Peabody Community Foundation

Kerslake Award Q&A

Hosts

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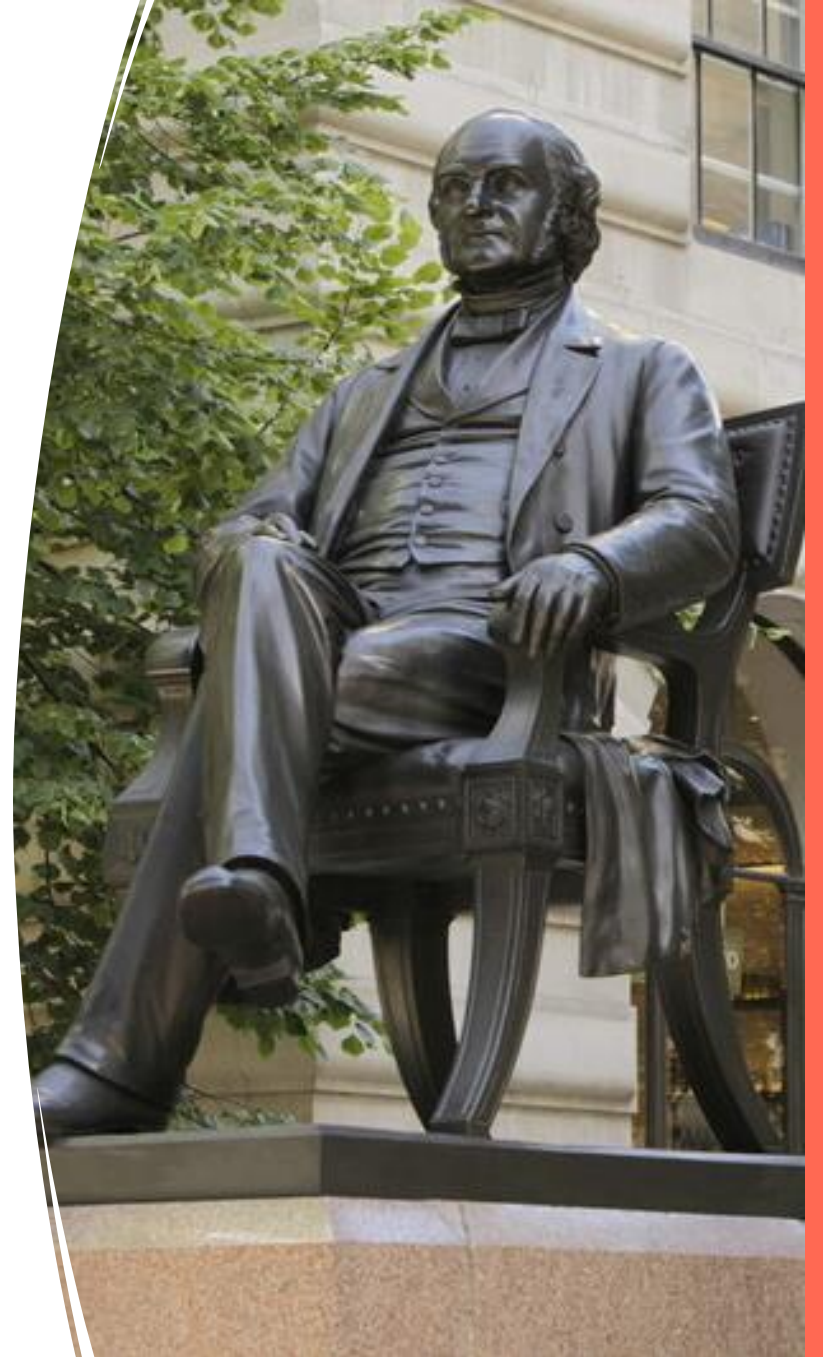
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Peabody

Agenda

1. Introduction to Peabody and Peabody Community Foundation

2. Introduction to the Kerslake Award

3. Funding eligibility and criteria

4. Project examples

5. Top tips

6. Timelines and support available

7. Q&A

![Peabody logo]

About Peabody

- Peabody was founded in 1862 by George Peabody, a philanthropist focused on alleviating poverty. Still, 160 years later, Peabody is committed to helping people make the most of their lives.

- Today, Peabody has **107,000 homes** and **220,000 customers** in London and across the Home Counties.

- Peabody is an organisation with a social purpose that sits at the heart of what it does. We work side by side with communities, teaming up with residents, partners and local authorities to help people flourish.

Peabody Community Foundation

Peabody Community Foundation (PCF) was formed in 2016 and is key to Peabody achieving our social mission *to help people flourish.*

Following Peabody's merger with Catalyst in 2023, we at PCF updated our strategy to focus on making our communities:

- Healthier

- Wealthier

- Happier

https://www.peabodygroup.org.uk/our-work/peabody-community-foundation-pcf/

![Peabody logo]

In 2023…

£1.1m in grants awarded to community organisations.

689 career-boosting qualifications.

476 businesses supported.

443 people supported into work and apprenticeships.

837 volunteers made a difference in our communities.

416 local community groups gave their time to make a difference.

The Kerslake Award

The Kerslake Award was launched in October 2024 to celebrate the life and work of former Peabody Chair, Lord Bob Kerslake who was a passionate advocate of working for and with communities.

The fund is open to local people, charities and community organisations who have ideas for projects or events that help Peabody residents to become happier, healthier or wealthier. For example, projects that:

•Bring the community together
•Reduce loneliness
•Get people active
•Improve mental health
•Help young people
•Support people from becoming homeless
•Provide resettlement support to refugees.

What's available?

We have £40,000 available to distribute annually across two funding rounds – £20,000 in October and April each year.

Applicants can apply for **up to £2,000** for your project or event(s), meaning we'll be funding at least 20 projects every year.

Peabody may also be able to help you source venues and to promote your activities locally.

In 2025 we will also be launching a £10k annual bursary in honour of Lord Kerslake.

Who can apply

We would welcome applications from:

Individuals – (18+) especially those living and working in Peabody homes and communities.

Local groups, resident associations, and charities – with an income of less than £50,000 per year.

This includes:

- Constituted community and resident groups
- Registered charities
- Companies Limited by Guarantee
- Social enterprises
- Community Interest Companies Limited by Guarantee
- Charitable Incorporated Organisations

See [Kerslake Award Application Guidance](#) for full guidance on safeguarding and proof of eligibility.

Who can't we fund through this award

- Individuals running projects for children and young people or vulnerable adults
- Local Authorities
- Any party-political activity
- Purely commercial ventures (for profit)
- CICs Limited by Shares
- Spending that has already taken place (i.e. retrospective funding)
- Individual sponsorship (unless a Bursary application), or redistribution of a grant to individuals or other organisations
- Activities where people are excluded on the basis of religion, sexual orientation, gender (unless the issue being dealt with is gender-specific), or ethnicity.

Organisations who have any of the following:

- Overdue or incomplete monitoring on a previous grant from Peabody Community Foundation.
- Late submissions of their accounts to the Charity Commission or Companies House in 2 of the last 3 years
- Two years of consecutive net current liabilities in their financial statements
- Trustees who are paid, unless evidence of approval is provided from the Charity
- Commission and/or this arrangement is referenced in the governing document

Project Inspiration

The Kerslake Award will provide grants for events and projects proposed by individuals (aged 18+), charities, and community organisations **that will benefit those living in and near Peabody properties** and whose approach to helping people be healthier, wealthier, and happier aligns with our own.

These may include:

1. **Community projects and activities that help people become healthier, wealthier and happier**. For example, those that bring the community together, reduce loneliness, improve physical, or mental health and wellbeing, or that encourage community use of our places and spaces.

2. **Projects that support children and young people.** For example, projects that support educational outcomes, introduce new skills and activities, strengthen children and family relationships or address violence affecting young people.

3. **Projects and activities that support people from becoming or at risk of homelessness** or **provide resettlement support to refugees.** For example, events that bring people together and connect them with local support, a translation service, or awareness raising projects.

Standing out

- ALL projects MUST demonstrate that the main beneficiaries will be Peabody residents.

- Priority will be given to projects and activities led by Peabody residents. If not, applicants will need to demonstrate strong connections with Peabody and the local community.

- Could you utilise Peabody community spaces?

- We will be scoring applications based on community need and support, alignment to core themes, and the creative use of funding to connect Peabody communities.

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Creating a 'good' funding application

1. Clear **fund fit** – not just a strong project.

2. **Be specific** in giving your project details – WHAT, WHEN, HOW OFTEN and WHERE.

3. Demonstrate you have a **clear project structure** (FORMAT of sessions/activities) and that you will have the **appropriate experience** to DELIVER it.

4. **Evidence** of needs / gap / demand.

5. **Sustainability** – plans once funding ends.

6. Budget – **clear, appropriate**, Real Living Wage (£13.50 ph), is other funding needed secured?

7. Suitable proposed **monitoring procedure** – evaluation is important.

8. **Suitable proposed outcomes** – sometimes less is more.

9. Well thought out **risk assessment –** template provided.

Tips and resources

- The **online funding application** is all on one page ([here](#)) – we recommend preparing in Word and then copying and pasting.

- Peabody website provides helpful resources including a list of all Peabody [community buildings](#), our [community investment](#) strategy and programmes, and [research](#) we've done alongside residents.

- We have provided **risk assessment** and **budget templates** to support your application – or use your own.

- <u>We're here to help via</u> communitygrants@peabody.org.uk

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Timelines

- 30th September 2024 – Application round opens

- 10th October 2024 – Kerslake Award fund Q&A webinar

- **25th October 2024 – Applications round closes**

- Early – mid November 2024 – Shortlisting applications

- w/c 25th November 2024 – Panel meeting (*Panel made up of residents, Peabody staff and a member of the Kerslake family*)

- w/c 16th December – Funding decisions out to applicants

- January 2025 onwards – Successful applicants begin projects

Recap

- Deadline Friday 25th October

- Online application form - https://www.peabody.org.uk/news/communities-stories/the-kerslake-award

- Separate application forms for Individuals and Organisations. Demonstrate your Peabody links.

- Please reach out to communitygrants@Peabody.org.uk for questions and support with your application – we're here to help!

Q&A

Thank you and best of luck with your application.