

The Guardian and Observer
Winter Appeal 2017
Lessons Learnt

The Winter Appeal

- £1.5million raised through Guardian and Observer readers donating as part of a winter appeal
- Divided equally between nominated charities Centrepoint Depaul and NACCOM

The Naccom grant process

- Made £400,000 available for full Naccom members to apply for through a simple grants process
- For projects which would relieve poverty through supporting destitute asylum seekers, refugees and migrants with no recourse to public funds.

Awarding the grants

- Independent panel was set up to make the decisions on how grants were awarded
- We received 43 applications and 42 grants were made totalling £395,000

What we learnt from the applications

- **Budget formatting** varied greatly and could be difficult to understand
- A number of organisations were heavily reliant on **one grant funder**
- A few applicants **did not answer the criteria questions** and requested funding for something unrelated to the funding criteria.
- We **didn't get many enquiries** from projects before applications were submitted.
- **We were expecting more joint applications** from members in regions, but only received 2 partnership bids in the end.