



Esmée Fairbairn FOUNDATION

Alison Holdom
Grant Manager

Background

- 1961 – established by Ian Fairbairn. 50th birthday this year
- His company M&G – leading unit trust company
- Interest in financial education, enterprise and new ideas
- Independent Trust



Aims

- To improve the quality of life in the UK
- Four areas of interest:
 - cultural life;
 - education;
 - the natural environment;
 - enabling people who are disadvantaged to participate more fully in society.



Who can apply?

- Constituted organisations, not individuals
- Charitable purposes, but not necessarily a charity
- Work which benefits people in the UK



Exclusions

Include (Please check website for full list):

- General appeals or circulars
- Promotion of religion
- Capital works or equipment
- Routine work (nationally or locally) or work which is well-proven elsewhere or with a low impact
- Healthcare, Independent Education Sector and Recreational Activities
- Work primarily the responsibility of central or local government, or other public bodies
- Retrospective funding
- Replacing or subsidising statutory income

■ Funding via two routes:

1. Main Fund
responsive fund, 2/3 of total funding, two-stage process, no deadlines, very strong competition
2. Other Funds –
Funds with a specific focus:
 - Finance Fund
 - Food
 - Esmée Fairbairn Collections Fund (run by the Museums Association)



How does an application succeed under the Main Fund?

- Addresses significant gap in regional provision
- Develops or strengthens good practice
- Challenges convention
- Tests out new ideas or practices
- Takes an enterprising approach
- Sets out to influence policy or change behaviour



Current Strands

All time limited – for more information check website

- **Food:** Aims to promote an understanding of the role of food in enhancing quality of life. It prioritises the enjoyment and experience of food rather than its production. We expect to support a mix of practical projects that have wide significance, and some research and policy based work.
- **The Esmée Fairbairn Collections Fund:** run by the Museums Association. This new fund has been developed from the Esmée Fairbairn Museum and Heritage Collections Strand and the MA's Effective Collections programme. It focuses on time-limited collections work.
- **Finance Fund:** Aims to complement the Foundation's grant-making with loans and other investments to charities and social enterprises in our areas of interest. The Finance Fund is not open to unsolicited applications but will accept enquiries from recent or current grant-holders.

Evaluation Criteria – (common to Main Fund and the Strand)

- How strong are your ideas and how well equipped are your people to carry them out?
- How well do you understand the issues you are addressing and what is your track record?
- Do you have a clear plan or idea and the capacity to deliver it?
- What difference would help from us make to your work?



Evaluation Criteria continued...

- Does your work have the potential to be applied more widely or can it influence the work of others?
- Would our support make you more likely to attract help and engagement from others?
- How would your organisation be stronger by the end of the grant and how developed are your long-term plans for sustainability?



Frequently asked questions

- No maximum grant
- Average grant in 2010 (approx. £80k)
- Usually up to 3 years
- No deadlines
- Decisions notified
 - first stage (within one month)
 - second stage (within 5 months)



Some facts and figures for 2010

Total Grant and Investment Spend	£30m
Total Grants/Investments Made	440

Main Fund Success Rates	Rate
1 st stage applications invited to 2 nd stage	1:6
2 nd stage applications resulting in grants	1:1.3



Recent Grants Made in the South East

- **Blackthorn Trust - £139,626** Towards a pilot project which will support the mentally ill through social enterprise activity over two years.
- **South East England Wildlife Trust - £148,906** Towards establishing strong and coherent marine protected areas off the South East of England over three years.
- **Brighton Early Music Festival - £65,000** Towards the development over three years of a training scheme for emerging early music ensembles.
- **Dandelion Time - £75,000** Towards the salary of the senior project worker over three years, for an organisation working with children with emotional and behavioural difficulties.

How to Apply

1. Read the Guidance notes www.esmeefairbairn.org.uk (also available in large print and audio tape)
2. Check Exclusions
3. Self-assessment checklist
4. Submit first stage application (can be electronic) – form, two sides of A4, most recent accounts, organisation constitution (if not a registered charity)

Strands application processes are similar but check for more details www.esmeefairbairn.org.uk



Contact

Esmée Fairbairn Foundation
Kings Place
90 York Way
London N1 9AG
alison.holdom@esmeefairbairn.org.uk
www.esmeefairbairn.org.uk
Telephone: 0207 812 3734