

# Tesco Stronger Starts

Tesco Stronger Starts will fund up to £1,500 towards local good causes whose focus is on supporting Children and Families and those local projects that are close to the heart of store staff. Being a supermarket Tesco are particularly keen on applications for food related projects.

This is a rolling funding programme open to any not-for-profit organisation. Three applications from each local area will be shortlisted to go to the public vote every three months. Tesco customers will be able to vote for the group they want to see funded every time they shop in store. The project with the highest number of votes across your region will receive £1,500 (or the amount that was requested up to this value), the second placed project £1,000 (or the amount that was requested up to this value), and the third placed project £500.

## What type of project will receive funding?

The Stronger Starts is looking to support children, young people & families in particular, by providing a service, programme or activity that will improve their overall wellbeing.

For example;

- a local school needing food for a children's breakfast club, or funding to develop their library or outdoor space.
- a voluntary organisation working with families to run holiday clubs,
- a charity supporting young people with specialist advice to manage mental health,
- a brownie or scout group needing new tents or a youth sports club needing new equipment,
- a family advice centre wanting to recruit more volunteers,
- or a local friends of a park group wanting to develop a new toddler area.

## Who can apply?

Applications will be accepted from a wide range of not-for-profit organisations including:

- voluntary/community organisations,
- registered charities,
- schools,
- health bodies,
- Scouts/Guides,
- sports clubs,
- social enterprises,
- Community Interest Companies (please note, CIC's must have been running for a minimum of two years and we can consider CICs limited by guarantee but not those limited by shares),
- local authorities
- housing organisations.
- other not for profit organisations
- *Businesses, individuals and 'for profit' organisations are not eligible.*

The application form as well as further guidance information can be found online:

<https://tescocommunitygrants.org.uk/apply-for-a-grant/>

Groundwork staff are available to support applications; for example, we could give you advice on what to apply for, answer any questions about what to include on the form, or give feedback on a draft application. If you need any further information, please don't hesitate to contact us:

[beth.bowden@groundwork.org.uk](mailto:beth.bowden@groundwork.org.uk)

## Tips for completing the application form:

- ✓ We would always recommend applying for the full £1500, but have a plan in the back of your mind as to how you would scale back the project if you won one of the lesser amounts (£1000 or £500). Tesco understand that you will not be able to deliver the full project if you win one of the lesser amounts but they expect you to deliver something that is along the lines of what you wrote on your application form.
- ✓ Make sure you mention exactly what you will do with the money. Try and give as much detail as possible. For example, for physical improvements projects try and describe what you will create e.g. instead of saying we will build a vegetable garden say: "we will build 4 raised beds and plant 10 fruit bushes". Or if you are delivering a project involving people give details on the duration of the sessions and how often they will take place e.g. "we will deliver two 3-hour football coaching sessions per week for 8 weeks".
- ✓ On your application you should definitely mention why the project is needed. If you can, also include evidence that shows that the local community or potential users have identified a need for the project. For example: have local young people asked for more outdoor activities in the area; has a recent survey of park users identified a lack of facilities for older children; or does word of mouth evidence from local people suggest that more picnic benches are needed?
- ✓ On the application make sure you mention in what ways it will benefit the local community.
- ✓ Try to avoid too much jargon and statistical evidence and instead make the application more personal to you. Paint a picture of the place/people who the project will benefit it.
- ✓ **The project title and one-line project description are very important (questions 7 and 13 on the application form) – members of the public, who will vote in store, don't get to see the detailed project description (that's just for the selection panel) so try and make the one-line description and the project title as informative and attractive sounding as possible. For example, for a gardening project, rather than calling it the "Worcester allotments project", call it something more exciting sounding such as "the Secret Garden of Worcester".**
- ✓ Projects with more of a "community feel" have been more likely to be selected in the past. So for example if you plan to plant a wild flower meadow you may want to show how you would get the community/other participants involved.
- ✓ There is no deadline as such, as the funding scheme is a rolling one with in-store votes every three months, but there are cut off's for each round of voting. Please feel free to ask your local community grants support officer what round of funding we are currently accepting applications for. Applicants will generally know the outcome of their application within 12-18 months of applying.