

## APPLICATION FOR A JCI UK FOUNDATION GRANT

**NAME OF APPLICANT** (JCI Anytown)

### CONTACT

**NAME** Name of contact  
**ADDRESS** Full mailing address of applicant

**E-MAIL ADDRESS** email address required for speed of response/request for further information

**PHONE NOS** (H) (B) (M) best numbers to reach the contact

**AMOUNT OF GRANT REQUESTED** £full amount of grant requested

(If there is insufficient space to complete your answers to the questions below, please feel free to continue in the 'Any other relevant information' section on the next page or on a separate sheet)

**Please provide a brief summary of the overall project/activity for which the Grant is required indicating specifically how the project / activity is anticipated to assist recruitment / retention / JCI UK goals**

**Name of Event:** Provide the name of the event, if appropriate;

**Intended Dates and Times:** Give the dates and times, if known;

**Venue/Site:** If appropriate, list the venues/sites;

**Expected Number of Attendees:** The more people the project will reach, the better – however be as accurate as possible;

**Explanation of the Event:** Sporting Charity Challenge - A 500m circuit to be complete as many times as possible by an individual either running or walking. We will be gaining sponsorship from local companies and the competitors who intend to take part will be seeking sponsorship of a number of laps, laps are currently estimated £3 - £5 per lap completed but to be confirmed. This event will be accessible for all ages and abilities to raise money for the local charity. We expect to run this event annually and hopefully roll out the template to other chambers.

Entries can be individual or teams of 5, awards for most laps for male, female and team.

### Key Benefits to JCI

- Member opportunities to organise a large / marketing / business / procurement / event management
- Member opportunities to volunteer on the day
- Opportunities for JCI members to attend and take part
- Target of raising £x,000 - £x,000 for local charity
- Event is taking place at xxxxx, Xxxxxxx - with footfall of over 5,000 every Saturday. This event will raise the profile of JCI Anytown dramatically

This is your opportunity to set out your stall and explain what you are looking to achieve – what is the event/project/programme? What will it achieve? How will it be set up? Who will be involved? What research has been undertaken? How will the JCI UK demographic react/be involved? How accessible is the event/project/programme? How wide is the appeal? These are the sort of questions we are looking to see answered here.

**Please indicate which part of the activity/event will be supported by the Grant, and in what way the award of the grant will impact plans for the event / activity or its format.**

**Marketing** – To make the event a success we will need to heavily promote the event to business and the local community, a large proportion of the grant will be towards this.

- Advertising in the local newspaper and radio will be free;
- A4 posters are priced at £xx for xxx;
- Letters will be sent to local businesses, including a poster and business card;

- Postage costs are estimated to be £xx;

#### Event costs -

- A donation of £xxx will be made to the St John's Ambulance who will provide emergency support on the day;
- Hire of a PA system on the day will cost £xxx;
- The local Council planning application, supported by a safety assessment, requires a fee of £xx;
- Public Liability insurance for the event will cost between £xxx and £xxx;
- A drinks station is to be set up – plastic cups costing £xx for xxxx, along with juice and water which we have estimated at a minimum of £xxx.

**Investment** – part of the grant will be used to purchase items which can be reused either for future similar events, or any other events JCI Anytown organises.

- Marshalls Hi-Vis jackets – 5 required at a cost of £xx;
- Re-useable promotional flags – these are priced at £xx for 20;
- A promotional stand to display information about JCI has been costed at £xxx.

Where possible, provide a full breakdown of the total costs for every aspect of the project – we will look to see some financial input from the Chamber, as well as consideration being given to the availability of any funding from JCI UK and/or sponsors.

Include any quotes received and indicate if alternative quotes have been sought or if the supplier has offered discounts for any reason.

How will this activity benefit one or more of the following and how will the benefit be measured:

1) the Chamber; 2) the community; 3) individual members.

1. The Chamber will gain a large amount of exposure from this event from the local business and community, to help drive new members to the chamber. We will be contacting xxx local businesses directly; making representation and the Chamber of Commerce meeting and will reach a further X'000 by means of newspaper and radio advertising. The aim is to attract members, increase the public awareness and our professional reputation in the town;
2. The charity we are working with in 20XX is Winter Comfort for the homeless. We will be aiming to raise £x,000 - £x,000 for them as well as raise the profile of the Charity and the valuable work they do in Anytown.
3. Members will be given the opportunity to get involved with Marketing, Business, Procurement and event management – some of the key fundamental skills for which JCI UK promotes. They will also be able to volunteer on the day and take part in the event.

Please attach a budget for the activity AND indicate the source of other funds (if any) being used in the activity (e.g. sponsorship, sale of tickets, Chamber reserves) and the total likely expenditure.

Please attach a full budget including income and expenditure and a balance sheet, which should indicate the breakeven point.

Make use of this to highlight where the funding will come from and how certain the funding is.

Please attach a copy of the latest set of audited or certified accounts for the Chamber.

We do not have a set of audited accounts, JCI Anytown is a new Chamber.

#### Any other relevant information.

Include here any relevant information which will assist the Trustees in assessing your application – think 'Dragon's Den' or 'The Apprentice'; this form is your opportunity to 'sell' the event/project/programme to the Trustees and gives you the opportunity to practice your pitch to the public.

## DECLARATION

I confirm that any Grant awarded to me/us, as a result of this Application will be used only for the purpose outlined in this Application.

Signature of Chamber President/Regional Group Chairman/other appropriate individual

Name of person signing above **Name of the applicant**

Position held **Position of the applicant**

Date **DD/MM/YYYY**

*When completed, this form should be sent to **Elaine Senior**, Clerk to the Trustees, 1 Roman Court, Rotherham, South Yorkshire, S61 2HN. Home Tel (01709) 552338*

***The Trustees will seek to deal with all applications promptly, usually within 2 weeks. Please, however, give a much notice as possible before your event/ project commences.***

## IMPORTANT INFORMATION

Preference will be given to events whose main aim is membership recruitment and retention.

All applications will be acknowledged by email within seven working days of receipt. It is the responsibility of the applicant(s) to contact the Clerk to the Trustees if an acknowledgement is not received within this time.

Attribution to and use of the JCI UK Foundation name and branding is a condition of grant aid to promote awareness of the Foundation.

All applicants must submit a brief report to the Clerk to the Trustees within one month of the event taking place. The report should contain copies of promotional material for the event and demonstrate clearly how the Foundation name was used.