

AVON
FOUNDATION
for WOMEN

The £1 Million Avon Fund



The Justice Institute on Gender-Based Violence
Bogotá, Colombia

Grant Application Guidance Pack

The £1 Million Avon Fund

July 2017

1 Contacting us

If you are interested in applying to The £1 Million Avon Fund please visit www.cafonline.org/charities/grantmaking/the-one-million-pound-avon-fund

If you have a query, please contact Kathy O'Neill at:

Telephone: +44(0)3000 123 334
E-mail: avonfund@cafonline.org

Address: The £1 Million Avon Fund
c/o CAF Grant Making
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Kings Hill
West Malling
ME19 4TA

Background

For more than 130 years Avon and Avon Foundation for Women have been widely recognised for their global leadership to end all forms of violence against women. The new £1 Million Avon Fund further confirms the Avon Foundation for Women's commitment, reputation and leading position.

Objectives

- This programme is designated to provide funding for domestic violence shelters and services in Argentina, Romania, South Africa and the UK
- The selected markets have already made strong headway in speaking out against domestic violence in their countries, with potential to maximise the impact of the donation by making a tangible difference for the women and families who need it the most

The £1 Million Avon Fund was announced in the UK at an event on March 6th, 2017 timed to coincide with International Women's Day, to demonstrate Avon and the Avon Foundation for Women's commitment to ending violence against women globally.

The role of Charities Aid Foundation (CAF)

Established over 90 years ago, CAF is the global expert in charities and giving. As a charity, CAF strives to make giving more effective and charities more successful. In 2015/16, CAF distributed £462 million to good causes. As well as a network of nine offices on six continents, CAF supports over 250,000 individual donors, 7,300 corporate donors and 73,000 charities in 100 countries. CAF harnesses local knowledge and expertise to support giving worldwide and help to transform lives and communities across the globe.

CAF has over 70 years' experience in delivering strategic grant making programmes working with individual, family, company and foundation donors globally to create, run and outsource cost effective and impactful grant programmes. To find out more visit CAF website cafonline.org/about-us

CAF is working in partnership with The Avon Foundation for Women to distribute the above mentioned funds including:

- Set up a robust governance framework
- Pilot a program of work and gather learnings
- Refine the design and delivery of the grant making programme
- Build positive relationships with the NGO sector
- Provide robust validation to de-risk the process
- Develop and maintain one standard process across all markets
- Demonstrate impact and difference made.

Who can apply for funding?

Charitable organisations or equivalent under UK law based in Argentina, Romania, South Africa or the UK.

Your primary mission must be to support women suffering from domestic violence through the provision of shelter and services.

What will be considered?

Organisations must be able to meet all of the following:

- Charitable or equivalent under UK law
- Based in Argentina, Romania, South Africa or the UK
- A strong track record of supporting women through the delivery of front line services
- Ability to demonstrate impactful programmes
- Seeking support to provide additional beds or services directly related to the provision of shelters
- Funds must be spent within a year
- Organisations who have systems to track and monitor impact made.

What will not be considered?

- Non charitable organisations
- Organisations based outside Argentina, Romania, South Africa or the UK
- Organisations not supporting women suffering from domestic violence
- Organisations unable to report on the outcomes of their project
- Organisations whose owner or Director is a government official or co-habiting with a government official
- Organisations not serving all sections of society regardless of their religious or political belief
- Organisations promoting political or religious viewpoints to their beneficiaries
- Political or religious organisations or organisations promoting such activities
- Organisations who will use the funds to make grants or donations to other organisations or individuals
- Applications for equipment not directly related to the provision of shelters
- Applications not addressing shelter or services
- Applications that are significantly outside the '*What size are the grants?*' section below
- Applications from individuals
- Organisations applying for funding for more than one year
- Retrospective funding.

What size are the grants?

Whilst exceptional decisions can be made, we estimate the following disbursements in pounds sterling:

- *Argentina and the UK have already identified organisations.*
- Romania: supporting 5 organisations with each grantee receiving around £50,000
- South Africa: supporting 18 organisations with each grantee receiving around £13,800 each.

How will we decide who receives funds?

Charities Aid Foundation (CAF) will review each application against the guidance in this document. Each application will be assessed, prioritised and reviewed by CAF's validation team ensuring the organisation is charitable under UK law. A committee within each country will review all applications and make decisions based on their local knowledge and understanding of the sector.

What happens if an organisation is funded?

A grant agreement will be made listing the terms and conditions of the grant. This will need to be accepted and bank details provided through a paying in slip or bank statement. The first payment of 50% of the grant will be released.

CAF will contact and work with each organisation along the project journey and review your monitoring report against expectations on a quarterly basis. Organisations funded will be expected to complete the relevant monitoring form as a condition of receiving funding. Further payments will be made subject to these reports being satisfactory and signed off.

In the event that the grant is under spent, not used for the intended purpose, or not used within the intended time period, we reserve the right to reclaim all or part of the grant funds.

What happens if an organisation is not funded?

All organisations will receive communication with feedback explaining why their application was unsuccessful.

3 Deadlines

We plan for one grant making round for this pilot.

Total Funding available:	£250,000 for each market/country
Focus/theme:	Primary focus on provision of beds and/or services for shelters supporting women suffering from domestic violence
Deadline for applications:	5pm (your local time) on Thursday August 31, 2017
Decisions to be communicated by:	Thursday November 30, 2017
Grant payments to be paid:	50% of grant paid once grant agreements have been accepted and monitoring agreed 25% of grants paid after 6 months 25% of grant made after 9 months of the project starting. <ul style="list-style-type: none">▪ Payments will be reviewed and agreed for projects running less than a year▪ If goals are not reached in the given time the 2nd and 3rd part of the funding maybe not be allocated or may be reduced
Grant spent:	Within 12 months of the grant agreement (<i>unless a different timescale is agreed</i>)

4 Frequently Asked Questions (FAQs)

1. *Do I need to be a registered UK charity?*

No. If you are not a registered UK charity, or registered with HM Revenue and Customs, CAF will send you a Grant Eligibility Application (GEA) to complete. This will require a copy of your accounts, governing documents and details of your trustees/people who control your organisation.

2. *I am not able to apply on line. What should I do?*

If you are not able to apply online, please contact us at avonfund@cafonline.org or call Kathy O'Neill on +44(0)3000 123 334. We will work with you to find a solution that can work for you.

3. *Can I apply for costs that have already taken place?*

Expenditure must take place after the grant is awarded. We are not able to provide retrospective funding.

4. *Is the deadline final?*

Yes, please make sure you get your application submitted to us by the deadline shown in the guidance.

5. *How are the awards decided?*

All applications are reviewed by CAF within the assessment areas specified in section 5 of this document. Recommendations are made by a committee within each country, with final decisions being made by the Avon Foundation for Women.

6. *I have been unsuccessful; can I re-apply for a later wave/round?*

This is a pilot fund. The learning will be considered for future programmes, however at this stage there is no plan for a second round of funding.

7. *Can I apply for future ongoing costs to support our shelter expansion?*

You can apply for what you urgently need for the next 12 months to enable this to happen. However, you must ensure that this is sustainable for the future and have thought through how you will support future costs.

8. *Can we add your logo and treat this as sponsorship?*

No. This is a grant and the funds are charitable. You can mention that you have been supported by the "Avon Foundation for Women" in your accounts.

9. *Who will hold details of my application?*

Your application will be reviewed by CAF through an online system hosted by Buzzacott. Decisions, discussions with applicants and ongoing grant management may also take place with representatives of the Avon Foundation for Women. If you are unsuccessful, CAF will retain your data for one year. If you are successful your data will be held for a period of 7 years.

10. *If one of our trustees is a Government Official, will you support us?*

We are not able to support organisations where an owner or Director is a government official or co-habiting with a government official.

5 Assessment areas

All applications will be assessed in the following areas:

1. Project suitability
2. Impact the grant will have on the organisation
3. Impact the grant will have on women, who have suffered domestic violence, that you support
4. Impact the grant will have on the community
5. Project cost and value for money
6. Sustainability of the project
7. Demonstrating your project is needed
8. Clear project goals that can be measured.

6 Reporting and monitoring

The reporting and monitoring of The £1 Million Avon Fund will include financial reporting and progress towards the project goals that have been agreed with you.

The purpose of this monitoring is threefold, the first purpose is to ensure that the funds are utilised in an effective manner, in line with the grant agreement, the second is to help you as an organisation reflect and learn from the project or activities the fund is enabling and to communicate requests for reasonable changes to the project. The third purpose is to help the Avon Foundation for Women, as a funder, to learn from this pilot.

The following flow diagram outlines the reporting and monitoring stages throughout the project lifecycle. The 3 main points will be the application form, mid-point report and end project report. There will also be 2 quarterly progress reports (one between the application form and mid-point report the other between the mid-point report and end project report). The quarterly progress reports will be lighter touch than the mid-point and end project report but will focus on use of the funds up to those points, progress towards outcomes and course correction if required. Specific reporting forms will be provided to successful applicants within the grant agreement.

Avon Fund grant monitoring process

