

Solutions for an Ageing Society

Do It Award

2017-2018

**Do you have an idea that could help older people live positive, independent lives?
Are you passionate about your community?
Could you be a social entrepreneur?**

Somerset Community Foundation, in partnership with UnLtd, and supported by the Esmee Fairbairn Foundation, is pleased to announce a new fund to help deal with the challenges faced by an ageing population.

Do It Awards are cash awards of between £500 and £5000 and are available for individuals who are looking to set up social enterprises which will provide solutions for the ageing population of Somerset. They are to help you turn your ideas into reality.

Why this new programme?

The UK is undergoing a demographic shift with potentially far-reaching consequences for society, the economy and public services provision. A vastly improved life expectancy, one of the great triumphs of the last century, looks set to be one of the great challenges of this one.

We need innovations that will reduce reliance on services through preventative approaches, tackle causes rather than symptoms and help people to be better prepared for the challenges of later life. We need to create a personalised, more connected and, above all, more preventative system that tackles the challenges of an ageing society. There needs to be a wider collaboration between individuals and carers, family and friends, neighbours, volunteers and professionals. Is this where you could fit in with your idea?

Criteria

This fund offers awards of up to £5,000 to support individual social entrepreneurs with innovative ideas. Alongside this, there is practical support from UnLtd

Successful applicants will:

- be over the age of 16 and living in the UK
- be able to demonstrate strong leadership and an entrepreneurial culture, with innovative ideas about the design and delivery of the product or services for which funding is being sought;
- have clear and credible growth plans that are not reliant on statutory contracts, extensive fundraising campaigns or further grant funding.

The award **can** be used for:

- pilot projects and start up costs
- external sessional worker costs (but not main salary costs)
- travel and subsistence costs
- general administrative costs associated with the delivery of the project including office equipment and expendable supplies/consumables

- equipment, either purchased or leased
- premises costs – rent, rates, heat, light and service charges
- expenditure relating to marketing or publicity

Please note that this fund cannot cover the main salary costs of the enterprise's core staff, although salary can be taken from other sources of income generated.

Activities are not eligible for an award if they:

- are part of your paid employment
- involve political or religious campaigning
- involve activities outside the law or against public policy; or anything that encourages ethnic, religious or commercial disharmony
- involve employing people, other than yourself, to carry out most of the project work
- are to fund living expenses

Stage 1 – Expression of Interest

If you would like to apply, please call us on 01749 344949 to discuss your idea and complete an Expression of Interest over the phone. Expressions of interest can be submitted at any time.

Before you call, please consider the following:

What is your venture and at what stage of development is it?

What experience and skills make you the right person to ensure this venture is successful?

What social need are you aiming to address and who will benefit?

What have you done to identify that there is a need and demand for this venture?

What plans are in place to make sure this venture continues to have a social impact, and is sustainable?

Your Expression of Interest will be reviewed and, if successful at this stage, we will invite you to submit a full application (stage 2)

Stage 2 – Full application

If invited, you will be asked to complete an application form providing more information about your idea, together with a business plan and a cashflow forecast.

Somerset Community Foundation will check your full application against the aims and criteria of the fund. You may then be invited to give a presentation about your venture to our independent panel who will make the final decisions.