Weston Charity Awards
Guidance Notes 2021
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 Community, Welfare and Youth. 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 expanded our search for great organisations yet again, this time to include Wales. In 2021, we are looking for great organisations to support across Wales, the North and Midlands of England.

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
▪ 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 20 Award Winners will receive:

▪ a 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 a network of local charities working with Pilotlight
▪ 2 ‘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:

- **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)

- **Welfare** (helping vulnerable individuals, including adults experiencing exclusion, social or economic hardship or homelessness, offenders, providing support for the elderly and disabled)

- **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)

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 (pending government advice on travel restrictions due to Covid-19)

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

<table>
<thead>
<tr>
<th>Stage</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Applications &lt;br&gt;Applications open on 30 November 2020 and will be reviewed following the deadline on 8 January 2021.</td>
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<tr>
<td>2</td>
<td>Further information &lt;br&gt;Pilotlight will contact applicants who are successful at this initial stage by the end of January 2021 with a request for further information to be returned within 7 days, which will be used to create the final shortlist.</td>
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<tr>
<td>3</td>
<td>Shortlist Meeting &lt;br&gt;Pilotlight will arrange a virtual meeting over Zoom to learn more about your charity and explain more about the Weston Charity Awards. If successful, shortlist meetings will take place from February to April 2021.</td>
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<td>4</td>
<td>Final Selection &lt;br&gt;Feedback from the Shortlist will be presented to the Awards Judging Panel, who will select 20 charities as Award Winners based on the following areas: ambition for the charity, making a difference to those in need, willingness to benefit from the Pilotlight process, desire to develop the charity’s work further to help others.</td>
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<td>5</td>
<td>Pilotlight Projects &lt;br&gt;The 20 Winners will be matched with a Pilotlight Project Manager and four Senior Business Leaders for a 10-month strategic planning process, meeting once a month either in London or over Zoom, depending on the situation surrounding Covid-19 at the time, to develop your strategy and address existing challenges.</td>
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<tr>
<td>6</td>
<td>Weston Charity Awards Celebration Event &lt;br&gt;The 20 Winners will gather at a final event to celebrate their achievements over the course of the project.</td>
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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
- an engaged Board who have bought into the Pilotlight experience
- able to commit sufficient time for the meetings

Please note there are some charities which are not yet eligible for this type 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 eligible 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:

- **North East**
  - County Durham
  - Teesside
  - Hartlepool
  - Northumberland
  - Tyne & Wear
- **Yorkshire & the Humber**
- **Wales**
  - All counties
- **Midlands**
  - Derbyshire
  - Herefordshire
  - Leicestershire
  - Lincolnshire
  - Northamptonshire
  - Nottinghamshire
  - Rutland
  - Shropshire
  - Staffordshire
  - Warwickshire
  - West Midlands
  - Metropolitan boroughs
  - Worcestershire

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**Application process**

**Stage 1: Application Form**

Please complete the application form on the Weston Charity Awards website (www.westoncharityawards.org/how-to-apply) by 5pm, Friday 8 January 2021.

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 applicants who are successful at this stage will hear from Pilotlight by the end of January 2021. 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 at Stage 4) and for your availability in February–April for a possible Shortlist Meeting over Zoom. 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 over Zoom and will send out an invite with all the relevant details. Shortlist meetings will be held from February to April 2021. 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 2021 and informed shortly after. Pilotlight Projects will begin in summer 2021 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 the Charity Partnerships team on 07483 014 783 or charitypartnerships@pilotlight.org.uk
About the Garfield Weston Foundation

Established over 60 years ago in 1958, the Garfield Weston Foundation is a family-founded, grant-making charity which supports causes across the UK and gave over £88 million last year. It has donated well over £1 billion to charities since it was established.

One of the most respected charitable institutions in the UK, the Weston Family Trustees are descendants of the founder and they take a highly active and hands-on approach. The Foundation’s funding comes from an endowment of shares in the family business which includes Twinings, Primark, Kingsmill (all part of Associated British Foods Plc) and Fortnum & Mason, amongst others – a successful model that still endures today; as the businesses have grown, so too have the charitable donations.

From small community organisations to large national institutions, the Foundation supports a broad range of charities and activities that make a positive impact in the communities in which they work. Around 2,000 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 by offering them programmes to support their development needs. Pilotlight achieves this by carefully selecting senior business leaders (called “Pilotlighters”) and matching their skills with the needs of charities.

The Pilotlight Programme, offered as part of the Weston Charity Awards, is facilitated by a Project Manager, charities and Pilotlighters meet on a monthly basis for two and a half hours (these meetings usually take place at Pilotlight’s offices in Central London but due to the current Covid-19 pandemic it is possible that the project meetings will be held virtually). This Pilotlight process typically lasts ten 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 to further organisational development
- 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 the Charity Partnerships team on [07483 014 783](tel:07483 014 783)