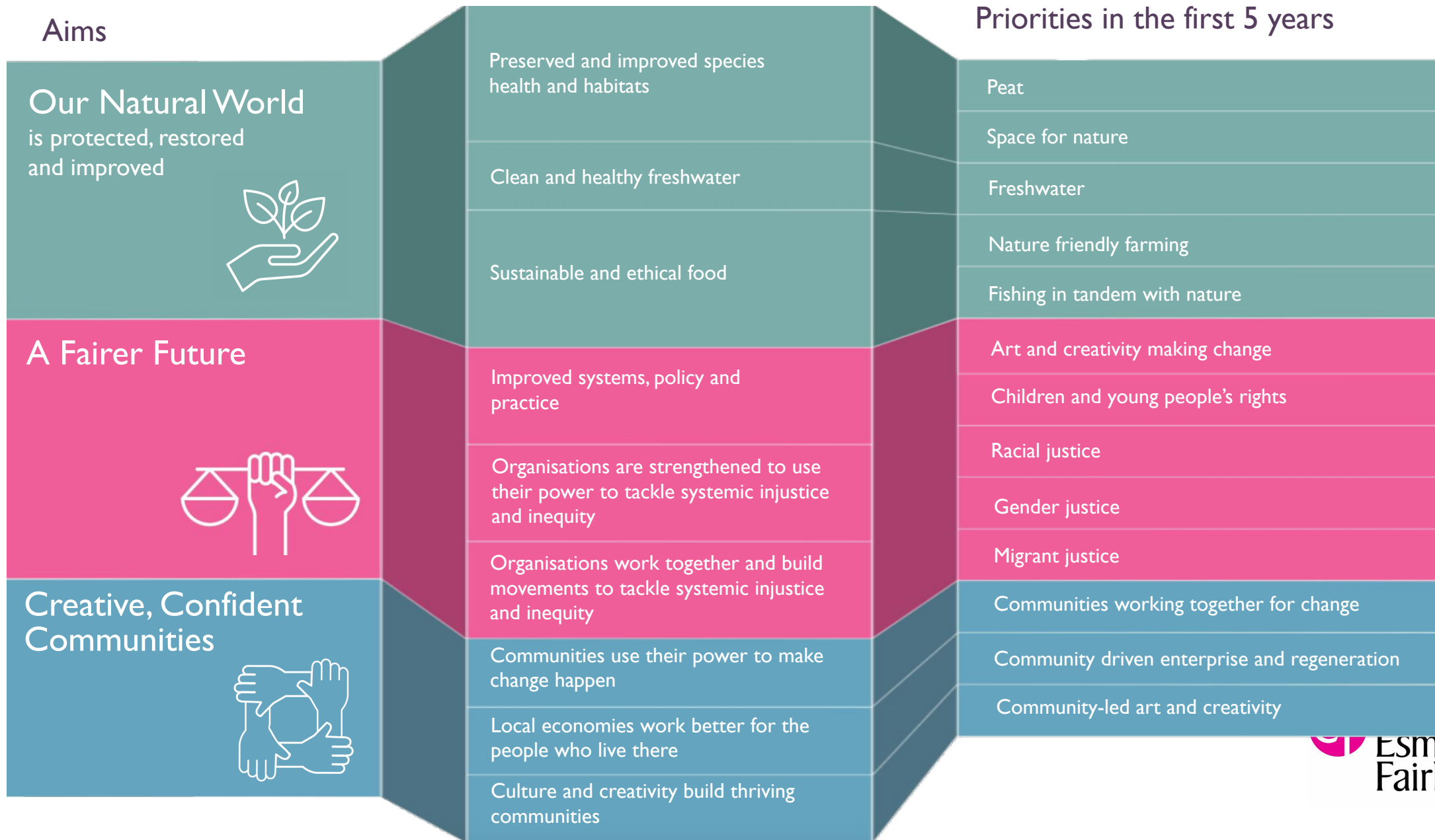
We aim to improve our natural world, secure a fairer future and strengthen the bonds in communities in the UK.

We want to play an active role ourselves, using our **range of tools** to effect change.

As well as **grants**, we also make **social and impact investments, convene and broker alliances, commission research**, and use our **influence** to achieve our goals.

Strategic framework

Impact goals by 2030



Grants – in numbers

£40m to £50m yearly grant budget

200 grants awarded a year (roughly)

41 Esmée staff including **16** in our funding team

65% grants awarded are for core or unrestricted costs

3 to 5 years term for the majority of grants (we have no minimum/maximum)

3% success rate for “cold” expressions of interest

What we don't fund

- Work that is not legally charitable.
- Work that does not have a direct benefit in the UK.
- Organisations with an annual turnover of less than £100,000 (see our [FAQs](#) on [how we assess turnover](#)).
- Organisations without at least three non-executive trustees or directors.
- Organisations without an asset lock or other general term designed to ensure that the assets, including any profits generated, are used for the benefit of its community or to further its activities or mission (see our [FAQs](#) on [kinds of organisations we support](#)).
- Grants for less than £30,000.
- Grants to individuals.
- Capital costs including building work, renovations, and equipment (the exclusion applies to grants only, we may make social investments for these).
- Academic research – unless it can demonstrate real potential for practical outcomes.
- Healthcare with a clinical basis, including medical research, hospices, counselling and therapy, arts therapy, education about and treatment for drug and alcohol misuse.
- Independent education – by this, we mean work which takes place or is delivered by fee-paying schools.
- Work that is primarily the responsibility of statutory authorities.
- The advancement of religion.

What we're looking for

Applicants must show that they are:

- **Leading the way** themselves, or as part of a collaborative movement or partnership.
- **Driving change for the future** by breaking new ground, or by using tried and tested models to push things forward.
- Aims to make a lasting difference, reaching beyond those directly engaged to **influence policy, practice and behaviour**.

What we're looking for

We're also interested in:

- **Unusual collaborations and ambitious partnerships** – operating regionally or nationally, and involving or engaging a range of charity, public sector or corporate stakeholders
- Work which makes **connections across our aims**
- **Communities or people most affected involved in leading change**
- Work which uses a **preventative approach**
- Work that has practical plans to achieve and **sustain change over the long-term**

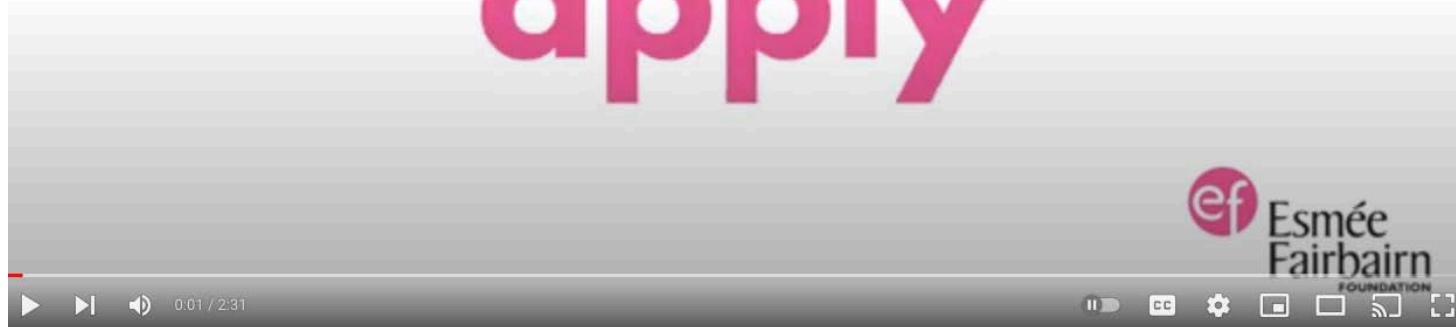
When making decisions, we consider:

- **Track record:** we look at successes, but also what was learned when things don't go to plan.
- **Connections:** how could this link to and complement other work we support, and increase the combined impact?
- **Broader context:** what are the opportunities and barriers? Who are the allies, and collaborators? What influence or leverage will the work have?
- **The difference our support could make:** what value could our funding and extra support add to this work?

Watch a short video on how to apply

6 steps to apply

If you can't see the video, you can [watch the video on YouTube](#).



Behind the scenes



Expressions of Interest (EOI) reviewed

EOIs are reviewed against our criteria and the outcomes we're working to in our strategy.

We get many more requests than we can fund so the EOI is intended to be quick – to avoid people investing more time applying if it is unlikely we will fund the work.

[Learn more about the main reasons for turning down applications.](#)



Applications considered at staff meetings

We invite applications we progress further for a conversation to learn more.

These applications are considered at regular staff meetings. The team consider potential opportunities in line with our strategy and other work we fund, and whether to progress the application and invite to full proposal. This is based on what we believe is the most effective use of our resources.

Applications in 2022

832 eligible EOIs reviewed (requests totaled £150m)

53 were withdrawn by the applicant

152 were invited to submit a full proposal

4.4% of 'cold*' EOIs invited to full proposal

* Cold applications do not include follow-on grants or those we have proactively invited.

Support applying and further information

- [Accessibility-related support](#)
- Our online [FAQs](#)
- Search our [funding data on GrantNav](#) (you can also use the tool to find funding data for other funders – [tips for using GrantNav](#)). We also share stories of work we've funded on our website under the relevant funding priority.
- Watch our previous webinars for more on our strategic aims:



[A Fairer Future](#)



[Creative, Confident Communities](#)



[Our Natural World](#)

Other useful resources

- Information on [other funding sources](#) including a comprehensive guide to fundraising for small organisations and links to funding directories.
- [Useful sector resources](#) on a range of topics including fundraising, legal, campaigning, digital and safeguarding.



For more information:
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