



New Audiences Grant Scheme

Additional information and guidelines for preparing an application

The Vegan Society aims to provide positive, compelling experiences of veganism to public audiences through engaging and entertaining activities and events. The Society's new audiences' scheme is awarded to individuals and organisations running vegan events and activities to encourage non-vegans to go vegan and stay vegan.

We will typically fund projects up to £500 but most awards are around £200. You are strongly encouraged to contact the Society before submitting your application. This can help ensure your project meets our funding criteria and your application is more likely to succeed.

Our Grants Officer can offer practical support in terms of help, advice and selected resources along with discussing potential ideas for a project.

The Grants Officer can be contacted on 0121 523 1745 or grants@vegansociety.com

Objectives

The Society's new audiences' grant scheme aims to encourage and support the development of projects that are:

- Raising public awareness of, and engagement with veganism in a positive way
- Inspiring and enthusing public audiences, especially those not previously interested in veganism
- Reaching audiences beyond the classroom and vegan festivals
- Developing the communication skills of members and volunteers involved

Eligibility

The grant scheme is open to all who have ideas for projects that haven't been done before, though a preference will be given to Vegan Society members and volunteers. Previous recipients of Vegan Society grants are welcome to apply for funding, but the assessment panel will look for **significant development of the idea or activity in the new application**. Completed final reports from previous projects will be used by the panel during the assessment process.

Current members of The Vegan Society's Board of Trustees or staff are not eligible to apply for, or be associated with, a new audiences' grant.

Criteria for the grant scheme

Applications will be judged against the following criteria and should clearly demonstrate:

1. That the project is vegan-based and is exploring underlying concepts and issues, rather than just providing information.

2. How the project fits in with the interests of the target audience
3. Timeliness and relevance. Does your project link veganism to external events in the wider community, e.g. local science festivals, half-term activities in the local community, church fetes, local fairs or festivals etc?
4. Targeting specific audiences. We seek projects which listen to and talk with specific target groups of people. We are keen to work with people who face particular challenges or discrimination if they want to learn about vegan living.
5. Clear objectives for the project. Can you demonstrate the potential to make an impact on the target audience?
6. You have an imaginative or novel way of connecting new audiences with veganism
7. You can provide evidence of adequate and appropriate means of publicity to reach and attract the target audience.
8. You can provide good evidence of how many people your project reaches and how it has helped promote veganism in the long-term.
9. Your project is good value for money.
10. You can provide figures that show you have a plan to meet any gap between the money you need for the project and any grants you might have applied for, especially if you are not successful in getting the grants.
11. You have an understanding of practical and legal issues such as copyright, insurance, food hygiene and health and safety issues.
12. You have planned enough time to organise your event and advertise it.
13. You have thought about and have plans in place for if there are any obstacles or last minute changes.
14. That your project has long-term aims and is not just a one-off event. You should also have plans to raise further funds to help run future events that aren't relying on grants.

What we do not fund

- Projects that duplicate work done by The Vegan Society or other similar organisations
- Projects that are aimed at children in schools
- Projects that are part of an organisations usual programme of activities
- General purposes hardware or running costs
- Projects that do not fit with our aims and objectives
- Projects that are aimed at mostly or solely vegans – this fund is designed to pay for projects that target non-vegans to help them go vegan and stay vegan
- Non-vegan projects
- Projects that aim to make a profit
- Projects that are based purely or primarily on health-based benefits for going vegan, unless supported by a Vegan Society dietician
- Projects we have funded before - this is a grant scheme for new projects and we have a limited budget so cannot support the same projects year after year.

Completing your application form

Section 1

Main applicant's contact details: this is the person who is responsible for handling any grant money we award to you. This person is also responsible for reporting back to us, within the deadline, on the project.

Section 2

This section is for you to tell us briefly about your background and whether you, or anyone involved in the project, is a member of The Vegan Society. You do not have to be a member or volunteer of the Society to apply to the scheme, (though it is encouraged).

We will use this information to monitor the number of members applying to the scheme. If you have applied to the scheme before, then your final report and/or your previous application may be used by the judging panel to assess whether there has been some development from your previous project.

Section 3

This section is for you to tell us about your project. The panel needs to be able to get a clear idea of what you are planning to do from reading this section. It can help to get someone not connected to your project to read your application to make sure they understand what your project is about before you submit it.

3a. Project title (max 10 words) this title will be put on our website if your application is successful.

3b. i.) Project summary (max 250 words) this section should give a clear, but concise, description of your proposed project including:

- Overall project aim(s) (what you plan to achieve)
- Target audience (who you plan to reach)
- Audience size (how many people you hope will be there)
- Date(s)
- Location (please include postcode wherever possible)
- A brief description of what you are planning to do, including the names of other people helping out with the project
- What your key vegan messages are and how they will be communicated
- Target audience age range and size Even if you have included this information in the project summary, please add the age range and overall size of your intended audience in these boxes.

3c. Project aim and objectives (max 300 words) In this section you should outline your project objectives and how you plan to meet them, in other words what you are setting out to do and how you plan to achieve it. These could be bulleted if you prefer.

For example:

Aim: To engage with families at a local community run event.

This project has three objectives:

- Raising awareness of veganism in relation to climate change. This will be achieved through a number of specially designed hands-on activities that explore these issues (briefly outline what the activities are).
- Reaching a non-vegan audience through working in partnership with the community organisers. This event receives 1500 visitors (mainly families)
- Providing volunteers with the training and support needed to participate safely and effectively in public outreach opportunities. Volunteers will attend a half day workshop.

The panel will use this section to judge whether you have a clear idea of what you hope to achieve and how you plan to achieve it.

3d. What area(s) of veganism will your project include and how will it be communicated? (max 200 words)

You should describe the vegan content of your project. If there are any workshop leaders, speakers or consultants then include their names and their roles. The panel will be looking for evidence that the vegan content will be accurate and well communicated.

3e. How will you promote your project to reach and attract your target audience?

This section is for you to demonstrate that you have thought about how you can get your target audience involved in your project. The panel will be looking for evidence that you have considered any challenges there may be reaching your audience involved.

3f. How will you promote The Vegan Society within the project?

It is a condition of the award that you recognise and promote The Vegan Society on any marketing and event materials produced for the project and in any media work you do. We would like to see ideas for other ways you could promote The Vegan Society, e.g. will you be doing a membership and/or volunteer drive? We are happy to send you membership forms, just contact the Grants Officer. We may also send you collection tins so that your event can help us support more outreach projects in the future.

3g. How will you know if your project has been successful?

The panel will be looking for evidence that you have thought about how you will evaluate your project against its aims. Will you need to do any surveys before your activity to help you understand your audience better and make the event a success? Think about what information you will need to obtain during or after your activity to put in your report to The Vegan Society and to help you plan if you run the event again in the future. Remember, questionnaires are only one way of collecting information and may not be appropriate for your activity.

3h. Additional comments / evidence in support of your application.

This is your opportunity to tell us why you think this project is important. It may be that you know there's a particular demand within the target audience. Or maybe you have evidence to show why your activity is particularly relevant to your target audience. The panel will also be looking for evidence that you have considered any legacy to your project. This could be how your activity will be shared with others or used again in the future. Or it may be a skills legacy, whether you, or others, can use the learning that you have obtained from carrying out this project to do something else in the future.

Section 4 Financial Details

In this section you need to make it very clear what the grant will be used to pay for. Read the exclusions in the criteria above. If you have any questions about what can and cannot be funded then do contact us before you submit an application.

Remember that amounts up to a maximum of £500 can be requested, but the usual amount awarded is around £200. An application for a project that will reach a lot of people and shows a lasting effect is more likely to succeed at the higher end of this scale.

4a. Please let us know the total cost of your project: This refers to the overall cost of the project which could be higher than the amount you are applying for.

4b. How much grant money are you requesting from The Vegan Society? Our maximum award is usually around £500. Unless the project is highly innovative and sustainable over the long-term we will generally award between £200-£400.

4c. Is there an admission fee to your event? Are you charging the public to come into your event, for refreshments or to participate? The panel prefer free to access projects and will use any fees charged to decide whether your activity is accessible for your target audience. Remember to include this income in your budget breakdown.

4d. Give a detailed breakdown of total cost and clearly indicate the costs that will be covered by the grant. Please show how you plan to cover the costs not met by this grant. The panel needs to see exactly what the grant will be covering and whether the money you are asking for is being spent well.

For example, if you are paying for speakers, then the panel will look at whether this cost appears to be good value for money. The size of the audience you expect, the cost per person and what type of event you are planning will all be used to assess this.

You will also need to indicate how you plan to cover the costs not covered by this grant. We suggest putting your budget information in a table so that the panel can clearly see how the grant money will be spent.

For example:

Item and description	Cost	Covered By?
Training Pack	£50 per person including CDROM	The Vegan Society
Room Hire	£50 per day	Donations
Digital projector and screen	£50 (hire)	Lent by CVS (benefit in kind)

4e. Please tell us which other organisations you have also applied to for funding, the amount applied for, and the result of your applications (if known).

The panel will want to know who else you have applied to for funding, and whether you have been successful in these applications, so that they can gain an understanding of how you plan to fund your overall project. These figures can also go in the chart.

4f. How will any shortfall in funding be met? You will need to show that you have considered how, or if, your project will go ahead without securing funds, either from The

Vegan Society or other sources. For example, if a grant to cover volunteer expenses isn't successful, then overall travel costs could be reduced by using volunteers who are in the immediate local area, or agree to fund their own travel (the costs of this need to be registered as a 'benefit in kind' though when writing up the report after the event).

4g. Please state any other partners involved in the project, for example those providing support in-kind. The panel will want to know who else is involved in your project to help them gauge how your project connects to other charity projects as well as to see who you will be working with. If you are working with partners, your application will be stronger if you can show that you already have their support for your project.

Referees

- You must include a referee
- This must be someone who knows you in a professional, or volunteer capacity and can vouch for your ability to run the activity as stated
- You must include their email address

How did you hear of the New Audiences Grant Scheme?

We use this information to find out which are the best places to promote the grants scheme to other potential applicants, so please state exactly where you heard of the scheme.

Additional Information

Applications should generally be received at least 4 months before the project is due to start to allow time for processing and you will be notified of the outcome of your application within 3 weeks of the next grants panel. Please check the grants page for details of the next panel.

There is a lot of information about running a safe and successful event that complies with current guidance and legislation on the website, in the section 'How to Plan an Event'.

If your application for a grant is successful

- Your application will be allocated a Grant Number. Please use this on all emails and in all correspondence, including on your final report and on your invoices.
- We are not able to pay third-party invoices, so we need you as the person (or group) making the application to invoice us for the amount of grant you have received - you will be asked to submit an invoice for 75% of the amount granted before the event and the invoice for the final 25% can be submitted at the same time as the report. There is an example of an invoice on the website if you aren't sure what to do.

Reporting

Writing a report about your project is an excellent way to learn from your experience. It also provides the evidence we require as a condition of all grant awards, and can help if you apply for further grants. Your report can also help others planning events to improve their event planning.

The final report must include a summary evaluation report, a condensed version of the full report with just the main facts and figures. We can provide you with advice and resources

to support you in conducting your evaluation. There are examples of evaluation forms on the website.

Sections of application forms and final reports may be made public on our website and shared with other potential applicants with your permission.

Recognition of The Vegan Society Grants Scheme

As a recipient of a grant you are required to acknowledge the Society on all promotional materials and in any media coverage. A file containing the necessary Vegan Society logo will be sent to all successful applicants. Copies of promotional material and any press coverage of your project should be included with your final report. High quality photographs are also welcome so we can report about your event in The Vegan magazine and on the website.

Application process

Applications must be via webform.

Incomplete forms will NOT be considered.

If you require a form in a different format, please contact the Grants Officer on 0121 523 1745 or grants@vegansociety.com.