

Cabinet Office

Local Charities and Community Groups Match Fund

QUESTIONS AND ANSWERS

On 8th August 2016, the Office for Civil Society (OCS) launched an open competition to select a national fundraising campaign to support, which encourages giving to different local charities and community groups. OCS will support this campaign with at least £250,000 of match funding, which should be used to match donations made by the public during the campaign to eligible local charities and community groups. This document summarises responses to questions received.

SUMMARY OF PROGRAMME

Through the competition process launched on 8th August, the Office for Civil Society will select a national fundraising campaign to support that incentivises giving to **different** local charities and community groups. In particular, we are looking to support a campaign with potential to reach all areas of England, helping different local charities and community groups to raise money in regions across the country.

We are therefore seeking applications from organisations with the expertise and capacity to deliver such a campaign. The Office for Civil Society currently anticipates selecting **one campaign** to support.

This open competition is therefore the first stage in a multi-stage process. **The opportunity for different local charities and community groups to benefit from the campaign and Government's match-funding (that will be released through the campaign) comes at a later stage.** The whole process is summarised in the diagram below:

1. Selection of Campaign

Through this open competition process, the Office for Civil Society will select a national fundraising campaign to support which incentivises giving to different local charities and community groups.

The successful campaign will have the potential to reach across all areas of England, so that different local charities and community groups across the country raise money. It will be delivered by an organisation that has experience of delivering match-funded, fundraising campaigns that benefit the whole or part of England.



2. Finalise Value of Match Fund Pot

The Office for Civil Society will support this campaign with a contribution of at least £250,000 to a match fund pot. The successful provider will expand the size of the match fund pot, before the campaign commences, by generating additional support from philanthropists, foundations and/ or others.



3. Running of the Campaign

The successful provider will then run the campaign to encourage the public to donate to different, eligible local charities and community groups.

We envisage that donations made by the public will be matched by the money in the match fund pot discussed at stage 2. For example, one approach might be that when a member of the public donates £5 to an eligible local charity or community group through the campaign, their donation is matched by £5 from the match fund pot. (Please note this example approach is purely for illustrative purposes.)

So it is at this stage that different local charities and community groups will benefit from the fundraising campaign and the match funding, subject to their eligibility.

1. Applications for funding

Please see the summary of the programme above.

As part of the process of selecting the fundraising campaign to support, Office for Civil Society will give careful consideration to how applicants propose to define which local charities and community groups would be eligible to receive match-funding for their fundraising through the campaign.

2. Limitation on capital costs

Please see the summary of the programme above.

This open competition therefore relates to selecting the organisation(s) that will deliver the fundraising campaign that in turn will encourage giving to different local charities and community groups.

The limits on capital spend at this stage relate to the organisation(s) that will deliver the fundraising campaign. We would not envisage significant capital spend related to delivering the fundraising campaign.

3. Definition of ‘local charities and community groups’

Please see the summary of the programme above.

As part of the application process, we have asked whether, and how, applicants would define “local charities and community groups” for the purposes of this campaign and will consider the approach put forward by each applicant.

4. Use of match funding

Please see the summary of the programme above.

We have asked applicants to set out how they would grow the match fund pot, on top of the £250,000 contribution from government, before the campaign commences. We have also asked, when running their fundraising campaign, how they would release the match funding (intended to match public donations), including the intended match ratio. We haven’t specified percentages of funding to come from different streams. We will assess the approach put forward by each applicant when scoring the application.

5. Criteria relating to ‘campaigns that benefit the whole or part of England’

Please see the summary of the programme above.

Because this open competition relates to selecting the organisation(s) that will deliver the fundraising campaign (that in turn will encourage giving to different local charities and community groups), we want the overarching fundraising campaign to have the potential to reach across the whole of England and this is a basic eligibility criterion that all applications must satisfy in order to be considered. It is also for this reason that an additional eligibility criterion is for the applicant to have experience of delivering match-funded, fundraising campaigns that benefit the whole or part of England.

6. Window for applications

Please see the summary of the programme above.

This open competition therefore relates to selecting the organisation(s) that will deliver the fundraising campaign, that in turn will incentivising giving to different local charities and community groups.

Our intention in setting the timeline is to give the successful campaign as much time as possible to set up to bring maximum benefits for locally engaged and committed organisations down the line.

7. Suitability of dates for Local Charities Day

At this stage, the Office for Civil Society has not specified any dates where Local Charities Day cannot or should not fall. There remains some flexibility on this date, and the timing of it may be influenced by the match fund proposals received. Applicants have been asked to set out how their campaign could align with plans for a Local Charities Day, and to detail whether there is any flexibility for the timeframe of the campaign to ensure best alignment with a Local Charities Day. The Office for Civil Society would expect relevant considerations, such as not competing for attention with other important events in the civil society calendar, to be factored into consideration. Applicants will also need to set out a convincing plan regarding their ability to mobilise the campaign by the proposed launch date.

8. Response to suggested start date for campaign

The application documents set out that the Office for Civil Society will consider applications to extend an existing fundraising campaign, or to set up a new one. We would need to see full details of the proposal, including an explanation of how the proposed campaign could align with plans for a Local Charities Day, before deciding whether this campaign, including the proposed timing, optimises the ability to deliver the outcomes we are interested in.

9. Preferences regarding how the match fund should be deployed, such as regular giving versus one off donations.

The intermediate and ultimate outcomes that the Office for Civil Society is interested in achieving through this match funding campaign are detailed in the theory of change, which is included in the guidance documents. Applicants are asked to explain how they propose to deploy the match funding to achieve these impacts, based on evidence.

10. Upper limit on the amount of match funding available

This fund provides flexibility for government to increase the size of its contribution to the match fund pot should there be a compelling opportunity to do so. Applicants have been asked to set out in their application form whether, should government be able to provide further investment to the match fund pot beyond the £250k, the campaign would be able to incorporate this into their plans at a later stage.

11. Notification of successful applicant

Interviews will take place on 26 August and the Office for Civil Society hopes to notify the successful applicant in early September.

12. Applications from locally focussed foundations

Please see the summary of the programme above.

This open competition therefore relates to selecting the organisation(s) that will deliver the fundraising campaign that in turn will incentivising giving to different local charities and community groups.

Your organisation is eligible to apply if it meets the eligibility criteria set out in the application form and further explained in the accompanying guidance document. You would need to be able to run a fundraising campaign that has the potential to reach across the whole of England.

13. Applications from organisations that do not have experience of delivering a match-funded fundraising campaign.

Only applications from organisations with experience of delivering match-funded fundraising campaigns that benefit the whole or part of England are eligible.

This is because Government wishes to support an organisation with a track record of delivering match-funded fundraising campaigns.

However please note that we will have a significant interest in applications that present partnerships capable of expanding the reach, eligibility and impact of a match funding campaign.

14. Eligibility if the project does not benefit local charities and community groups.

Only applications for fundraising campaigns that will benefit local charities and community groups are eligible.

This is because increasing the financial sustainability of local charities and community groups is the ultimate goal that the Office for Civil Society wants to achieve through this funding.