



Baby Bank Alliance: National Lottery Community Fund

Kirsty from High Peak Baby Bank
Emilie & Keir from Baby Bank Alliance

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Save the
Children



Baby Bank
Alliance.

House keeping



Please...

- Keep your mics on mute to avoid any background noise
- Feel free to keep your camera on or off
- Use the chat if you've got questions or would like to add anything
- Bear with us! We'll do our best to answer your questions live but may need to come back to you later



Session agenda

- NLCF overview
- Their strategy refresh
- Small funding pots
- Large funding pots
- Q&A



NLCF overview

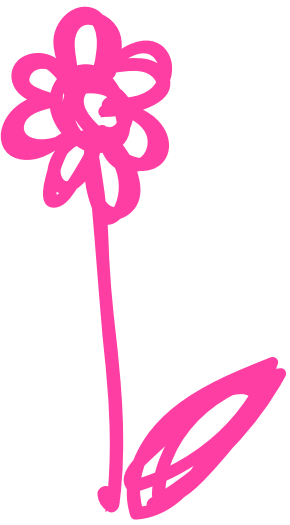


- 'It starts with community'
- Multiple funding programmes running simultaneously
- National and regional funds
- You can apply to multiple funds - must be for different 'things'
- They are in the middle of re-working their strategy
- Later this year they will announcing tighter geographic and thematic priorities.



NLCF - refresh

- In process of portfolio refresh – NLCF team will be fully briefed in **November** & new programmes in **Spring 2025**
- 1 of 4 missions is **Babies, Children & YP** – significant investment
- Will be money available for:
 - Early years - similar to their '[better start](#)' programme (2015)
 - Youth voice will be key - announcement coming soon
 - Mental health and resilience
 - Poverty, disadvantage
 - **Places** and spaces
- Some initiatives will be Eng/UK wide, some regional



'Small pots': Awards for All

Awards for All



- Up to £20k for up to 2 years
- Great 'intro' to the NLCF & we'd love everyone to have one!
- Will fund a wide range of things, including core & capital costs
- Keen on funding **tangible** activities and **understanding the impact** the grant will have
- Very keen on **community involvement** and **impact**



A4A – priorities: communities



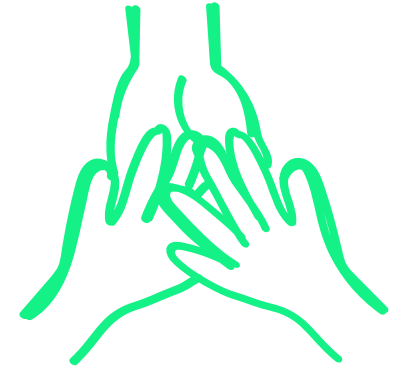
They want to fund at least one of:

- Bring people together to build strong relationships in communities
- Improve the places and spaces that matter to communities
- **Help more people to reach their potential, by supporting them at the earliest possible stage**
- **Support people, communities and orgs facing more demands and challenges because of the cost-of-living crisis.**

Involve your community from the start - in design, development and delivery. Involve them in running your org and making decisions.



A4A – priorities: communities

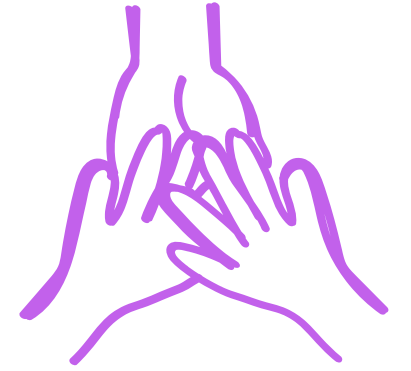


What do we mean by community?

- People living in the **same area**
- People who have similar interests or **life experiences**, but might not live in the same area
- Even though schools can be at the heart of a community - we'll only fund schools that also benefit the communities around them.



A4A – priorities: communities



Some examples of communities you may work with:

- **Circumstance** - Families living in poverty, affected by the COL crisis, austerity, health sector crisis, etc.
- **Interest** - Professionals you work with, partner charities, etc.
- **Practice** - Professionals you work with, local industry, voluntary sector, etc.
- **Neighborhood/place** - Your local area - demographics and characteristics of the local community
- **And...?**



A4A – Questions

What you would like to do?

- What **difference** your project will make
- **Who will benefit** from it
- How long you expect to run it for
- **How you'll make sure people know about it**
- How you plan to learn from it and use this to shape future projects
- Is it something new, or are you **continuing something that has worked well previously**? We fund both types of projects



A4A – Questions

How does your project meet our funding priorities?

We can fund projects that'll do at least one of these things:

- Bring people together to build strong relationships in and across communities
- Improve the places and spaces that matter to communities
- **Help more people to reach their potential, by supporting them at the earliest possible stage**
- **Support people, communities and organisations facing more demands and challenges because of the cost-of-living crisis**



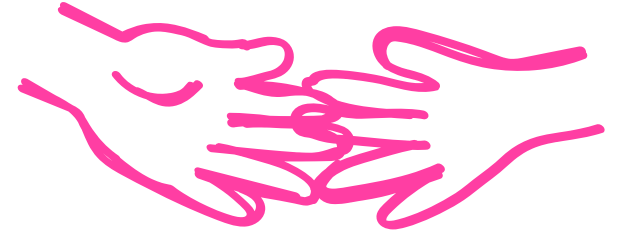
'Large pots': Reaching Communities, Partnerships, UK Fund

Reaching Communities (England)

- Assessed and administered by local place-based funding officers (requests of up to £500k)
- Need strong **evidence of input by beneficiaries/community**
- Outcome and amount available depends on how your application fits into their portfolio of grants in the area and their pipeline
- Ask to speak to your regional funding officer - they will be able to give you guidance before you make an application
- **Longer timelines:** e.g. an org in the North-East has recently been told the regional pipeline is full - apply in Oct for decision in April



Partnerships (England)



- Very similar focus and set up to Reaching Communities
- Funding for organisations working together on a project
- Community still key: "involve people and communities from the start"
- Ask to speak to your regional funding officer - they will be able to give you guidance before you make an application
- The amount available will depend on their 'funding pipeline' - but usually less subscribed than Reaching Communities



The UK Fund (UK)

- Large 'systems' change projects – not just delivering services
- For projects that support people experiencing poverty, disadvantage and discrimination
- Need **national coverage (across UK nations)**, for example by:
 - running activities in more than one UK country
 - collaborating between countries
 - sharing learning from your work with people doing similar things in other countries
- Impact: need robust evidence and ambition to grow
- Re-watch their recent webinars



Your NLCF strategy

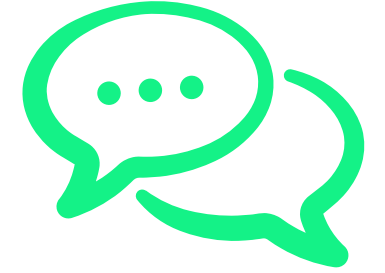
Planning



- Careful planning and management of applications is important with large funders like NLCF
- It can take many months to get a response, so build response times into your planning - funding officers can give guidance on this
- **Speak to someone from the fund** before making an application to one of their large pots
- You **can apply to multiple funds**, but it must be for different 'things'
 - Which are the best funds for your work?



Getting in touch with NLCF



- For applications to [Reaching Communities](#) or [Partnerships Fund](#)
- Finding connections, e.g. using [Linkedin](#)
- Events/networking - 'Meet the Funder' events, non-profit networking events, etc.
- [Webinars](#), [blogs](#), interviews, etc.

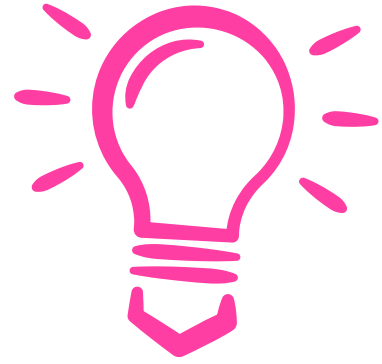


Full cost recovery

- If you are applying for a 'project' NLCF will fund 'Full cost recovery'
- This covers all the costs (including **core costs**) involved in running that project
- Full guide on the NLCF website:
tnlcommunityfund.org.uk/funding/funding-guidance/full-cost-recovery



Application tips



- **Community** impact and voice is key – get parents, children and partners/professionals at the front
- People's stories more impactful than facts and figures - make it **personal, tangible** and **inspiring**
- Balance your application – problem = impact
- Answer questions fully and carefully
- Show you care and be professional – good spelling & grammar
- Leave out the jargon & buzz-words



Thank you!

Up next: Fundraising drop-in

Do you have questions about fundraising?

Please come along to our next [fundraising drop-in!](#)

10.30am on 21st August

