



DREAM FUND

Guidance notes 2022



The Dream Fund was created to encourage charities to collaborate and apply for their dream project, the project they have always wanted to deliver but never had the opportunity to do so.

The Dream Fund supports charities to develop innovative solutions to society's most challenging problems. Applications that can score highly in their originality, ambition and collaborative nature stand the highest chances of being successful.



We encourage applicants to think big and be as creative as possible when submitting their application. If you have an idea for the Dream Fund, it is always worth contacting the Dream Fund helpdesk and seeing if your project is suitable before applying.

- Dream Fund will offer a total award fund of **£3,500,000** for charitable organisations to deliver their 'dream' project in one or more areas in Great Britain in 2022-2025.
- Charities can apply for up to **£1,250,000** to deliver a project 24-36 months in length.
- The Dream Fund encourages not-for-profit organisations to collaborate to deliver a more effective and wide-ranging project. All applications must therefore come from **at least two organisations**, one of which will be designated as the lead for the project.
- The lead partner organisation **MUST** be a registered charity. The main grant contact must be with this organisation.
- We do **NOT** accept applications from local authorities or statutory bodies, either as lead organisations or as project partners.
- The other partners can be charities, voluntary groups, community interest companies, universities or other not-for-profit organisations.
- Applicants are eligible to apply **ONCE** only, either as a lead or a partner organisation. This restriction also applies to organisations that have multiple branches, e.g. different branches in Scotland and England.
- Please note that we have restrictions regarding income levels of applicants. The lead partner in any application must have an annual income that is at least two times the amount applied for.
- For example, if you are applying for £500,000 then the lead partner's annual income must be at least £1,000,000 in the last audited accounts.
- If you are applying for £1,250,000 then the lead partner's annual income must be at least £2,500,000 in their last audited accounts.
- There is no maximum upper limit regarding the annual income of applicants.
- Applications must be innovative, creative and original, and present projects that are a genuine 'dream'.
- The minimum amount charities may apply for is £500,000.
- We are open to proposals that seek to use technology in innovative and groundbreaking ways. However, please note this does not include excessive costs for routine website, database or app development.



FUNDING PRIORITIES

This year the Dream Fund is looking for projects that seek to implement systemic change to address an important social or environmental problem.

Systems change involves looking at problems in a macro context and understanding the entire ecosystem of that problem, to develop long-term solutions.

Systems change thinking comprises mapping out all the relevant stakeholders, the institutions and the economic, social, cultural, political factors that underlie these large structural problems to give a full understanding of why the problem persists in order to create a solution.

To develop a systems change project, you need to address an issue from the bottom-up (such as change at the community level) as well as from the top-down (such as influencing the decisions and behavior of key stakeholders and institutions).

For each of the funding priorities we are looking for projects that can clearly address the root causes of the environmental or social problems they are looking to solve, which are often intractable and embedded.

Once you have identified the big systems-level problem that you are going to tackle, your Dream Fund project then involves working with others to design a solution.

Systems change has been chosen as an overarching theme as it is one of the best ways of achieving high levels of impact but also because two of the biggest levers of implementing systems change, innovation and collaboration, are central to the Dream Fund.

The systems change approach is consistent with previous Dream Funds and is more of a change of emphasis than a radical departure from what has been done before. Nearly all recent successful Dream Fund projects have been attempting to challenge an embedded social or environmental problem in some way and work from the bottom-up as well as from the top down.

We also accept that implementing this sort of major change doesn't happen overnight, that's why we have increased the amount of funding available to a winning project to £1.25 million and the timescale from 24 months to up to 36 months.

1 Environment and conservation

We are looking for collaborative and innovative projects that develop long term solutions to systemic environmental problems. Areas of interest include projects that challenge environmental degradation, in particular focusing on biodiversity and species preservation.

2 Social inequality

This theme is looking for projects that take systemic approaches to addressing the root causes of social inequality. Successful projects will be able to demonstrate how they will promote the social inclusion of groups that are disadvantaged or excluded from society. Potential areas of interest include early childhood development and educational attainment.

3 Pandemic recovery

We are open to applications that will support society to recover from the effects of the pandemic. Potential areas of interest include loneliness and social isolation, health and wellbeing, domestic violence and support for neglected groups who have suffered disproportionately during the pandemic.

However, please note that we still accept applications for innovative, ground-breaking projects that fall outside our main funding priorities if they meet the general Dream Fund criteria. Contact the helpdesk on info@postcodedreamfund.org.uk discuss any potential idea.

THE APPLICATION PROCESS

The Dream Fund has a three-stage application process:

Stage 1

The stage 1 application process is very simple and involves completing a one-page online application form that can be accessed at <https://www.postcodedreamfund.org.uk>. The main information to be provided on the form is a summary describing the project being applied for.

Stage 1 opens for applications on **Friday 1st October** and closes on **Monday 1st November at 5.30 pm**. Applicants will be informed of their progress via e-mail by the end of December.

Stage 2

The most impressive projects will then be shortlisted and asked to apply using a detailed online application form. Stage 2 will open for applications on **Wednesday 1st December** and closes on **Monday 20th December at 5.30 pm**.

Access to this form will be available to shortlisted entrants only. The following documentation must be included with each stage 2 application:

- **Constitution/ Articles of Association/ Trust Deeds of all organisations**
- **Most recent annual (audited) accounts of all organisations**
- **Quotations for expenditure breakdown**
- **Signed Partnership Agreement**

You must provide a signed partnership agreement that shows us how all organisations applying will work together, who will be the lead organisation, and how the funds will be managed. This must be signed by a representative from each organisation to demonstrate that you will all comply with the terms of the funding, and that the lead organisation will be responsible for managing the funds.

Stage 3

Stage 2 applicants will then be shortlisted again and the very best entries will be asked to attend our offices in Edinburgh to give a formal presentation on their project to the Dream Fund judges. The presentations are scheduled for **Monday 14th** and **Tuesday 15th February**. If you are shortlisted to stage 2, please reserve these dates in your diary. The winning projects will then be announced in March 2022.

APPLICATION SUPPORT

Stage 1 - Innovation Toolkit

The Dream Fund Innovation Toolkit has been designed to help you develop original and innovative projects and contains tools that can be used to:

- **Identify the problem you want to solve**
- **Create truly collaborative partnerships**
- **Understand your audience and their needs**
- **Develop and build ideas**

Each stage of the toolkit contains several practical innovation tools to help you think more creatively and effectively. The Toolkit is available here: <https://www.postcodedreamfund.org.uk/innovation-toolkit/> You are also welcome to contact the Dream Fund Helpdesk to discuss any potential application.

Stage 3 - Presentation Coaching

Stage 3 applicants that are invited to present on their projects to the Dream Fund judges will be offered support in the form of a day-long presentation coaching session. Applicants will be provided with support from specialist consultants to develop, tailor and rehearse their presentation to give them the best chance of being successful and impressing the Dream Fund judges. Expenses for travel can be claimed to and from the presentation coaching session.



What we will fund



All applications must come from at least two organisations who have collaborated together to develop the project. One of these **MUST** be a registered charity, and the other can be a charity, community or voluntary group, or community interest company.

All ideas must be innovative and original, and show a clear charitable purpose.

All projects must have been developed to a point where they are ready to execute within 4 weeks of receiving notification of a successful application. Successful applicants will be informed at the end of March.

Projects that run between 24 and 36 months.

Projects that will use technology in innovative and groundbreaking ways.

All applications must come from organisations based in Scotland, England or Wales for projects to be run in one or more of these regions.

Universities and further education institutions are eligible to apply as partner organisations provided they are registered charities.

General running costs including ongoing staff costs, utility bills, council tax, rent and insurance etc. that are directly linked with the project are eligible for funding, costs relating to PR and communications and capital costs are eligible for funding.

Organisations who have previously applied for or received funding from Postcode Dream Fund are eligible to apply (as long as they have collaborated with at least one other organisation and adhered to all funding requirements).

Regular beneficiaries of funding from players of People's Postcode Lottery are eligible to apply as lead or partner organisations. Direct beneficiaries are eligible to apply as partner organisations only.

What we will not fund



Applications will not be accepted from single organisations, businesses or where the lead organisation is not a registered charity.

We will not accept applications from city councils, local authorities or government/statutory bodies, either as lead organisations or as project partners.

Organisations are not able to submit more than one application, either as a lead or partner.

Organisations that have multiple branches, e.g. different branches in Scotland and England, are only able to submit one application on behalf of their overall organisation.

Projects that run for longer than 36 months (i.e. all funds must be spent within 36 months but we expect there to be a long-term legacy once the project ends).

Applications from outside Scotland, England and Wales.

Applications where the lead partner has an income that is less than two times the total amount that is being applied for as evidenced in their latest audited annual accounts.

Applications requesting less than £500,000.

NHS Trusts or Schools

Applications from individuals, projects or bodies that distribute funds to individuals.

Organisations that have previously been funded by Postcode Dream Fund and that did not comply with all the funding requirements in full.

Charities that appear to have excessive unrestricted or free reserves. If you feel your reserves need explaining, please do so on your application form.

Routine building development or refurbishment projects.

Projects that are a continuation of previous work or involve a replication of services.

Projects involving medical research or end of life care, including hospices.

Current recipients of funding from the Dream Fund are not eligible to apply, this includes partner organisations.

Proposals that involve excessive costs for routine website, database or app development as the main focus of the project.



Any questions?

Please refer to the FAQs on the website. If your query is still unanswered,
please contact the Dream Fund Helpdesk on 0131 603 8631
or email info@postcodedreamfund.org.uk

Thank you and good luck!