



Introduction

Microgrants open doors to build relationships between communities, local authorities, event organisers, and other stakeholders. Success requires a **personal touch** involving contacting and working with community groups to add value to their activities and remove barriers to engagement.

A little goes a long way

Microgrants are intended to enhance, not fund community events. Microgrant trials in Doncaster capped applications at £200 for any one group. This was found to be appropriate with most groups applying for the maximum amount. However, applications within the £50 - £100 range were the second most popular, proving a little goes a long way. Limits should consider the total amount of funding available and the associated number of applications that can be supported to maximise the reach of the scheme.

Steps to Microgrant success

1. Align Microgrants to community needs and the objectives of the big event

Microgrants should be aligned to the social impact objectives of a big event. The first step is identifying community networks/groups and organisations that can help achieve specified objectives. This may involve inviting groups to apply or identifying the best method of communicating the opportunity. For example, Microgrant trials in Doncaster during the 2019 Tour de Yorkshire cycle race advised applicants that the team were “particularly interested” in (although not exclusively) applications that:

- Would engage communities along the race route (e.g. Doncaster Town Centre, Bentley, Tollbar, Askern, Campsall and Norton).
- Demonstrate an ability to sustain engagement beyond the event; this may relate to physical activity/sport and/or volunteering.
- Applications that target, although not exclusively: BAME populations, 16-25 year olds, and 60+ year olds.
- Applications that could evidence “match funding”, where the applicant would match funds requested to purchase similar or different items for their event/activity.

2. Keep Microgrant criteria and logistics simple

Microgrant processes should be quick and easy. Remember, most applicants are **volunteers** with limited time and resources, so success relies on making Microgrants user friendly. For example, providing hard copy and/or digital application forms makes life easier, as does making sure they are distributed and explained to community groups. This typically requires a personal touch, which can be time consuming from the outset. However, this additional effort supports and improves community events, helps build lasting community relationships, and saves time in the long-run.

Exchange products not pounds

Purchasing items/services on behalf of recipients also simplifies the process whilst providing financial oversight. It also enables more community groups to be involved as it removes the need for applicants to be constituted groups with a bank account. Delivery of items should also be convenient, with options for collection or delivery in advance of the event. Keeping recipients informed throughout is also important for maximising engagement and Microgrant success.



Be clear on Microgrant exclusions

Microgrants need clear criteria, as not all groups, activities and events will be eligible for funding. Where minor issues are identified, it may be necessary to work with applicants to amend their submission as community groups are often unfamiliar with funding processes. This also helps to get to know the groups better and strengthen community engagement. Examples of exclusions include:

- Activities promoting religious or political beliefs
- Professional fundraising events/activities
- Applications from businesses
- Any activities outside of a designated area e.g. Borough of Doncaster
- Holidays, prizes, alcohol, or food (other than light refreshments)
- Uniforms
- Items that cannot be re-used and would potentially be thrown away or stored for lengthy periods of time
- Items that include a number of environmentally unfriendly substances and materials
- Activities which pose crowd management concerns, particularly where proposed locations are recognised as areas of high footfall for spectators
- Goods or services that have already been bought or ordered
- Activities which may damage the environment
- Activities which pose a health and safety risk
- Activities where the target audience had not been determined
- Volunteer expenses
- Activities where the cost of the items would not achieve value for money

3. Ensure monitoring and feedback is also quick and easy

A simple two-step process involving a follow-up conversation, combined with a simple feedback form (see example on page 4) is an effective way of understanding how the event went. It also provides further opportunities for community engagement and to thank recipients for their involvement.





Gameplan Microgrant Template

Example Microgrant application form

Name of officer supporting application (if applicable) _____

Name of network / group / organisation _____

Contact details of lead applicant

Name _____

Address _____

Telephone _____

Email _____

Address details for place of proposed activity / activities

Address _____

Postcode _____

Telephone _____

Date that the network / group / organisation was established (if applicable) _____

Number of members within network / group / organisation _____

Amount of funding being applied for (maximum £200) _____

Please provide a brief description of proposed activity / activities

Please describe the potential benefits / outcomes of the proposed activity / activities

Please list who will benefit from the proposed activity / activities? e.g. individuals / groups / communities

Please explain how and why the funding is required for the proposed activity / activities

Required item/service	Supplier	Additional information	Cost £ including P&P





Gameplan Microgrant Template

Example Microgrant monitoring form

Name of network / group / organisation _____

Please provide an overview of how your project / event went

Please estimate how many people have benefited from your project / event _____

Please tick the following demographics which you believe benefited from your project / event.

	Under 16s	16-25	26-60	60+
Age				

What benefits were created with the spending of this funding on your project / event?
Do you have a good news story to tell?

Do you have any feedback in relation to the process of applying for the funding and receiving your items? This will help us to improve future schemes.

Would you have done things differently for [name of event] without this Microgrant? If yes, how?

Has this Microgrant helped you engage 'new faces'/people in your activities/organisation? If yes, please can you provide some more details (NB. no personal information required)

Has this Microgrant encouraged you to do other events in the future? If yes, please can you provide details?

