

Impact Funding



Winston
Churchill Trust
Learn globally. Inspire locally.

Churchill Fellowship

Impact Fund

Applicant Guidelines

2022

1. Overview

Purpose

The purpose of the Churchill Fellowship Impact Fund is to enhance the outcomes achieved with Churchill Fellowships across all industries and sectors within Australia.

Funds will be made available to Churchill Fellows on application where it is needed to enable them to implement their research recommendations in Australia to benefit the community.

The Impact Fund is being piloted over three years, starting in 2022.

Funding principles

Outcome focused and measurable	Implementation	Impact	Sustainability
We invest in initiatives that will create measurable and positive change for the Australian community at a national or local level.	We aim to support the implementation of Churchill Fellowship recommendations where funding is the main barrier to success. This may include establishing pilot projects or scaling up existing activity.	We prioritise initiatives where the applicant has been actively working to achieve impact from their Churchill Fellowship and other sources of funding are not readily available.	We look for initiatives that actively share knowledge and insights, fostering collaboration and potential for maximising the ongoing impact within the community.

Funding available

Two application rounds are offered each year, with \$100,000 available per round. Applicants can apply for any amount from within this total funding pool, however the intention is to support multiple applicants.

2. Eligibility

Eligible applicants

All Churchill Fellows who have completed their Fellowship (including finalising their report) are eligible for the program.

Recently returned Fellows are encouraged to apply only after they have demonstrated dissemination of findings and sharing of knowledge gained on their Fellowship travels.

Funding is available to individual Fellows not organisations or joint applications.

If an applicant is self-employed and undertaking their proposed project/initiative will impact their income, project costing may include remuneration to complete the project. The application must include details (number of hours @ hourly rate) for how this amount is calculated.

Eligible projects

The types of projects funded may include (but will not be limited to) establishing a not for profit or for purpose organisation, implementing or scaling up a support or outreach program, starting a new business or undertaking innovative research, testing, or piloting, developing resources.

Funding requests must be for projects or initiatives that will be implemented within a twelve-month period. In other words, funds are intended to address immediate needs and projects that are ready to move.

Applicants must present a detailed plan on how funding will be used, with benefits to the community being clearly linked to achievable and measurable project outcomes. Milestones must be included and reported against over the life of the project.

3. Application timing

The bi-annual application round open and close dates will be promoted among the Fellowship network via the Trust website, the monthly Churchill Chatter Newsletter, targeted email promotions and in the Fellows' portal under '*Post Fellowship Opportunities*' in advance of the round opening. An information webinar, including Q&A session, will be held at the opening of each application round.

Application round overview

- Application round opens and information session/s for applicants held
- Application round closes
- Fellows whose applications are not successful are notified
- Impact Funding selection panel reviews applications and where necessary, records questions or points for clarification for the Trust to provide to the Fellow
- Fellows respond to selection panel's questions (where applicable) by deadline provided
- During the question/response period, the Trust contacts referees
- The selection panel meets to discuss applications, projects are nominated for funding
- Fellows are advised of the outcome of their application

4. Preparing your application

How to apply

Once the application round has opened, the online application form can be accessed via <https://impactfunding.grantplatform.com/>. Applications received via email or hardcopy will not be accepted.

Application requirements are outlined below, to enable applicants to prepare in advance.

Written component

1. Your personal information
2. A link to your published Churchill Fellowship report
3. A summary of what you have implemented and achieved in relation to your Fellowship
4. A project summary 'in a nutshell' of what you wish to do, including a title
5. The amount of funding you are applying for (and whether you are self-funding any aspect of the project/initiative)
6. An outline of how you will use the funds in a project milestone schedule with hypothetical dates (which can be finalised/confirmed if application is successful)
7. The possible benefits to the community and success measures
8. Details of any other applications for funding under consideration by external parties and expected timing of notification if they are successful/unsuccessful.
9. A list of any audiences/sectors that would be interested in hearing about your project should your application be successful. Please note this field is for administrative purposes only, to assist us to support you with media coverage, and will not affect your application.

Video component

Fellows are required to submit a three-minute video pitch addressing the below points:

1. What are you seeking to achieve through your project/initiative?
2. What have you already done to implement your project/initiative?
3. How does your proposed project relate to your Churchill Fellowship and benefit the community?
4. Why is nobody else doing or funding this work?
5. Why are you the best person to implement your project/initiative?
6. Why you think you will be successful and who else is supporting your efforts?
7. How will you measure your success (outcomes and milestones)?
8. What will happen if your application is not successful?

To ensure fairness to all applicants, content filmed past the three-minute mark will not be viewed by the panel. Tips on recording a suitable video are provided in the application platform.

Referee Details

Fellows are asked to provide the details of two referees:

- An individual who can speak to your personal qualities and drive to implement your project/initiative
- An individual who is an industry/sector authority supporting the need for your project/initiative

Tips for a great application

- Be specific about the funding you require and how it will make a difference
- Explain how your project/initiative is related to your Churchill Fellowship
- Detail what you have done to implement your Fellowship recommendations to date
- Be clear in your mind about what success looks like for you, your project, the community
- Carefully plan and rehearse your video pitch and ask others to give their feedback
- Choose referees who will be contactable during the assessment period
- Ensure your video pitch meets the requirements and time limit

5. Assessment of applications

Who will assess my application?

A selection panel comprising members drawn from the Trust's Board, Fellowship selection committees, Churchill Fellows network and the business/philanthropy community will assess applications. The Trust's CEO will chair the selection panel.

Assessment considerations

The panel will score applications based on:

- The potential impact of your project/initiative within the community
- Perceived likelihood of success
- Opportunities for alternative funding sources
- Whether success can be measurable within the short, medium, and long terms
- Level of support for the project/initiative within the relevant sector/industry/community
- Level of support for the applicant within the relevant sector/industry/community

Assessment process overview

All applications will be initially reviewed internally by the Trust to ensure the required information has been received. Any non-complying applications will be rectified in consultation with the applicants or removed from the assessment process as appropriate. For transparency, the selection panel will be informed of any applications that were deemed non-compliant.

After selection panel members have assessed applications individually, and any questions or points of clarification have been addressed by the Fellow (see section 3. Application Round Overview) a meeting will be convened to determine which applicants will be recommended for funding. If approved by the Trust's CEO, applicants will be informed of the outcome and the next steps.

Unsuccessful applicants will be advised and can re-apply for future rounds. Feedback will be provided by the Trust where it can be helpful to the applicant in improving their application or where their application was considered unsuitable or inappropriate for the program.

6. If your application is successful

The funding process

If you are successful, you will be required to enter into a funding agreement with the Trust. The agreement will set out the terms of the funding and any reporting and deliverable milestones, including the measurable outcomes set out in your application. The intention will be to provide the funds to you as quickly as possible, with the appropriate agreement in place. Funds will be directly deposited to your bank account, and it will be up to you to seek advice regarding any taxation treatment of the funds.

If you are unable to implement your projects/initiatives, you will be obliged to return the funds. In cases where implementation is delayed but is still expected to proceed you must seek approval from the Trust's CEO for any extension of timeframes outside the agreed delivery milestones.

Reporting

The funding agreement will set out all obligations for funding recipients, including reporting requirements, acquittal processes and protocols.

Acknowledgements

The Trust will not seek to acquire or own any intellectual property from initiatives that are funded, however an important aspect of this program for the Trust is retaining rights to communicate and share information about the projects/initiatives and the Churchill Fellows undertaking them. This could include online case studies, media and publicity or generating opportunities for further collaboration and information sharing.

Successful applicants are strongly encouraged to acknowledge their Churchill Fellowship and the support of the Winston Churchill Trust in materials relating to their projects/initiatives. Copies of logos and the Trust's style guide will be provided for this purpose.

Following notification of your application being successful, the Trust team will arrange to meet with you to discuss a media plan and work with you on announcing the project and promoting impact.