



GUIDANCE ON COMPLETING YOUR 50@50 APPLICATION

Most important

Make your answers concise and relevant to the question asked – there are word count limits in all the answer boxes.

Please don't:

- recap the history of your charity - we know you all do great work; or
- feel obliged to fill up all the available space: or
- attach other documents, presentations or similar to your application. We won't read them.

What we are looking for in your answers

1. Tell us how your charity makes a difference to the people, cause or sector it supports (250 words max)

Thinking about your charity in general terms, tell us what you do, how much of it you do and whether anyone is better off as a result. For example:

- We support [these people/this sector] with [this need] by doing [this thing] which results in [this improvement]. In the last year we supported [this many] by doing [these things] which resulted in [this happening].
- We support people with condition x by providing therapy and peer support helping them to manage their condition and reduce feelings of isolation.

2. Tell us how you measure the effectiveness of the charitable work you do (200 words max)

How do you know that the work you do is having a positive effect? Explain here what you do to make sure your interventions or services have the desired outcome. For example:

- How many people with addictions are off drugs or alcohol – after the course? 6 months later? - one year later?
- How many people report positive improvements in their condition / mental health / wellbeing / ability to live independently as a result of your support?
- What data do you collect to provide evidence of this e.g. participant feedback, external assessment?

3. Tell us what difference an award of £10,000 would make to your charity (200 words max)

You don't have to tell us exactly how you would spend the money as the awards will be in the form of unrestricted funds which you can use as you see fit. However, if you would use the award for a specific project, tell us so in this section.

Alternatively:

- Would it replace lost income from a cancelled fundraising event?
- Have you deferred a project, purchase or recruitment for lack of funds?
- Have you reduced your services through lack of funds?
- Have you had major outgoings in the last year which have drained your reserves?
- Do you have a waiting list of people needing support?

The answers to this question will help us decide which charities would benefit most from an award of £10,000 so be specific about how an injection of funding would help you.

4. Tell us how you collaborate with other charities and organisations in your sector (200 words max)

Increased collaboration between charities was one of the founding principles of the AJC and one we still encourage today. What we want to know is how you interact with other organisations in your sector. That could be by participating in one of the Cluster Groups which involve Government and other relevant agencies; by sharing resources; by organising joint projects; or even by organising events using your expertise to raise money for other charities.

Even if you don't run any collaborative projects, are you aware of other organisations in your sector? Have you taken steps to make sure there is no duplication of services for the people or cause your support? Is there more you could do?

To be clear, you don't have to spend your £10k on a collaborative project, we just want to know that you don't operate in isolation from all other relevant support services.

5. Which of the following have you achieved in the last 18 months? (500 words max)

You'll need to have achieved at least one of the four options in order to receive an award – but not all four and don't try to give an example of each. Focus on the one (or two) which you think best represent your achievements.

- We're looking for examples of innovation and change in response to the pandemic to demonstrate just how much of a difference our member charities make to the community.
- Maybe you did something completely different from your usual activities or rethought your operations. How did you support your staff and volunteers if they were isolating or working from home (or even continuing to work in the community)?

And finally, so that not everything is about Covid, have you taken steps to improve the sustainability of your charity? Succession planning on the Committee? New systems? Reducing your carbon footprint? Anything which would ensure that you can keep delivering your vital support to the community in the future.