

LAND, FOOD AND FARMING FUND:



SUPPORTING ORGANISATIONS CAMPAIGNING FOR A FOOD AND FARMING REVOLUTION

Thanks to funding from Quadrature Climate Foundation, WWF-UK is supporting projects that help change hearts and minds to win the narrative on land use change, strengthening calls for reducing greenhouse gases in agriculture and supporting nature-friendly farming.

GUIDANCE FOR APPLICANTS

Please read the information below carefully to help you put together a great application. If you have any queries, please email: community@wwf.org.uk

LAND, FOOD AND FARMING FUND AIMS AND OBJECTIVES

Aim: Changing hearts and minds; winning the narrative on the need for – and benefits of – land use change and sustainable agriculture.

Objectives:

- Grants to local and national networks/coalitions for campaigns on food, sustainable agriculture and land use within England.
- Grants to local online relevant media, social networks and micro-influencers to tell stories about the most innovative approaches to transforming our land within England.

Outcomes:

- New/improved partnerships between with networks communicating on the need for transformation of land within agriculture.
- Increased local social media engagement/reach regarding land use change.
- A broader and more diverse audience engaging with campaigns on land use transition.

WHAT DOES THE LAND, FOOD AND FARMING FUND CONSIST OF?

The Land, Food and Farming Fund total is £80,000 and will support applications of £10,000 - £25,000 per organisation/coalition. In addition to the grant itself, all successful applicants will receive a package of networking opportunities and support for themselves, or their affiliated network members:

- Tickets, accommodation and travel to Groundswell in June 2022.
- Visit and travel to sustainable agriculture demonstration farms and projects.
- External monitoring and evaluation guidance for the campaign/project.
- Online training workshops to support future campaigns/projects.
- Online WWF workshops with land use change, sustainable agriculture and food/farming specialists.
- Online learning session on the Land, Food and Farming Fund to help design/improve further initiatives.

HOW CAN THE FUNDING BE SPENT?

We can fund:

- Campaign costs
- Equipment
- One-off events/room-bookings
- Staff/consultant costs related to the project
- Training costs
- Transport
- Accommodation costs
- Volunteer expenses

We cannot fund:

- Contingency costs, loans, endowments or interest
- Profit-making or fundraising activities
- VAT you can reclaim
- Religious activities (we can fund religious organisations if their project benefits the wider community and does not include religious content)
- Statutory activities
- Overseas travel or projects that take place outside of England
- Political activities
- Any items or staff costs unrelated to your project

WHO IS ELIGIBLE FOR THE FUNDING?

Who can apply:

- Constituted voluntary community organisation, club or group with a bank account
- Registered charity
- Charitable incorporated organisation (CIO)
- Not-for-profit company
- Community interest company (CIC)
- Community benefit society

Who cannot apply:

- Sole traders
- Organisations based outside the UK
- One organisation applying on behalf of another
- Companies that pay profits to directors, shareholders or members (including Companies Limited by Shares)

WHAT ARE WE LOOKING FOR IN A WINNING CAMPAIGN/PROJECT?

We are looking for organisations and networks who are working in the space of land use change, sustainable agriculture and food/ farming in England:

- We would like land use transformation to be the newest issue that people from all backgrounds are talking about.
- We would like to inspire new audiences and local communities about the benefits of land use transformation and how changing the way we farm can bring nature back and help the fight against climate change.
- We're looking for innovative and exciting ideas that can reach new audiences, both online and offline.
- We're interested in supporting new approaches and trialling new ideas.

- We're looking for ideas that help us achieve our outcomes and overall aim of the fund, listed at the start of this guidance.

When planning what you might need to buy or use, please consider the most sustainable options.

WHAT SORT OF ORGANISATIONS AND CAMPAIGNS WOULD BE SUITABLE?

- Organisations, networks representing grassroots members and/or coalitions working in the space of land use, food and farming.
- Campaigns, communications or projects that reach new audiences and help tell stories about the most innovative approaches to transforming our land and the way we buy and consume food.
- Scaled-up local solutions to a national problem. Ideas that highlight the significance of local issues are important, but we would also encourage messages that are appropriate across England.
- On the ground projects will be considered if they have a strong campaign/communications element alongside.

APPLICATION AND CAMPAIGN/PROJECT TIMELINE

- The deadline for applications is midnight on Sunday 23 January 2022.
- Successful applicants will be notified that they have been awarded funding by email on or before Friday 4 February 2022. Information will also include the next steps, what additional documentation is required and the process for payment.
- Unsuccessful applicants will be notified that they have not been awarded funding by email on or before Friday 11 February 2022. There will be opportunity to request feedback on any unsuccessful applications.
- Successful applicants can expect their money to be received by the end of February 2022.
- Campaigns/projects will begin delivery in March 2022 and 90% of the budget must be spent by 30 June 2022.
- 10% of the budget can be carried over for six months if required until 31 December 2022.
- Evidence of initial results must be available by 30 June 2022, however campaigns/projects can continue for a further six months until 31 December 2022, when final evaluation is required.

YOUR PROJECT BUDGET

The minimum amount you can apply for is £10,000 and the maximum is £25,000; all applications between these figures will be considered. Please outline your budget costs using the table in the application form, or by completing a separate Excel spreadsheet if preferred. Please note that funds will not reach the account of winning applicants until the end of February 2022 and 90% of the total amount must be spent by the end of June 2022. The remaining 10% can be spent up until 31 December 2022 if required. Any funds that cannot be spent during this time due to unforeseen circumstances will require additional agreement or need to be returned to WWF-UK.

SAFETY CONSIDERATIONS

Depending on what you want to do, your project might need:

- Public liability insurance
- Risk assessments
- Safeguarding policy (if working with children or vulnerable adults)
- Leaders or instructors with special qualifications
- A Covid-19 safety plan, explaining how delivery can continue should any tighter restrictions be reintroduced

HOW TO APPLY

As there are limited grants available, we would recommend getting in contact before you apply to ensure your campaign/project is suitable. If you would like to talk through your ideas, then please email Charlie Cutt, WWF-UK Community Manager at community@wwf.org.uk.

Please download the application form and use this guidance to help you fill out all the necessary sections. Complete the application form and email as an attachment to Charlie Cutt, Community Manager at WWF-UK: community@wwf.org.uk by midnight on Sunday 23 January. You may attach separate Excel spreadsheets for your budget and timeline if preferred.