



THE  
**MERCERS'**  
COMPANY

Philanthropy

# How to apply Older People & Housing Programme

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## FUNDING OPPORTUNITIES

### Combating loneliness in older people and their carers:

We are looking for applications that:

- Work in areas that are at risk of chronic levels of loneliness\*; and
- Provide services that foster new connections (one to one or group based approaches, especially those who use creativity or access to the outdoors);
- Provide services to support and maintain existing relationships (e.g. technology or transport solutions); or
- Increase the networks and communities of older people who are informal carers.

*\*Indicators of areas that have increased risk of chronic loneliness include: high deprivation, high BAME population, high percentage of people living alone, high levels of crime.*

### Housing solutions for older people

We are looking for applications that:

- Provide innovative ideas for older people's future housing (particularly intergenerational activities);
- Tackle the issues faced by older private renters; or
- Enable older people to live well in their own homes.

We are also interested in organisations or projects that work with our existing almshouses.

### Type and scale of funding

- We expect that most awards will be between £10,000 and £100,000 in total;
- We will provide funding for up to three years; and
- We will fund projects, either scaling up existing interventions or piloting new concepts, or provide unrestricted funding for organisations delivering to our funding opportunities.

### Where we fund

We will fund projects based in London or Norfolk.

## HOW TO APPLY

To apply for a grant you will need to submit an online application form with supporting documents, both of which can be found [here](#).

### Supporting documents

When submitting an application you will be required to upload the two supporting documents – Proposal Plan and Budget Template.

### Proposal Plan

Please submit a Proposal Plan that describes three to five outcomes of your proposed work, including numbers of people involved, timeframes and measurement indicators.

We will work with effective organisations that make a real difference to people's lives that:

- Demonstrate clarity of purpose;
- Provide a clear link between outcomes and activities;
- Work in ways that might be scalable or replicable;
- Involve local people in planning, delivery and evaluations; and
- Aspire to create lasting and measurable change.

### Budget Template

Please submit a budget to indicate how our funding would be used. Please include all costs incurred to run a project or a specific organisational activity. These can include staff and activity costs (venue, materials, equipment, travel, etc.) If you are applying for core funding, please send us a copy of your organisation's budget.

***Note: if your organisation has high levels of reserves, we will review your reserves policy as part of our consideration process. Applicants should be able to justify a large or small reserve if asked.***

### How we make decisions

Your application will be considered by a member of our Philanthropy Team who may seek further information by email, phone or arrange to visit you.

A member of the Team will contact you regarding the outcome of your application within four months.

## What we don't fund

- Applications from individuals;
- We may fund capital costs but only where there is a clear link with our funding opportunities and an obvious lack of alternative local facilities;
- General appeals or support for project or capital costs that have already been incurred;
- Any overseas work. Our work is focused in the UK within specific geographical areas as described under each programme;
- We usually fund registered charities but are open to applications from any inclusive not-for-profit organisations; and
- We are only likely to accept applications from constituted, not-for-profit organisations with some experience of working in disadvantaged communities and with a track record of evaluating their work.

## Why your application was unsuccessful

We realise that each application is time consuming and regret that owing to the high volume of applications we receive each year we are unable to provide thorough feedback on individual applications.

Common reasons why applications are unsuccessful:

- Incomplete information or lack of evidence;
- Further information not received upon request;
- Your application is not as strong as other organisations;
- Your application does not sufficiently meet our programme priorities;
- Your application is outside our geographic area;
- The organisation is not a charity/not-for-profit; and
- The organisation demonstrated poor proposal planning.

If you require any further information please [contact us](#).