



THE ROYAL
COUNTRYSIDE
FUND

Full Proposal
Guidance Document

Supporting Rural Communities

Contents

Project Details.....3

Evidence of Need.....3

Beneficiaries4

Actions and outcomes.....4

Impacts.....5

Finances.....5

Long-term vision.....5

Collaboration.....6

Risks.....6

References.....6

Evidence.....6

Appendix I Recognised professions for references.....7

Guidance for completing the Full Proposal

If we feel that your EOI is a good fit with our programme, we'll invite you to take your proposal to the next stage, by sending us in some more details. You will have **four weeks** to do this.

What information will you need to provide?

1. You will need to fill in the **full proposal form** you are sent via email.
2. Once you've submitted your full proposal, you will be redirected to fill in a Diversity, Equity and Inclusion monitoring form about your organisation. We want to use the information we gather to help us identify and address structural inequity and ensure that the reach of our funding and our funding practices are fair and just. Please note, the answers on this survey will not be used as the basis of individual funding decisions.
3. In your expression of interest, we asked you to itemise what the funding will be used for using approximate costs. You will now need to submit a full budget using the excel spreadsheet '**Full Application Budget Template**', attached to the email we send you.

The below information will be required by each application that we take to the full proposal stage:

1. Project Postcode

Please provide a postcode or approximate postcode for where your project will be delivered.

2. Start and End Dates

Project start date (must be between June 2025 and November 2025)

Project end date (must be before June 2027)

3. Evidence of need

What evidence do you have that the activity is needed?

We are looking for organisations that can demonstrate there is need and demand for their project within the local community. You will need to provide evidence of this using data relating directly to your target community and activity. Please **do not use generalised statistics** or reports, for example, those talking about the rise in social isolation in the UK. We want to know about your community.

You could demonstrate the need and demand for your project through the following:

- Survey data where respondents have been asked whether they want the project (ensure you include the sample size e.g. we surveyed 100 people from the community and 85% stated they supported XYZ activity).
- Survey data where respondents have been asked how much they value and use the service for which you are fundraising.

- Testimonials from a wide range of community members, groups or organisations stating the need and support for the project.
- Examples of previous, similar projects you have run and the impact these had on the local community.

Remember to ensure the evidence relates to your specific project and the need for it, not just your organisation or the issue at hand.

4. Beneficiaries

- a. How many people will the project impact upon?
- b. Who will it benefit? (Ensure you demonstrate beneficiaries are from a rural area)
(Max 250 words)

Projects that benefit the whole community rather than a small sub-section are preferable. If your project only reaches a small number of people, tell us about the depth of the project and the impact it will have on the lives of participants. Consider how this may affect the wider community. Are there secondary benefits to them that might not be immediately apparent?

5. Your Actions and Outcomes

Action – When you are planning a project, one of the main steps is to define the actions required to bring that to the point of completion. You can do this by creating a list of the actions. For example, if you were planning a training programme you might:

- Appoint a lead
- Recruit 20 volunteers to support delivery and hold working group meetings to involve the community in the planning process
- Create and disseminate 200 promotional materials
- Reach out to the local community to attract potential participants
- Run 10 skills development sessions for 50 participants and 10 collaborative working days that provide social and skills development and support
- Host 2 x learning exchanges to share learning opportunities and knowledge
- Evaluate and report

Desired Outcome – When designing a project, it's important to know what your project outcomes are so you have a way of measuring your success and understanding what your overall goal is. Key to understanding outcomes is to focus on the benefits to your beneficiaries that come from the project or service, not items that will be purchased. Think about what will happen because of the activity? What benefits or changes will there be? How will you measure these? Each outcome should sum up one key change you are looking to achieve.

Types of outcomes could include:

- Development of 2 new streams of income generation for the community
- 12 new volunteer opportunities created
- 70% of participants have a greater knowledge of a particular topic
- 20 community events/meetings held

- The project reached a wider and more diverse audience to further develop connections and 100 people from the local community met someone new
- 50 people in the local community are upskilled to a level which empowers them to improve their own lives and supports them to develop small businesses and diversify their income
- 80% of community are more aware of what actions they can take to reduce their impact on their natural environment/improve their natural environment
- Organisation capacity increased by 50% to meet increasing need

Date of completion – When will this action be completed by?

When telling us about your actions and outcomes, try to use numbers as much as possible, as in the examples above. Make sure to split out your actions, rather than putting them all in one row together.

6. Impacts

Our target overarching impacts are:

- Economic:** Creating prosperous and financially stable rural communities
- Social:** Building Stronger, Connected, and Resilient Rural Communities
- Environmental:** Improving environmental sustainability and resilience in rural areas

Please describe how you feel your project addresses one or more of these impacts (max 250 words)

7. Finances

In your expression of interest, we asked you to itemise what the funding will be used for using approximate costs. Please now submit a full budget using the excel spreadsheet 'Full Application Budget Template', which has been emailed to you.

We know it is difficult for you to be sure how you will spend all the budget right now. This is fine, we know that things can change! Just provide us with as much information as you can and be as accurate as possible with any estimates.

If there are likely to be any changes to your budget, we ask that you notify us as soon as possible so that we can speak to you about these. We will use the budget table to help us have conversations with you about how everything is going.

8. Long Term vision

How have you ensured that the project is sustainable in the future? It is important to RCF that once our funding has concluded, your project or organisation can continue to thrive and support the needs of your local community. Tell us how your project/organisation will be financially secure in the long-term. (Max 150 words)

9. Collaboration

Do you currently collaborate with other local organisations and if so, in what way? (Max 150 words)

10. Risks

Please identify any risks that you think might be applicable for your project and how you would mitigate these. This will demonstrate good management and will indicate that your organisation understands what's needed and what could possibly prevent your project from being successful.

Try and also consider if your project has any potential environmental impacts and how you would mitigate these. This may not be relevant for all applications, but there is usually some way in which an activity can be managed to reduce its environmental impact. (Max 150 words)

Examples of risk might be:

- Lack of volunteer engagement
- Difficulty retaining volunteers
- Difficulty retaining staff
- Insufficient match or future funding
- Unforeseen expenditure/price increases
- Unforeseen delays to the delivery timeframe

11. Referees

Please list contact details of two referees that are happy to be contacted to provide a reference for your application. The referees should know and understand your organisation but **not be directly involved in it**. Referees should be a 'person of good standing in their community' or work in (or be retired from) a recognised profession (see appendix I). You cannot ask someone to be a referee if you're:

- Related to them by birth or marriage
- In a relationship or live at the same address as them

12. Evidence

Along with the extra information above, we will also ask for the following:

- Evidence of relevant permissions/agreements if applicable (e.g. rental agreement for capital work)
- A bank statement dated in the last three months to check account details
- A copy of your latest approved annual report and accounts OR a set of draft accounts covering the last financial year if your annual accounts are more than 14 months old. If you are a new organisation, we will accept a set of management accounts or budgets from your accountant.
- A copy of your safeguarding policy

Appendix I

Recognised professions

Examples of recognised professions include:

- accountant
- airline pilot
- articulated clerk of a limited company
- assurance agent of recognised company
- bank or building society official
- barrister
- chairman or director of a limited company
- chiropodist
- commissioner for oaths
- councillor, for example local or county
- civil servant (permanent)
- dentist
- director, manager or personnel officer of a VAT-registered company
- engineer with professional qualifications
- financial services intermediary, for example a stockbroker or insurance broker
- fire service official
- funeral director
- insurance agent (full time) of a recognised company
- journalist
- Justice of the Peace
- legal secretary (fellow or associate member of the Institute of Legal Secretaries and PAs)
- licensee of a public house
- local government officer
- manager or personnel officer of a limited company
- member, associate or fellow of a professional body
- Member of Parliament
- Merchant Navy officer
- minister of a recognised religion (including Christian Science)
- nurse (RGN or RMN)
- officer of the armed services
- optician
- paralegal (certified paralegal, qualified paralegal or associate member of the Institute of Paralegals)
- person with honours, for example an OBE or MBE
- pharmacist
- photographer (professional)
- police officer
- Post Office official

- president or secretary of a recognised organisation
- Salvation Army officer
- social worker
- solicitor
- surveyor
- teacher or lecturer
- trade union officer
- travel agent (qualified)
- valuer or auctioneer (fellow or associate members of the incorporated society)
- Warrant Officers and Chief Petty Officers