



Applicant Guidance

Please use this document to help you complete your application to the John Lewis Foundation

The Foundation seeks to advance general charitable purposes, acting alone or in association with others, by such charitable activities as the Trustees shall determine, to include (without limitation) charitable activities designed to benefit the communities in the UK and overseas in which those who produce products for John Lewis stores lives and work

Introduction

Principle 7 of the John Lewis Partnership's Constitution outlines our approach to our social responsibilities in the community:

The Partnership aims to obey the spirit as well as the letter of the law and to contribute to the wellbeing of the communities where it operates.

The John Lewis Foundation was established in 2007 to improve the wellbeing and local environment of communities that support the John Lewis business both in the UK and overseas. This initiative is in line with the John Lewis Partnership philosophy of sharing company benefits with all those who work for and contribute to the group.

Eligibility

As the Foundation exists to support communities in need that support the John Lewis business, there are certain criteria for eligibility:

1. the project must benefit communities in which there is a John Lewis store, supplier, manufacturer, distribution hub, call centre etc.
2. the Foundation may support charitable initiatives as defined by law, BUT the Trustees have the right to prioritise projects with certain objectives. Currently the Trustees are investing in disadvantaged communities that support the John Lewis business throughout the world to acquire relevant skills required for meaningful employment.
3. the project must be inclusive of all parts of society, non-denominational, and non-political. A project run by an organisation with i.e. a particular religious ethic or way of thinking may be considered, as long as the project does not exclude individuals who are not of that religion or way of thinking and does not seek to promote or propagate that religion or way of thinking as part of the project.
4. the project must not be a course, conference, festival, expedition, overseas travel, fundraising event, reception, lecture, respite break or holiday
5. the project must not be for sponsorship, whether individual or group

For more general guidance, the Trustees are looking for projects that:

- are sustainable and create a quantifiable legacy
- demonstrably improve social inclusion
- beneficially impact the wider community
- measurably further understanding and community cooperation

The Trustees are happy to co-fund projects with other donors but, due to the restrictions of the Foundation's remit, they need to be satisfied that funds are being used for initiatives and objectives that meet the Foundation's criteria. The Trustees therefore prefer to fund a discrete project or a discrete area of a larger project rather than provide top-up or shortfall funding.

The Trustees prioritise projects that achieve maximum benefit for the greatest number of people.

Before applying please check your project against the following questions.

In order to meet the funding criteria and be within the current discretionary priority group, you'll need to be able to answer 'yes' to all these questions:

- Is my organisation a registered charity or a Community Interest Company, or can I demonstrate that my project is a charitable activity?
- Does the project fall within the list of Charitable Purposes as detailed in the Charities Act 2011?
- Will my project focus on an area of need within a community that supports the John Lewis business, and is it designed to benefit a large group of people?
- Does my project focus on improving the local environment, employability, or social inclusion within the target group?

In order to meet the funding criteria and be within the current discretionary priority group, you'll need to be able to answer 'no' to all these questions:

- Is my organisation a pressure group or campaigning organisation?
- Does my project aim to promote religion or politics of any kind, and does it exclude any part of society?
- Is my main objective to purchase or renovate a building or any other capital item, fund consumables, recreation, holiday or respite care, courses or conferences, or to provide sponsorship for an individual or group?
- Am I seeking 'top-up' funding for a large project, 'shortfall' funding, or funding for core costs or on-going activities?

As applications take time and resource to prepare, we recommend that unless you are *fully eligible* you seek funding from a source that is set up to cover your area of interest. If you have any further questions on eligibility, please contact us on: johnlewisfoundation@johnlewis.co.uk

How to apply

Download the Application Form from our website www.johnlewisfoundation.org and complete.

Section 1 - *about you and your organisation.*

This is for all the contact information and the details of those responsible for the actions and activities of your organisation.

Section 2 -

Brief outline of the project:

This is where you should make your eligibility criteria clear - location, beneficiaries, activity, objectives etc. If there's anything that makes your project unusual, innovative etc. it should be flagged here. There will be an opportunity to explore that aspect in more detail later in the application form.

Funding secured:

If you already have funding towards the project, either pledged or guaranteed, the Trustees would like to know, especially if you're allocating certain aspects of your project to funds from particular donors. The Trustees are happy to contribute to larger projects, but this is the place to highlight the discrete area of your project, or the type of work within your planned initiative, that will be supported by the Foundation.

Volunteering opportunities:

The Partnership takes its commitment to working with communities very seriously and is always interested in offering Partners opportunities to become involved with local charities on an individual level. The Foundation may be able to offer funding to your initiative but the individual input and commitment of John Lewis Partners can bring immense value, and helps to create sustainable relationships with charities.

Project management:

The Trustees are looking for a well-structured plan expertly delivered. They want to see how the funds will be allocated and managed, as well as how the project operations and non-financial resources will be organised and overseen. This is also the place to outline your reporting structure so the Foundation can understand the systems in place for supervision, analysis and review.

The beneficiaries:

There may be a range of beneficiaries both direct and indirect. This is where you can demonstrate how your initiative will affect the communities in which it will operate.

Many projects have important knock-on benefits within the social groups and localities in which they're run and the Trustees are interested to know about these.

Measures of success:

The Trustees need to be sure that a project has a clear picture of what it aims to achieve. This is the place to give details of the metrics and evaluation tools you'll apply to your objectives. You should demonstrate how you'll assess the quantitative outputs as well as the qualitative outcomes, giving at least three examples of each. The Trustees will be looking for detailed and supported projections of beneficial impact.

Once you've completed the Application Form, collect together the required supporting documents as listed at the end of the Application Form. Incomplete applications can't be submitted to the Trustees for consideration.

Send the full application package by email to johnlewisfoundation@johnlewis.co.uk

What happens next?

The John Lewis Foundation Coordinator will acknowledge your application. It will then be assessed for eligibility and to make sure all the required information is included.

The Coordinator will contact you to let you know if your project is ineligible, or to ask for any further information that might be required.

If your application is eligible, the Foundation Coordinator will also perform due diligence checks before submitting the proposal to the Trustees. The John Lewis Foundation reserves the right to share the information it receives in relation to grant requests with other relevant parties to verify the application.

Please note:

There are no deadlines for submitting applications. The Trustees meet on a regular basis every three months; applications that are not ready for inclusion at one meeting will simply be included in the next.

Project Assessment

The Board of Trustees will assess your application using the following guidelines:

Eligibility

The proposal must clearly demonstrate that the project is eligible, as outlined above. Projects offering benefit to the wider community are of particular interest.

Leverage

Proposals can show how Foundation funds could be used to leverage other funding streams - public or private - either to share project costs or to improve an individual project's impact relative to the financial contribution.

Innovative and Difficult Projects

Is this an opportunity to fund a project that is innovative or which targets difficult issues that don't normally attract funding?

Success

What is the likelihood of success based on previous projects, background studies, or the details of the proposed work plan?

Impact

Projects that deliver the maximum positive impact to the greatest number of beneficiaries will be prioritised.

Sustainability

How sustainable is the initiative? If the project is already ongoing, such as health or education facilities, is it solely reliant on funding from the Foundation to succeed? Projects that clearly demonstrate plans to become self-resourcing will be prioritised.

Political and Cultural Sensitivities

Overseas initiatives must demonstrate that they are culturally and politically appropriate, perhaps with supporting information from international charities or local NGO's experienced in the proposed project area.

Project Management

Proposals that clearly outline how the project will be managed, benchmarked, and evaluated will be prioritised.

The Trustees' decision on whether or not to fund your project will be communicated to you as soon as possible after the relevant meeting. Please expect to wait up to four weeks after the meeting to learn whether your application has been successful as no decisions can be communicated until the Minutes of the Meeting have been agreed.

If your application is successful the Coordinator will arrange to transfer the agreed funds to your organisation's bank account.

In order for this to happen the Foundation will need your bank details on headed paper and, depending on the size or duration of the project, a Memorandum of Understanding will be signed.

You will also need to supply the Foundation with copy and images that can be used on the Foundation's website. Frequency of follow-up reports will also be agreed at this stage.

The Foundation reserves the right to use information about the project and to edit copy if required.

If your application is unsuccessful, you're welcome to contact the Coordinator for feedback.

Applying again

The Foundation has no restrictions on the number or frequency of applications it will accept from an organisation. However the Foundation has limited funds so, if you've been awarded funding already, the Trustees may choose to support a similar project run by a different organisation.

If you've not been successful in securing funding for a project, please don't simply re-submit an application for the same project. You can reshape your project using the feedback given if appropriate, and then re-apply, or wait until you're planning a new eligible project and apply for funding then.

Terms and Conditions

We aim to acknowledge all grant applications within one month of receiving them.

Grants from the John Lewis Foundation are made on the understanding that beneficiary organisations have agreed to the following general terms and conditions:

- (a) Grant recipients must provide copies of their bank details eg a photocopy of a recent bank statement or a letter from their bank (on headed paper)
- (b) Grant beneficiaries must acknowledge receipt of the grant payment, preferably by letter on headed paper, or if necessary by email, confirming that the funds donated will be spent on the project agreed by the John Lewis Foundation
- (c) No changes to the funded project can be made without the agreement of the John Lewis Foundation
- (d) The grant beneficiary will send a progress report and a copy of their annual report and accounts (if available) at the end of each year of the grant. For multi-year projects there is usually a requirement for six monthly reports as well as a final report
- (e) Where possible, the grant should be acknowledged in any materials that the beneficiary organisation produces in relation to the Foundation funded project
- (f) The John Lewis Foundation may include the name of the grant beneficiary in its publicity materials
- (g) Where appropriate, the Trustees may wish to visit Foundation funded projects
- (h) The John Lewis Foundation reserves the right to withhold a grant or require repayment if it is found that any false information has been deliberately supplied to the Trustees
- (i) The John Lewis Foundation reserves the right to withhold a grant or require repayment if the beneficiary organisation becomes insolvent or goes into receivership, administration or liquidation and the grant has not already been spent on its intended purpose
- (j) The John Lewis Foundation reserves the right to share the information it receives in relation to grant requests with other relevant parties to verify the application
- (k) Sometimes additional conditions may be included by the Foundation, to account for specific aspects of a particular grant.