WHAT MAKES A GOOD APPLICATION?

This document outlines our priorities and suggests approaches to addressing them within your application form.

OUR PRIORITIES

- Illustrate a clear link to Nationwide's ambition for everyone to have a place fit to call home and can demonstrate the impact their project will have on the local community
- Projects that are supporting people in housing need in original or creative ways. This includes both projects already delivering local impact and those carrying out research to find new ways to challenge the housing crisis
- Have projects/ideas that have the potential to be used by others across the country
- Have robust plans to measure and report on the difference the grant will make
- Can demonstrate sustainability beyond the life of the grant, by building the skills of staff and volunteers, diversifying funding streams and providing long-term solutions for the people they are helping
- That can evidence knowledge of local issues and have a network of local connections

DEMONSTRATE THE IMPACT OF THE PROJECT

We are aiming to fund local housing projects that will strengthen your local community by supporting the most vulnerable by:
- Preventing people from losing their home
- Helping people in to a home
- Supporting people to thrive within the home environment

We want you to tell us what will change for who as a result of your project and how this links directly to the Nationwide aims. Tell us who your service users are and how your project will be able to make a change to their lives.

USE ORIGINAL, CREATIVE OR REPLICABLE APPROACHES;

We are keen to fund ongoing projects that are effectively supporting local people as well as those trying out new approaches, this could include:
- Carrying out research to find new ways to challenge the housing crisis
- Piloting approaches that will support the organisation to work in new areas geographically or thematically; or reach new people
- Replicating ideas that have been evidenced to work elsewhere

ROBUST MEASUREMENT PLANS

Like most funders, we want to be able to understand how you will demonstrate what difference the grant funding has made. This will support you to demonstrate the impact of your grant. In your application you should demonstrate that you have
- Discussed and decided what your specific goals are
- Tell us how you will collect data from the very beginning of the project including:

- o Quantitative data (numbers) – how many people took part, used the service or achieved a goal (e.g. employment, improved health)
  - o Qualitative data (stories) – feedback from your users and volunteers, observed increase in skills, confidence etc.
- Tell us how you will build in time for critical reflection and reporting.

DEMONSTRATE SUSTAINABILITY

We are looking to fund sustainable projects and encourage applications from organisations that:
- Can draw in additional funding
- Are providing long-term solutions to the people they are helping
- Provide skills-building for their staff and volunteers
- Have strategic local partnerships and networks in place

EVIDENCE KNOWLEDGE OF LOCAL ISSUES

You should be able to demonstrate a good understanding of other service providers and be able to explain how your organisation fits in to this. Unless you are submitting a formal partnership proposal, we do not require a list of local organisations you are working with, rather some indication of how you are working with others to ensure the biggest impact on your service users, tell us:
- In general terms who the other organisations are i.e. other charities, community organisations, local authorities, housing associations, businesses, doctors' surgeries etc.
- An indication of the scope of the relationship and how you are working together
- A recognition of any duplication of services and how you are aiming to work more collaboratively to address different needs where possible.

You may also want to describe organisations you think it would be useful to build connections with and how you might do this over the course of this project.

We also want to see that you understand the specific need of the community you work in, this might be by demonstrating the growing number of service users, explaining the lack of local services or identifying 'cold spots'. Evidence this need by using facts, statistics or survey responses from your service users.