



THE  
**MERCERS'**  
COMPANY

Philanthropy

# How to apply Older People & Housing Programme

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## **Contents**

### **Funding opportunities**

- Combatting loneliness
- Housing solutions

### **Type and scale of funding**

### **Where we fund**

### **How to apply**

- Supporting documents
- How we make decisions

### **What we don't fund**

### **Why your application was unsuccessful**

## FUNDING OPPORTUNITIES

### 1. 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.*

### 2. 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.

#### **We are especially looking for projects with interventions that:**

- Work with older people at life changing transitions;
- Clearly identify how they will reach and engage with lonely or socially isolated older people;
- Nurture opportunities for older people to learn new skills and foster new interests;
- Involve older people in the creation and design of the programme;
- Enable older people to share their skills and talents with others; and
- Work in partnership with local key stakeholders.

#### **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 core costs, scaling up of evidence based interventions or piloting new concepts, with a strong emphasis on evaluation.

#### **WHERE WE FUND**

We will fund projects based in London or Norfolk.

## HOW TO APPLY

### 1. Expression of Interest

If you feel that your project meets the programme guidelines, please complete an Expression of Interest (EOI) [online form](#). You will be taken to a webpage where you can either login or create a new account.

We aim to let you know whether we would like you to complete a full application within a month of receiving your EOI.

Returning to an EOI form you have already started?

If you have started an EOI form [login here](#).

### 2. Full Application

If you are invited to complete a full application you will have six months to submit a full application via an online form. The form will be emailed to you if the EOI is accepted. Please note that the information you have entered on the EOI will automatically be transferred over to the full application form.

The deadlines for full applications in 2021 are:

- 5pm Tuesday 31st August (September meeting)
- 5pm Monday 8th November (December meeting)

### 3. Supporting documents

#### 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.

## 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

The Grant Programme Manager will provide you with feedback if your application is not successful.

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](#).