



Harrow Covid-19 Awareness Fund Round 6 [Grant Ref: CAF0921]

Guidance Document

Funding Overview

Harrow Council was awarded funding from the Community Champions Fund via the Ministry of Housing, Communities & Local Government (MHCLG). This fund is being distributed via Harrow Giving.

We are looking for community organisations and faith institutions who are able to engage and speak to members of their community.

Covid-19 Fund Priorities

- Encourage the uptake of the vaccinations
- Tackling misinformation
- Encourage behaviour which lowers Covid-19 rates (e.g. regular testing)

The priority for this funding round will be for targeted approaches for residents least likely to have been vaccinated. We are looking for activities which engage in a creative, informative and/or educational way.

Sole social media based activities and campaigns would not be seen as a priority unless it can be evidenced in the application that this is the most effective way to reach a targeted community.

We are particularly keen to receive applications from organisations who have a good reach into the following areas of Harrow where the vaccine uptake is lowest:

- Cannons Park,
- Edgware
- Greenhill (Harrow Town Centre)
- Kenton
- Queensbury
- Rayners Lane
- Roxbourne
- South Harrow
- Stanmore/Little Stanmore
- Wealdstone

Priority communities are:

- Black & Asian Minority Ethnic (BAME) Communities
 - Primarily those of Black African, Other Asian and Eastern European (specifically Romanian) heritage
- Disabled Communities
- Young People



Your Activity

Activities can include:

- Running events/webinars to promote constructive discussion around covid.
- Running events/webinars to incorporate constructive discussion around covid (for example a community meal where information on covid vaccination is shared).
- Organising volunteers to call community members.
- Creating posters / graphics in community languages.
- Creating resources that are accessible to people with a disability.
- Using artists to create engaging content.
- Provide guidance on how to celebrate festivals whilst remaining covid safe.

Please note this list is not exhaustive.

Eligibility

You need to be applying as:

- a constituted not-for-profit organisation (company limited by guarantee, community interest company, registered charity, co-operative, unincorporated organisation)
- with a minimum of 2 unrelated trustees / directors
- with a bank account in the name of the organisation

The activities which you are applying for funding for need to be legally charitable and benefit Harrow residents.

We will only fund organisations that have a track record of working in Harrow.

Previous Awards

Organisations who have been awarded funding from Harrow Giving **are** eligible to apply.

Organisations who have been awarded funding from the earlier rounds of Harrow Covid-19 Awareness fund are eligible to apply but a new application must be either different to the current fund or in addition to the current activities.

Total Funds Available:

Grants of £2,000 to £5,000

Deadline:

10am, Monday 18th October





What can the funding be used for?

- People – staffing and volunteer costs associated with delivering the work you are applying for;
- Communications - marketing and advertising costs associated with promoting messages for this work;
- Equipment – any equipment you need to deliver this work that is not already in your budget;
- Resources – any new software or training needed for your team to do this work;
- Overheads – direct additional costs (e.g. for home working), together with a proportionate contribution to your organisational costs (including your governance costs).

What can't the funding be used for?

- Services and access – meeting the needs of the people you work for, including access to food and essentials (laptops etc.), support services, translation or interpreting services, or deep cleaning of accommodation.

Application Guidance

Question	Guidance
Describe what your organisation does, its track record, and how you currently work with the Harrow community.	Give a brief description of your organisation, your track record of delivering services and your approach in working with the Harrow community. e.g. We are a supplementary school with a membership of x families from x communities. The majority of our members are in the x age range.
Who does your organisation work with and what communities do you plan to target through this fund?	Describe the current communities you work with and who you plan to target through the fund. Be as specific as possible naming Harrow wards and specific communities if applicable.
What are the key areas of concern in relation to Covid – 19?	This could be issues people are worried about e.g side effect of the vaccination, the impact of lost earning if testing positive.
Communications plan (activity, Frequency, no of people)	Please give details of what you plan to do, how often and a rough idea of how many people you will reach.



<p>How will you know your campaign has been successful? This could include recording the number of interactions on social media, number of people called, case studies.</p>	<p>Social media analytics can be used along with phone call records. This can also include details of changes in views based on your organisations interaction.</p>
<p>What support do you need to increase engagement with your target community: i.e. how do we turn you into an 'expert' communicator/engager on testing and vaccinations?</p>	<p>Support will be provided to organisations through Voluntary Action Harrow, Young Harrow Foundation, Harrow Council and NHS Brent, Harrow & Hillingdon Clinical Commissioning Group. This question will help us understand the support needed.</p>
<p>Budget</p>	<p>There are 2 options. If you project will cost £2,000, just select yes. If your project will cost more please provide a breakdown of the costs.</p>

How To Apply

Please send a completed application to: grants@harrowgiving.org.uk

We will aim to inform you if you have been successful within a week of the deadline.

Application Support

If you need support with completing the application, please email Voluntary Action Harrow - contact@voluntaryactionharrow.org.uk

Reporting on the grant

You will need to report back to Harrow Giving. Harrow Giving is committed to light touch reporting for grants.

We will also be creating a public list of the grants awarded and to which organisation and for what.

Other Funding Available

Voluntary Action Harrow has compiled a list of other funding available. This document will be updated on a regular basis so please keep the document link saved.

https://docs.google.com/document/d/1ar0a5KIVQr04g-aHEoVwmv2AhoO_mOXNOG7PPAEj5as/edit?usp=sharing





About Us

Harrow Giving is a local charity that funds small local projects to make a positive difference to the lives of Harrow residents. Harrow Giving is a trading name of Harrow Community Action (registered charity no. 1167770) and is administered by Voluntary Action Harrow Co-operative.

<http://harrowgiving.org.uk/>

A partnership of local organisations has come together to manage this grants process and support the sector. These organisations are:

Harrow Council

<https://www.harrow.gov.uk/>

Harrow Community Action

<http://harrowca.org.uk/>

Harrow Voluntary & Community Forum

<http://harrowvcsforum.org.uk>

Voluntary Action Harrow Co-op

<http://www.voluntaryactionharrow.org.uk>

Young Harrow Foundation

<https://youngharrowfoundation.org/>