



## Applicant Guidance

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

*The Foundation seeks to advance charitable purposes, acting alone or in association with others, by such charitable activities as the Trustees shall determine, to benefit the communities in the UK and overseas in which those who support the John Lewis and Partners business live and work.*

***Although permitted to support an activity recognised as charitable in law, the Trustees are currently exercising their prerogative, and prioritising projects that offer skills and training which lead to sustainable and meaningful employment.***

***In recognition of the significant time and resource required to prepare an Application, the Trustees recommend that applications for projects that do not fit this criteria are directed elsewhere.***

## 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 and Partners 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 and Partners business, there are certain criteria for eligibility:

1. the project must benefit communities in which there is a John Lewis and Partners 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 and Partners 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, leisure or sporting activity, sponsorship of any individual, group or company, or to be designed to up-skill staff or others who already have qualifications which would enable them to gain employment
5. **the Foundation is unable to offer grants for core costs** which the Trustees understand to include, but not be limited to, salaries or salaried posts, service charges and general overheads, administration and management expenses; **capital costs** including IT equipment,

building construction or refurbishment, transportation or other items the Trustees deem to fall into this category; **preparation or development** of teaching materials, computer programmes, or apps; **marketing or promotional activities, venue hire and other consumables.** The Trustees are at liberty to decide what they consider to be 'core costs' and their decision is final.

For more general guidance, the Trustees are looking for projects that offer training and skills which enable disadvantage individuals to fulfil their potential. These projects should be:

- sustainable and create a quantifiable legacy for the beneficiary
- demonstrably improve economic independence and social inclusion
- positively 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. They 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 require a breakdown of how any grant will be spent. Please include this in Section 2 of the Application Form.**

The Foundation will 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 UK registered charity or Community Interest Company, or can I demonstrate that my project is a charitable activity?
- Does my project focus on practical skills and training specifically designed to increase the employability of the disadvantaged within a community?
- Will my project support communities in which the John Lewis and Partners business operates?
- Is my project designed to benefit a large number of people and improve social inclusion within the target demographic?

***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 objective to acquire funds to cover any of the exclusions listed above in Eligibility points 4 and 5, or am I seeking top-up or shortfall funding, or a grant for an ongoing activity?
- Is my project designed for beneficiaries who are unlikely to be moving in to the workplace at the end of the project i.e. children, the elderly?

As applications take time and resource to prepare, the Trustees 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](mailto:johnlewisfoundation@johnlewis.co.uk)

**How to apply**

Download the Application Form from our website [www.johnlewisfoundation.org](http://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. **Please note** - as well as your charitable status and registered number we need to know what the underlying legal structure of your organisation is i.e. public limited company, limited liability partnership etc. and all associated registered numbers.

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. This is also where you should include the breakdown of your project costs so the Trustees can understand how any grant will be spent.

*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. Please be sure to highlight the experience that your organisation, or individuals within your organisation, can bring to the project. 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 evidenced projections of beneficial impact. When citing target success rates please give numbers of beneficiaries likely to complete the project successfully, and what % of your intended cohort this represents.

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](mailto:johnlewisfoundation@johnlewis.co.uk)

John Lewis and Partners aims to minimise the use of paper; please do not send a hard copy of your application.

### **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 in line with the GDPR.

### **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 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 a minimum of two 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, copy, and images in any communication, internal or external, connected with the activities of the John Lewis Foundation, 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 e.g. 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 six monthly or annually as agreed and a copy of their annual report and accounts (if available) at the end of each year of the grant.
- (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 as permitted by the 2018 GDPR.
- (k) Sometimes additional conditions may be included by the Foundation, to account for specific aspects of a particular grant.