

## Optivita Parents & Early Years Innovation Fund [Grant Ref: OPEYI0224]

### Guidance Document

This Innovation Fund aims to support Harrow families with at least one child under 5, including antenatal.

Optivita is a new programme coming to Harrow which focuses on improving life chances for parents, babies and children who are living in some of the most disadvantaged areas of the borough.

Support in the first 1000 days of life is more likely to improve health and wellbeing in later years.

Its focus is very much on prevention and health promotion as early as possible.

### Fund Aims

The aim of the fund is to be innovative and respond to community need. The proposed project should be new or will expand on a current provision.

The funding can cover a one-off activity, on-going programme, and capital costs.

It's important that your project aligns with the programme objectives:

- Improve parental confidence
- Reduce health inequalities
- Reduce tooth decay
- Reduce emergency department attendances for minor illness
- Improve parents' health literacy. Understanding health information and services to improve access and uptake. For example, increasing immunisation uptake, enabling earlier antenatal booking, and/or improving breastfeeding rates.
- Optimising health in pregnancy and postnatally (smoking or substance use reduction, perinatal support, early identification of developmental concerns, antenatal supplementation vit D, accident reduction, SIDS etc)
- Bonding

### 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.

We cannot fund: explicitly worship or evangelistic initiatives, statutory services, discriminative programmes, or projects where an attendance fee will be charged.

## Monitoring - Reporting on the grant

You will need to report back to Harrow Giving these reports and their contents will also be shared with North West London Integrated Care Board and NHS England. Harrow Giving is committed to light-touch reporting for grants.

What will we ask? (subject to possible change)

- Number of beneficiaries
- Percentage of people who are new to activities
- Description of additional characteristics and demographics
- Number of volunteers involved
- Number of referrals or signposts to external advice, information, or engagement services
- The challenges and problems your communities have faced
- The difference your project has made
- A case study
- Budgetary breakdown of spend.

We can help and support you with completing the monitoring form.

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

## Activity

This funding is part of a wider piece of work that will be evaluated by an evaluation partner in early March 2025. For this reason, programs will need to have delivered identifiable outcomes by early March 2025, but can continue beyond this date.

## Amount Available:

Organisations can apply for up to £25,000.

Please note the total funds available in this fund are £61,000. The cross-agency panel (VCS, NHS, Council and Residents) will be looking for a range of creative and innovative approaches, which means, they will be looking to fund a wide range of different size projects and programmes.

The higher the amount you apply for the higher the expectation will be on sustainable outcomes being achieved, as well as enhanced monitoring and evaluation to ensure accountability and effectiveness.

## 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 project activity costs needed for your team to do this work
- Overheads – direct additional costs (e.g., increased hub costs)
- Transport – for individuals on low incomes who have no other way to get to the warm hub

**Deadline:** 10am, 25<sup>th</sup> April 2024

## How To Apply

Please send a completed application to: [grants@harrowgiving.org.uk](mailto:grants@harrowgiving.org.uk)

We will aim to inform you if you have been successful within two weeks of the deadline.

## Application Support

If you need support with completing the application, please email Voluntary Action Harrow - [contact@voluntaryactionharrow.org.uk](mailto:contact@voluntaryactionharrow.org.uk)

## 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](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 in the lives of Harrow residents. Harrow Giving is a trading name of Harrow Together (registered charity no. 1167770) and is administered by Voluntary Action Harrow Co-operative.

[www.harrowgiving.org.uk](http://www.harrowgiving.org.uk)

## About Harrow Borough Based Partnership [Fund Partner]

Harrow Borough Based Partnership (BBP) brings together our NHS organisations, Harrow Council, our GPs, local Voluntary & Community Sector and our citizens

[www.harrowbbp.nhs.uk](http://www.harrowbbp.nhs.uk)