

Drinkaware Grants

Eligibility Criteria
updated June 2009

drinkaware.co.uk
for the facts about alcohol

Drinkaware Grants

Drinkaware aims to change the UK's drinking culture for the better. We work to positively change public behaviour and find innovative ways to challenge the national drinking culture, to help reduce alcohol misuse and minimise alcohol-related harm.

Our funding schemes give local and national projects a fantastic chance to change the nation's drinking habits and make a positive difference to people's lives.

This is your chance to be part of the solution.

Grants are available to groups in any part of the UK, working with any population group. So, if you think your project could benefit and you are committed to making a difference, please read on.

Who can apply?

Organisations working primarily with people aged under 18 or between 25 and 44 that are working to raise awareness about the impact and effects of alcohol misuse and advance alcohol education with individuals and the community.

We accept applications from:

- Registered charities
- Not for profit groups working in education, health and with young people
- Community organisations and constituted voluntary groups
- Statutory organisations and partnerships (but only where our support is in addition to, not replacing, statutory funds AND organisational income is below £10 million)

We are unlikely to fund organisations with an annual turnover exceeding £10 million or with free reserves exceeding 18 months.

Please note:

We are not able to accept applications from profit-making organisations, groups that are not formally constituted, or individuals.

We are also unable to fund large statutory bodies such as Local Authorities, PCTs, the Police, schools and hospitals. If your project is a part of a large statutory body please call the grants team for advice on 020 7307 7450.

Grants are available through three schemes

Our grants fall into three categories through which we can provide funding for many types of alcohol awareness projects including:

- Alcohol education and awareness work
- Community based work
- Alcohol specific youth work in local communities
- Projects focusing on generating ideas and developing new approaches to alcohol education and awareness
- We particularly look for projects that have the potential to be rolled out to a wider audience

Ideas Fund – up to £2,000

Have you come up with a great idea but need a helping hand to develop it? Our Ideas Fund may be your answer.

It is ideal for community-based projects needing support to work out an initial idea before applying for a larger award. Or it could be put to good use on development work by organisations looking to scope out a larger alcohol awareness or education initiative.

Awareness Projects – up to £25,000

Perhaps you need a larger award to help with project costs, resources or publicity for work already developed? This scheme covers the funds you need to deliver messages which raise awareness about alcohol misuse and bring about tangible change.

We are looking for projects that undertake direct, hands-on work with individuals and the community. We are particularly keen to hear from projects that have had a positive impact in tackling attitudes to drinking.

Big Impact Awards – up to £100,000

This exciting initiative is designed to help larger-scale projects pack a more powerful punch or reach a wider audience. Proposals need to show how an organisation's work has impact, and how it contributes to learning about alcohol awareness and education.

We want to find creative, pioneering and effective projects, especially those that could have a national influence. This could be through a more complex initiative, such as a large scale partnership, simultaneous pilots around the UK, or a national inquiry, or through sharing resources, experience and emerging practice. Projects must have a strong element of direct work with individuals and the community.

What we can fund

- Project costs, which may include educational resources, staff salaries, training and expenses
- Alcohol education work, educational workshops, including peer-led education, mentoring, street outreach, accredited and unaccredited workshops
- Awareness raising work with disadvantaged people who are at risk of harm from alcohol misuse
- New media and other creative initiatives which may include theatre in education projects, film and music. Projects must show they deliver impact in terms of alcohol education and awareness
- Production or purchase of educational resources, provided there is a strong element of direct work with individuals and the community
- Innovative work, pilot work and the wider roll-out of successful ways of working

We will currently NOT support the following activities

- An organisation's core running costs. We will consider project costs on a full cost recovery basis (to a maximum 10% of requested costs)
- Capital costs, for example the cost of land, buildings, furniture and refurbishments, vehicles, computers, sound and other equipment
- Treatment or counselling for people who are alcohol dependent or who have alcohol related illnesses
- Projects that do not conform to Department of Health guidelines about responsible drinking available online at: <http://www.dh.gov.uk/en/Publichealth/Healthimprovement/Alcoholmisuse/index.htm>
- Projects which do not give out accurate, up to date messages about alcohol misuse and its effects on the body
- Projects where the primary focus is the advancement of the arts and culture, sport and leisure activities, environmental, conservation or heritage work
- Work promoting religion and faith-based work
- Training for professionals, including teachers, youth workers, health professionals, retail staff and staff in licensed premises
- Initiatives that are primarily concerned with drink spiking (i.e. with illegal drugs) or anti drink drive campaigns
- Individual research projects or studentships, scholarships, trips abroad
- Projects that simply produce resources to advertise services that an organisation provides, e.g. leaflets
- Fundraising initiatives, including the salaries of fundraising staff
- Sponsorship, self-publishing and advertising, for example poster or beer mat distribution
- Second tier work such as conferences, infrastructure organisations

Please note: we are unlikely to support public education campaigns.

Advice for applicants

- Funded projects must demonstrate how they will make a tangible difference to individuals and the community in terms of increasing alcohol awareness and advancing alcohol education
- Funded projects must have strong monitoring and impact evaluation built in from the planning stage
- We normally fund projects that follow best practice in the relevant field and are efficient, offering good value for money
- We also look for evidence that projects are working directly and intensively with individuals and the community. We will ask projects about how they are responsive to need and about how they involve beneficiaries in the project work and in key decision-making processes
- We particularly look for projects that are innovative in their approach and offer learning potential for other organisations
- We will not award grants disproportionate to the size and capacity of an organisation
- Where you are planning the design of a resource or workshop, we normally ask that you send us a draft of the message(s) that you want to promote showing which elements of alcohol awareness they will cover. Agreeing to let us see your messages means that we can help you ensure they are accurate and up to date

The latest information on alcohol and its effects on the body is available from our website, www.drinkaware.co.uk.

How to Apply

We want to ensure that our funding schemes reach the right organisations at the right time and have created a rolling grants programme with no application deadlines.

Please bear in mind that you should apply at least two months before your project is due to start to give us time to make a decision, longer if you are planning to apply for a larger grant or a Big Impact Award.

We are always happy to give advice informally before you make an application, or during the application process, either over the phone on 020 7307 7450 or by email to Andy Law at alaw@drinkaware.co.uk.

We strongly advise that you call us before applying to discuss your proposal, particularly if you are planning to apply for a larger grant.

All applications for funding should be made by filling in our Application Form which is available to download from our website or by emailing alaw@drinkaware.co.uk.

You must send in a copy of your most recent signed accounts with your application.

We prefer to receive applications and relevant documents as email attachments to the Grants Officer at alaw@drinkaware.co.uk.

A printed copy of the application form with relevant signatures must be posted to:

Andy Law
Grants Officer
Drinkaware
7-10 Chandos St
London
W1G 9DQ

What happens next?

When we receive your application we will acknowledge receipt of it by email, as soon as possible. Applications then receive an initial evaluation to determine whether they are eligible for funding.

If your project is eligible, we often need to ask you questions about your work and we will normally do this by email or by phone. In most cases - and particularly for larger grants - we will then call or visit you to learn more about your work and may ask for additional documentation.

For grants up to £10,000 we will normally reply to you with our final decision between five and ten weeks after receiving your initial application, depending on how complex the application is. Larger grants may take longer to assess and we can advise on timelines on a case-by-case basis.

If we agree to fund your project

We will send you a letter to confirm this. This will include conditions of the grant award and details of payments and monitoring activity.

You will then need to invoice 'The Drinkaware Trust' for the sum awarded, making sure to include your organisation's bank details (please include a copy of your organisation's most recent bank statement). You should allow 30 days for us to process the invoice. We can only make payments by bank transfer.

We will normally publish a short description of your project on our website, www.drinkaware.co.uk, and may ask for case studies or contact you for further information about your work.

We will normally fund an organisation only once in any calendar year

We require that all projects that we fund

- Adhere to Department of Health guidelines on responsible drinking available online at: <http://www.dh.gov.uk/en/Publichealth/Healthimprovement/Alcoholmisuse/index.htm>
- Use the most current and accurate information on alcohol and its effects on the body in the messages that they are giving out
- Acknowledge the Trust's contribution in associated literature and publicity, including financial accounts and project evaluations
- Use the Drinkaware logo where appropriate in publications and literature. To obtain our logo and the style guide for its use please contact us on 020 7307 7450
- Fulfil our evaluation requirements and contribute to learning
- All funded projects must complete our Evaluation Form within one month of project completion
- We may ask to call or visit recipients of larger grants through the term, or at the end of the grant, to discuss learning and progress
- If you are producing a resource as part of your project, you must send us a copy of it when it is completed

You can download a copy of our Evaluation Form from our website at: www.drinkaware.co.uk.

We have also developed a FREE Media Toolkit to help you maximise publicity for your project. The kit contains a template letter, news releases and is full of useful tips. You can download a copy from our website at www.drinkaware.co.uk.

Project changes

Funds are given for the specific purposes outlined in your application. You must contact us as soon as possible where, for any reason, your project changes significantly since application.

Any change to your project must be agreed with us beforehand. We will require further information and may decline to agree to a change.

If the project does not go ahead, or significantly changes purpose or timeline, we reserve the right to cancel the award and reclaim any funds which remain unspent.

If we don't agree to fund your project

We will write to you explaining this. This will not normally preclude you from applying again in future, unless you are not eligible to apply in the first instance.