



Weston Charity  
AWARDS

# Weston Charity Awards Guidance Notes 2018





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## Introduction

Thank you for your interest in the Weston Charity Awards – they have been created to celebrate and support great charities working in the fields of **Youth, Welfare and Community**. The Awards will enable charities to develop, raise their profiles, become more sustainable and face the future with greater confidence. Following success in the North East of England in 2014 and the whole of the North in 2015, we were delighted to expand the Awards to the Midlands in 2016. In 2018 we have expanded our search for great organisations yet again, this time to include Wales, as well as continuing our search for great organisations in the North of England and the Midlands.

We would welcome an application from charities that:

- are ambitious;
- make a difference to those in need;
- are willing to work with our partner, Pilotlight, to strengthen your charity and
- would like to develop your work further to help others.

Applying for an Award is simple, quick and easy and this guide will tell you all you need to know about how to apply – we hope you find it helpful and look forward to hearing about your work.

In partnership with



## What are the Weston Charity Awards?

The Awards have been created through a partnership between the Garfield Weston Foundation (a family grant-making trust) and Pilotlight, a charity that enables other ambitious charities to help a greater number of people more effectively. The Awards offer a package of support intended to deliver long-term benefit to your charity, resulting in an increased ability to help those in need and greater resilience for your organisation.

Pilotlight uses teams of senior, experienced business leaders who coach and mentor charities through a facilitated process to think and plan strategically. Over the course of a year a team of four 'Pilotlighters' meet with charities once a month. On average, 12 months after working with Pilotlight, 100% of charities feel they have improved in analysis and planning skills and 95% have improved governance. Pilotlight works with charities to develop more effective leadership, more resilient organisations, delivering more effective and efficient services.

### The twenty Award Winners will receive:

- a fully funded year of support from Pilotlight;
- an unrestricted cash contribution of £6,500 to support the work with Pilotlight, this includes travel expenses to meetings;
- access to the advice and support of both Pilotlight and the Garfield Weston Foundation
- 3 'connect' sessions with other Award Winners across the year



## Who is eligible to apply?

We are inviting applications to the Weston Charity Awards from charitable organisations in the **North and Midlands regions of England, as well as Wales**. You are eligible if you are an ambitious charity working to alleviate disadvantage in one (or more) of the following fields:

- **youth** (the provision of services to children and young people up to age 25, including advice and guidance, work experience, training and coaching – please note schools are not eligible for the Award);
- **welfare** (helping vulnerable individuals, including adults experiencing exclusion, social or economic hardship or homelessness, offenders, providing support for the elderly and disabled);
- **community** (including volunteering work, practical projects to improve the area, running community centres, providing a range of services to the local population and especially those who may be vulnerable or in need).

You will also need to be able to show that your charity:

- has delivered a service for at least two years
- has annual income of less than £5 million;
- has at least one full-time paid person in a leadership position;
- provides direct services to beneficiaries (not umbrella groups);
- can demonstrate a degree of financial stability – e.g. secured funding for six months;
- is willing to travel to Central London for monthly meetings.

Organisations in England that have applied in previous years are welcome to apply again if there have been significant changes since your previous application.

## Awards process and timeline

Please see page 5 below for more information on Stages 1-4

<b>Stage 1</b>	<b>Applications</b> Applications open on 1st December 2017 and will be reviewed following the deadline on 12th January 2018.	<b>Application deadline: 12th January 2018</b>
<b>Stage 2</b>	<b>Further information</b> Pilotlight will contact successful applicants by the end of January 2018 with a request for further information to be returned within 7 days, which will be used to create the final shortlist.	<b>Successful applicants will hear from us by the end of January 2018</b>
<b>Stage 3</b>	<b>Shortlist Meeting</b> Pilotlight will arrange a face-to-face meeting at your offices to learn more about your charity and explain more about the Weston Charity Awards	<b>If successful, shortlist meetings will take place from mid-Feb to mid-March</b>
<b>Stage 4</b>	<b>Final Selection</b> Feedback from the Shortlist will be presented to the Awards Judging Panel, who will select twenty charities as Award Winners based on the following areas: <ul style="list-style-type: none"> <li>▪ ambition for the charity;</li> <li>▪ making a difference to those in need;</li> <li>▪ willingness to benefit from the Pilotlight process;</li> <li>▪ desire to develop the charity's work further to help others.</li> </ul>	<b>Final Selection: May 2018</b>
<b>Stage 5</b>	<b>Pilotlight Projects</b> The twenty Winners will be matched with a Pilotlight Project Manager and four Senior Business Leaders for a 12 month strategic planning process, meeting once a month in London to develop your strategy and address existing challenges.	<b>Projects begin from June 2018</b>
<b>Stage 6</b>	<b>Weston Charity Awards Celebration Event</b> The twenty Winners will gather at a final event to celebrate their achievements over the course of the project.	<b>Final Ceremony: October 2018</b>



## Which charities benefit most from working with Pilotlight?

When considering your application you may also find it helpful to bear in mind that the charities which benefit most from working with Pilotlight have the following characteristics:

- ambitious for their charity;
- aim to pursue best-practice in their field;
- want to develop their capabilities in areas such as evaluation and measurement;
- open to change and to challenge existing ways of working;
- able to commit sufficient time for the meetings.

Please note there are some charities which are not yet eligible for support from Pilotlight, so if your charity fits into any of the following, then you may wish to consider applying for an Award in the future.

- Charities still in the first year of operation;
- Charities without a full-time paid member of staff with whom to build a relationship;
- Charities solely seeking sponsorship or financial support.

However your charity may still be able to apply to the Garfield Weston Foundation for a grant, so please look at [www.garfieldweston.org](http://www.garfieldweston.org) for further details.

## How we define the Regions

We appreciate charities do not always operate within neat geographical boundaries, though if the majority of your work and the beneficiaries your charity supports are within the following areas then you are eligible to apply:





## Application process

### Stage 1: Application Form

Please complete the application form on the Weston Charity Awards website ([www.westoncharityawards.org/how-to-apply](http://www.westoncharityawards.org/how-to-apply)) by 5pm, Friday 12th January 2018.

Points to note in your application:

- Please address how your charity would use the Awards to make a difference to your beneficiaries;
- The applicant must be a senior authorised representative of the organisation (i.e. CEO or equivalent);
- Charity numbers as registered with the Charity Commission and Companies House respectively. (Leave blank if not applicable);
- We would like to know how you found out about the Awards. Please be as specific as possible.

### Stage 2: Further information

All successful applicants will hear from Pilotlight by the end of January. If your application is successful, you will be asked to provide further information regarding your charity's services and finances. You will also be asked to provide references (although they will only be taken up if your charity is successful) and for your availability in February and March for a possible Shortlist Meeting. The information requested will need to be returned within seven days.

### Stage 3: Shortlist Meeting

Once shortlisting has taken place, Pilotlight will schedule a meeting at your charity's premises. Shortlist meetings will be held from mid-Feb to mid-March 2018. Please ensure a senior representative, CEO or equivalent, and the Chair of Trustees

will be available to attend. The meeting will give both parties the opportunity to learn more about each other and determine if the Weston Charity Awards, Pilotlight and your organisation are a good fit.

You may be asked for more supporting information prior to the meeting taking place. All information provided throughout the process will be kept confidential by Pilotlight and the Garfield Weston Foundation.

### Stage 4: Final Selection

Award Winners will be chosen by the Garfield Weston Foundation Board of Trustees in May 2018 and informed shortly after. Pilotlight Projects will begin in Summer 2018 following a Launch Event in June. You will also receive a Winners Agreement at the beginning of the relationship which will outline expectations during the year.

If you would like to discuss your application further or for more information, please contact Georges Lebreton on **020 7283 7022** or [glebreton@pilotlight.org.uk](mailto:glebreton@pilotlight.org.uk)



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About the Garfield Weston Foundation

About Pilotlight

[www.garfieldweston.org](http://www.garfieldweston.org)  
[www.pilotlight.org.uk](http://www.pilotlight.org.uk)

## About the Garfield Weston Foundation

The Garfield Weston Foundation is a family-founded, grant-making trust and is still run by the Weston family. Since it was established in 1958 the Foundation has given over £968 million to charities across the UK. In the last year alone the Foundation donated over £62 million. From small community groups to large national institutions, the Foundation supports a broad range of organisations and activities that make a positive impact in the communities in which they work. Over 1,900 charities across the UK benefit each year from the Foundation's grants.

The Awards are open to both charities who have already established a relationship with the Foundation, including current grant holders, and charities we do not yet know.

For more information about the Foundation and its grant-making, please go to [www.garfieldweston.org](http://www.garfieldweston.org) Please note that if you are eligible to apply for an Award you can also apply separately for a grant – either or both can be considered independently.

## About Pilotlight

Pilotlight's mission is to help charitable organisations have a greater impact on more people. Pilotlight achieves this by carefully selecting senior business leaders (called "Pilotlighters") and matching their skills with the needs of charities.

Facilitated by a Project Manager, charities and Pilotlighters meet (usually at Pilotlight's offices in Central London) on a monthly basis for two and a half hours. The Pilotlight process typically lasts twelve months. At the end of the Pilotlight engagement you will have developed a strategic and business plan to pave the way to a more efficient and sustainable future.

Through the process of meeting regularly, Pilotlight aims to help charities by:

- building on the existing strengths in your charity;
- encouraging better planning and strategic thinking;
- providing an opportunity for your charity to consider how you wish to develop your work;
- encouraging innovation and new ideas;
- nurturing your leadership;
- developing your charity's systems and processes;
- increasing the effectiveness of your charity by helping it make the most of resources.

For more information, please go to [www.pilotlight.org.uk](http://www.pilotlight.org.uk) or call Georges Lebreton on **020 7283 7022**

