



WE DISCOVER, WE GROW

**Girlguiding**

# Grants to grow FAQs

Funded by WAGGGS and The UPS Foundation  
November 2019

## What is the purpose of Grants to grow?

Earlier this year, the Uniformed Youth Fund grant and funding from WAGGGS and The UPS Foundation enabled us to support 463 units to offer more spaces to girls so that they could positively impact on their lives. In total these groups had grown by 2,300 girls between 2018 and 2019 annual subscriptions, with 2,700 spaces still available based on their capacity information. The aim of this additional pot of money from WAGGGS and The UPS Foundation is to help us grow our membership further still, so that even more girls and young women can benefit from the amazing opportunities we offer at Girlguiding.

Grants to grow will enable 1,000 eligible units (where successful in applying) to purchase new programme materials that will benefit the whole unit and resources that enable leadership teams to give all new members a warm welcome into guiding.

## Where does the grant funding come from?

The grants are possible thanks to funding from The UPS/WAGGGS project [Delivering Diversity](#).

## Who can apply for a grant?

We want all units to be able to offer spaces to all girls who want to join, no matter where they're based or what financial challenges their local area is facing and hope these grants will help more units to do this. To apply for this grant, you should:

- Find your unit meeting postcode on the eligible unit postcode list on the [Grants to grow webpage](#) (eligible areas are units with postcodes in the most deprived 25% of areas across Cymru, England, Scotland and Ulster - as of October 2019 there were 3,866 eligible units in total)

Or

- Have 50% or more of your girls traveling to your unit from the top 0-25% of their countries LSOAs (Lower Super Output Areas) of deprivation - links and guidance as to how to do this is on the [Grants to grow webpage](#)

And

- Ways to welcome at least one more girl to your unit in the build-up to 2020 annual subscriptions (compared to 2019 annual subscriptions) - ideas from previous recipients can be found on the [Grants to grow webpage](#). Units listed who opened after 2019 annual subscriptions are also able to apply if they think they can welcome at least one more girl to their unit than what they had at the end of October 2019, come 2020 annual subscriptions
- Have a GO volunteer number, be over the age of 18 and have a link to the group you're applying for e.g. leader, helper, commissioner, treasurer.

We will only accept one application per unit, for one £50 voucher. If we receive more than 1,000 applications, we'll run a ballot after the closing date to decide who to allocate the vouchers to. Vouchers must be spent by Friday 28 February 2020.

## What counts towards more girls?

These grants are aimed at helping units to welcome more girls to Girlguiding, in what can be a financially difficult time. The vouchers can be used to purchase things like Unit Meeting Activity and Skills Builders packs, badge books and handbooks, programme badges, promise badges and certificates to engage and welcome your new members. A full list of eligible items will be available on the [Grants to grow webpage](#) from 10 December 2019 and be sent via email to all successful applicants. Here are some ideas from previous recipients as to how they grew their membership:

- run a bring a friend night
- advertise spaces in schools, local community spaces or via social media
- attend local fetes or community events
- run joint activities with feeder groups - there are lots of ways to help grow guiding.

Increased girl numbers can include young leaders, but we're encouraging units to look to increase their total number of girls registered to the unit at the end of February 2020, compared to what it was at the end of February 2019 (or October 2019 if they're a newly opened unit). We'll be looking at membership data at all three of these dates to evaluate the success of this grant and to shape any potential grants in the future.

## How do I apply?

If you've been emailed directly about this grant, then your unit should be listed on the list of eligible units, available on the [Grants to grow webpage](#). If you've heard about this grant another way, then you may still be eligible, please check above for guidance. Download an electronic copy of the application form from the on the [Grants to grow webpage](#) so you can see what info you're going to need before you start to complete the online form.

Applications are open from Tuesday 19 November 2019 to midnight Tuesday 3 December 2019. No applications will be accepted after this time. You need to complete the online form in one go and you'll get a message saying you've successfully submitted. Applicants will be notified on Tuesday 10 December 2019 if they've been successful or not and vouchers must be spent by Friday 28 February 2020.

If you are submitting a postal application please return it to Melanie Turland, Girlguiding, 17-19 Buckingham Palace Road, London, SW1W 0PT.

## Why didn't I hear about this?

This round of funding has focused on supporting units who meet in the top 25% areas of deprivation in England, Ireland, Scotland and Wales, based on Government Lower Super Output Area (LSOA) data for each country. Last month there were 3,866 units registered on GO as meeting in these areas, with 3,205 of these having the correct permissions for us to let them know about this opportunity. Marketing preferences can be updated on GO.

Data and mapping tools are available on our [Grants to grow webpage](#) along with guidance for all units to be able to see where their LSOA ranks in terms of deprivation. These can also be used to help units who may have girls traveling to their groups from these areas to see if they're also eligible to apply, please see above. We're unable to pull and use members personal postcode data from GO at present, so were unable to proactively contact these units. We do however welcome and encourage applications from units who think they meet the criteria detailed above.

## **Why only groups based in 0-25% areas of deprivation?**

Funding is limited so we had to decide on set criteria for this grant. The grants are targeted at supporting groups which meet or offer over 50% of spaces to girls living in the top 25% most deprived LSOAs.

Girlguiding's Being our Best (our current strategy) commits to grow guiding in all communities and this includes opening more groups in areas of deprivation where we currently have fewer guiding groups and lower reach.

## **What can I spend my voucher on?**

Each eligible unit can make one application, for one £50 voucher. Vouchers can be used to help purchase things like Unit Meeting Activity and Skills Builders packs, badge books and handbooks, programme badges, promise badges and certificates to engage and welcome your new members. A full list of eligible items will be available on the [Grants to grow webpage](#) from 10 December 2019 and be sent via email to all successful applicants. Vouchers are only valid for use via our Trading Service in Altrincham but can be used to cover postage and packaging. Vouchers must not be given as a gift to a girl/parent/volunteer. They must be spent by the unit, for the needs of the unit and its members by Friday 28 February 2020.

## **The new UMAC7's aren't out yet, can I still order them?**

Yes you can, but if your order includes any of the UMA7's then your whole order will not be sent out until they are launched at the end of January, all being well.

## **Why can I not spend my voucher in a local shop instead?**

As local shops and Trading Services don't have a shared system to register vouchers, and because of the financial reporting responsibilities and timescales involved, the grants were best managed centrally.

## **How much is available?**

We have 1,000 £50 vouchers to give to units in areas of deprivation this December. All vouchers must be spent by Friday 28 February 2020.

## **Why do I only have until Friday 28 February 2020 to spend the voucher?**

Our funding needs to be spent by the end of March and spend reports compiled for our funders.

## **How will applications be assessed?**

We will assess all applications on an individual basis to check the application meets all the eligibility requirements. If we receive more applications than we have grants, then we will randomly select groups to receive grants. All applicants will hear on Tuesday 10 December if they have been successful or not and vouchers will be sent out shortly after.

## **If I want to apply and am part of BGO or Branches, can I still benefit from a grant?**

We are in touch with BGO and Branches Commissioners to support your groups in a way that suits the unique needs of BGO and Branches. Don't apply using the online form.

## **When will I find out the outcome of my application?**

We will email successful and unsuccessful applicants on Tuesday 10 December.

## **If I'm successful, how will I receive my grant?**

If your application is successful, you'll receive an email on 10 Dec 2019. We'll also send you a letter with your £50 gift voucher in the post along with an order form shortly after. A full list of eligible items will be available on the [Grants to grow webpage](#) from 10 December 2019 and be sent via email to all successful applicants. The gift voucher can only be spent at Trading Service and must be spent by Friday 28 February 2020. When you've chosen what you would like to purchase with your voucher, you will need to send your order form and gift

voucher to Trading Service for them to process. You should receive your voucher by 25 December. If you haven't, then please contact Trading Service as it may have been lost in the post and need resending.

#### Terms and conditions:

- This voucher can be exchanged for goods at Girlguiding Trading Service only; it cannot be exchanged for goods at a local guiding volunteer shop, Girlguiding shop, Girlguiding Scotland shop or on the online shop ([girlguidingshop.co.uk](http://girlguidingshop.co.uk)).
- This voucher can only be redeemed by filling in an order form and returning it to Girlguiding Trading Service, along with this voucher.
- This voucher may be exchanged for goods of a higher price than the face value of the voucher on payment of the difference by cheque. If exchanged for goods of a lower price than the face value of the voucher, no refund will be given.
- This voucher can only be spent on certain items. You have been provided with a full list with this voucher.
- This voucher must be spent by 28 Feb 2020.
- This voucher cannot be exchanged for cash.
- Mutilated, damaged or defaced vouchers cannot be exchanged.
- No liability will be accepted for the replacement of lost, stolen or defaced vouchers.

#### **What happens after I've received my grant?**

The Growth and Insight team maybe in touch with you for a case study.

As part of our agreement with the funders we will need to report the number of girls supported through the project. We may also centrally pull what we call a sustainability report on successful groups to report internally and to our funders on the numbers of groups still open and the numbers of girls in those groups. We know that sometimes, despite a lot of effort, groups close and group numbers can decrease or fluctuate. We'd love all our grant funded groups to continue to grow and offer more spaces so we're including some information in emails/letters that might help.

We may also contact some groups to help us evaluate the grant.

#### **What happens if I haven't filled in my application correctly?**

We will try and contact groups about any minor gaps so you don't miss out due to a typo, but if an application is missing a large amount of important information then the application will be void.

#### **Why are you asking me for info that is on GO?**

We often find information missing on GO e.g. unit meeting place address. The information on GO might not be the same information applicants want to use for the grant e.g. they'd rather we emailed home address rather than main contact on GO. We will only use the information provided to confirm if you are successful or not, raise any queries and contact about case studies and evaluate the project in 2020. All personal information will be deleted once the grants are allocated.

#### **Is it first come allocation?**

This grant isn't allocated on a first come basis. We know that our volunteers work different patterns, have caring responsibilities and wider commitments that might make it hard to be ready to apply as soon as an

application form launches so have given a two-week window for applications - Tuesday 19 Nov to midnight Tuesday 3 Dec.

We will check all the applications meet the criteria, before randomly selecting those which we can fund, should we receive more than 1,000 applications.

### **I run multiple units - do I need to apply for each one separately?**

To make sure we fairly allocate money to groups and so that our application reports run correctly, you should apply for each unit separately. If you're applying for multiple groups and using some of the same information, you could fill in the details on a text document first and then you can cut and paste in.

### **I always run my group at maximum capacity so I can't grow anymore. Why can't I count girls who have replaced girls leaving - they're new too? Are there any grants for my group?**

Our funders want to help our charity grow and reach more girls, so don't fund the retention of existing places.

You might want to look at the other grants available nationally, regionally or locally. For example, [the unit in need grant](#).

### **What happens if our unit doesn't have more girls this subscription vs 2019?**

We know that sometimes, despite a lot of effort, groups close and group numbers can decrease or fluctuate. We hope that these grants will help you to engage and welcome more girls but understand that things don't always pan out as expected. We will be checking girl numbers for Feb 2019, October 2019 and February 2020 as to evaluate the success of the grant and shape any potential future funding.

### **Can I put the gift voucher towards a larger order?**

Yes, as long as you pay the remaining balance. Please see T&Cs above or on the reverse of your gift voucher.

### **Will I be able to get change if I don't spend the full £50?**

No. Please see T&Cs above or on the reverse of your gift voucher.

### **What happens if I don't spend my voucher by the deadline?**

Sadly, the voucher is not be valid beyond Friday 28 February and we cannot give any extensions due to the funder deadlines. Please see T&Cs above or on the reverse of your gift voucher.

### **Who do I contact if I have questions about the grant?**

If you have any further questions about the grant or the application process please email us at: [supporters@girlguiding.org.uk](mailto:supporters@girlguiding.org.uk)