

Children Survive and Thrive – Rise and Shine: concept note

guidance – Updates were made to this page (9 Jan 2019) and to section 6.1 (7 Jan 2019)

Below is the guidance for Stage 1 of your proposal. Please be sure your answers clearly address the key points.

General information

To give as many organisations as fair a chance as possible, you can only submit one proposal to the Rise and Shine funding programme (though you can be named as a partner on any number of applications). Please be aware we will never read more than one proposal per organisation. However, you can apply to multiple [funding programmes](#) at the same time.

Please note the key dates for Stage 1:

- Online applications open on: **Monday, 7 January 2019**
- The application deadline is: **12 noon GMT on Friday 22 March 2019**

General guidance for applications is on our website, in addition to the concept note information below.

- It's important to check the [funding eligibility criteria](#) – please be aware that any application outside these criteria will be turned down at Stage 1.
- The [application process guidance](#) includes the application steps, how much you can apply for, and useful documents and formats.

We recently revised guidance in two areas. To understand the **amount of funding** organisations can request, please see the [application process guidance](#). As well, for organisations outside the UK, the **minimum annual income level** has been reduced and can be found in the [funding eligibility criteria](#).

Application form

- In the online application, **there are character limits for the answers to some questions.** These are noted below, and they are also clearly indicated in the online form that you will fill out.
- **Some questions in the online proposal form will also be marked as not applicable.** These are not relevant to this funding programme, and it is not necessary to complete them. The sections that are not applicable are also noted below.

We are providing this guidance to allow you to start writing off-line, and to help your proposal planning. When using the online form, it will also be helpful to know the following:

- The online form automatically saves your answers as you move between sections. However, you can also choose to save your work using the save button at the end of each section.
- **Please note: you can lose work if it's open in two window tabs.**
- You can leave the form and return to add more information at a different time.
- The answers to some questions will determine whether you are subsequently asked additional questions. To make sure you supply us with the answers to all required questions you should complete the online questions and sections in order.
- Before you can submit your proposal successfully, our system checks whether you have completed all mandatory sections and questions. The system will flag any unanswered questions to you.
- **If you have difficulty, you can contact grantsinfo@comicrelief.com**
- You can print a copy of your proposal at any time using the print form options at the top of this page and at the top of each section.
- **We recommend you use Mozilla Firefox or Google Chrome browser to complete the online form.**

Section 1. Basic details

1.1 Reference information

Question	Guidance	Character count
Reference information	The proposal ID is generated when you create a proposal online. You should use this proposal ID in all correspondence relating to your proposal.	n/a

1.2 Basic details

Question	Guidance	Character count
Proposal title	Please provide a brief title for your proposal, excluding your organisation name. We will use this title whenever we refer to your proposal.	100 characters
Has this work previously been funded by Comic Relief?	Please tick “yes” if Comic Relief has previously provided funding for this work. If we have previously funded this work, you will be asked to upload the latest report or any final evaluation you might have carried out.	n/a
Has this work previously been funded by another funder (not Comic Relief)?	Please tick “yes” if this work has previously been funded by another funder. If the work has been previously funded, you will be asked to upload the latest report or any final evaluation you might have carried out.	n/a
Are you using any of the following approaches in your proposal: Sport for Change <input type="checkbox"/> Tech for Good <input type="checkbox"/>	<p>Guidance on proposals involving Sport for Change Comic Relief’s Sport for Change approach is designed to bring about positive social change for individuals and communities through the intentional use of sport and physical activity. This will be relevant if your proposal includes sport or physical activity that will be used to bring about positive social change under this funding programme.</p> <p>Sport or physical activity should be part of a broader programme of work. For Rise and Shine, this means it should support or be linked to other activities as part of a coordinated approach to early childhood development. For further details please see:</p> <ul style="list-style-type: none"> • Below at section 2.3: “How will sport be used to help deliver the changes that you are seeking to bring about?” • Click this link for more information on using Sport for Change <p>Guidance on proposals involving Tech for Good By Tech for Good, we mean substantial development of digital products or technology to create social change. Please do not</p>	n/a

	<p>select Tech for Good if you are focusing on general digital inclusion work, such as training people in how to use technology. Under this approach, we generally will not fund the updating of websites or routine social media campaigns, or related staff or volunteer training. You will be asked additional questions about your approach. For further details please see section 2.3 below:</p> <ul style="list-style-type: none"> • “Why do you think this approach will be effective?” and • “Why do you think that this technology is the best means of addressing the need?” 	
<p>Are you working with partner organisations who will be responsible for managing a share of the budget?</p>	<p>For this funding programme, proposals can be made by single applicants, or by partnerships of two or three organisations that will receive funding (but only one organisation can act as grant holder).</p> <p>We will always prioritise applications from organisations that are registered in the country where the work will take place. Applicants are welcome to include partners not registered in the country, but must be able to clearly demonstrate the added value of all partners included in the proposal.</p> <p>For your proposal, partners are defined as <u>organisations who will be responsible for managing a share of the budget</u>. For example, please do not include small community-based organisations unless they are responsible for managing part of the budget.</p> <p>In addition, you are welcome to include collaboration with government organisations. However, Comic Relief will not fund government organisations, so they should not be included in this section.</p>	<p>n/a</p>

Section 1.3 is not applicable

Section 2. Your Proposal

2.1 Change

Question	Guidance	Character count
<p>Please provide a brief summary of your proposal</p>	<p>Please give us a clear 2-3 sentence description of the work you want to do. We want to have a good idea of your proposal, including a summary of the work, the people who will benefit, and the overall change(s) you are intending to achieve. Please avoid using jargon. In this question, we do <u>not</u> need a detailed list of the activities or a description of the context.</p>	<p>350 characters</p>
<p>If you want, you can include a link to a video</p>	<p>This is totally optional, and it will not disadvantage you if you do not supply a video.</p>	

<p>of up to 2 minutes to summarise what you want us to fund</p>	<p>If you want to use a video, you should <u>not</u> attach the actual video file, but a link to youtube, vimeo or another online platform where your video can be accessed. <u>Please do not password protect the video. We reserve the right to not accept proposals where the video has been password protected.</u></p> <p>The video should be a <u>maximum of 2 minutes long</u>. Don't send us longer videos, as they won't be watched. The content of the film is more important than the quality. We are very happy with films created on phones or using basic software.</p> <p>Please note this should not be a generic video about your organisation's work, but one which specifically tells us about how you would use this funding. Films should:</p> <ul style="list-style-type: none"> • State the name of the organisation (and any partners) • Give a summary of the work, the people who will benefit, and the overall change(s) you are intending to achieve 	
<p>Please describe the people who will benefit and the problems they face in their lives</p>	<p>We want to know about your main target groups or beneficiaries. Tell us where they live and what problems or challenges they face, and explain the context in which they are living. Your explanation should help us see the need for your proposed work.</p> <p><i>Data is more readily available for some aspects of early childhood development and less so for others, depending on the local context. However, your proposal should clearly identify relevant needs of young children and their families, priority issues and gaps for early childhood development, availability of services and other support, and relevant government policy and programmes.</i></p>	<p>3,500 characters</p>
<p>What changes do you expect to see as a result of your proposed work?</p>	<p>Tell us about your planned outcomes – the changes you are aiming to bring about for the people who will benefit from this work.</p> <p><i>This includes your description of how you will directly support families to meet the holistic developmental needs of young children. Your work can reach: families with infants and toddlers; or families with children from 3 years of age up to and including the young child's successful transition to primary school; or both groups.</i></p> <p><i>Your application may also include changes that will occur due to complementary activities. Examples include: building capacity to improve the delivery of early childhood development; developing or influencing guidelines, procedures, policies and implementation plans; acting on opportunities for making progress for children in collaboration with other key stakeholders; or strengthening organisations driving these changes, to ensure the work has long term benefit.</i></p>	<p>3,500 characters</p>

2.2 People benefiting

Question	Guidance	Character count
<p>People benefiting directly</p> <ul style="list-style-type: none"> • Core target groups • Frontline workers • Other groups benefitting directly 	<p>Comic Relief is asking you to provide information in this format because we need to make sure the data we use to report back to the public accurately shows the people who benefit, as well as the changes supported by your work.</p> <p>We know that this may not be the usual way in which you break down your data, so we have provided further guidance below to help you answer this question. Please read the following information before completing your answers.</p> <p><u>Comic Relief only asks about the numbers of people benefiting directly.</u> This means the people who will be directly involved in the activities and who will experience a change, as shown in the data that you will be collecting.</p> <p><u>When calculating the number of people benefitting directly you should be realistic about the change you think is feasible over the time span and activities you are proposing.</u> Very often applications give estimates of numbers of beneficiaries that are too ambitious. We would prefer you to provide more realistic numbers, even if that means smaller numbers. As part of the assessment process we will review these numbers to see if they are realistic.</p> <p><u>It is perfectly acceptable to have ‘0’ in any of the categories of people benefitting directly – the categories you use will depend on the type of activities and changes you want to see.</u></p> <p><u>“Core target groups” are the main groups of people you will support.</u> They will directly benefit from an activity and are typically involved on a one-to-one or group basis i.e. they have an intensive or regular involvement with activities. For example, these could be the children who will benefit directly, and their parents and other carers.</p> <p><u>“Frontline workers” are the people who will work with the core target group(s), either in a paid or voluntary role, e.g. counsellors, health workers, teachers.</u> They will generally be given training, support or other forms of guidance to enable them to work with people from the core target group(s).</p> <p><u>“Other groups benefiting directly” mean people who will benefit from a one-off, initial or limited involvement with your activities.</u> They are likely to be from broader groups that your organisation will interact with, such as community members. Please note: if you are claiming them as “other groups benefiting directly,” we</p>	<p>150 characters</p>

	<p>will expect you to collect data that shows the benefits they will gain from your work.</p> <p>For example, you should not just include whole communities that have received a leaflet from your organisation, or who might have attended an event, unless you have some way of gathering data that shows this has led to a change for all these people. This might not be feasible, or it might not be a core component of your proposed work – in which case you do not need to include those people in the table.</p> <p><u>You should also not include “indirect beneficiaries” i.e. estimates of broader groups of people reached indirectly, for example through word of mouth.</u> Any people benefiting must be included in the categories above. If so, they should be included in data gathering that shows the changes that they will experience.</p> <p><u>For organisations influencing policy changes:</u> where the policy change can be clearly shown to have an impact on specific groups of people they can be included under ‘other groups benefitting directly’. If people are only assumed to benefit from the policy changes and this cannot be tracked in any meaningful way, then these people should not be included. However, there are other ways of demonstrating impact if your work results in important strategic changes, such as influencing stakeholders, policy or guidelines at local or national level.</p>	
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2.3 Activities

Question	Guidance	Character count
What specifically will you do to help people to address their problems?	<p>We want to know about the activities you will be carrying out in order to help the people you will reach.</p> <p>Be clear and precise, and where relevant please explain the number and frequency of different activities.</p>	3,500 characters
Why do you think this approach will be effective?	<p>Tell us why you think your approach and activities will result in the changes you want to achieve. On what basis did you choose the approach described in this application, i.e. what factors did you consider in coming to your decision?</p> <p>Please note, for the Rise and Shine programme we do not expect organisations to be able to meet the holistic development needs of young children on their own.</p> <ul style="list-style-type: none"> • It may be important to create strong linkages from communities to different services, and ensure integrated follow-up with families after they return home • Some organisations might also consider a specific approach, such as implementing a missing key activity in local 	2,100 characters

	<p>communities, e.g. community-based and pre-school activities that address gaps in young children’s holistic needs</p> <ul style="list-style-type: none"> • We also welcome applications from organisations working in partnership <p>To support the approach and activities you have chosen, please tell us about the following:</p> <ul style="list-style-type: none"> • Any research or consultation you have done, or any evidence or learning from your previous efforts, or from other similar work carried out by others • Is the approach tried and tested, or a new way of doing things, or a combination of the two? • Does your approach support any specific sector priorities or government policies and plans? <p>For proposals including a Tech for Good approach, please explain:</p> <ul style="list-style-type: none"> • Your organisation’s ability to manage a successful Tech for Good approach, and the sound internal or external technical expertise that will be used to manage and deliver it • The research you have carried out regarding the need, demand and expected value of this approach • How the proposed solution is appropriate for the context in which you are working • How it will focus on specific user needs in its design, delivery and development, with potential to improve or transform existing models to achieve greater scale or sustainability 	
<p>Why do you think that this technology is the best means of addressing the need? [APPLICATIONS USING TECH ONLY]</p>	<p>This question will only be asked if you have indicated in section 1 that you are using a Tech for Good approach.</p> <p>You need to show why you believe that the technology you have chosen is going to achieve the changes you intend, particularly in terms of meeting the needs of the people you want to reach. For example, we would like to know why you have chosen your product or technology and not another, and why you have chosen a specific platform or device over another. We want to know whether you’re using the most appropriate and accessible technology for the people you want to reach, and if the technology is sustainable in the future, allowing your organisation to meet future needs.</p>	<p>2,100 characters</p>
<p>How will sport be used to help deliver the changes that you are seeking to bring about? [APPLICATIONS USING SPORT ONLY]</p>	<p>This question will only be asked if you have indicated in section 1 that you are using a Sport for Change approach.</p> <p>For this question, please consider in your response:</p> <ol style="list-style-type: none"> 1. Why you have chosen the particular sport(s) and what value sport brings to the work 2. The broader programme of work that will take place and how sport will be integrated 3. How you will engage the participants (open access, targeted approach, referrals, etc.) 4. How you will measure the change delivered by the work 	<p>2,100 characters</p>

	Please note, we cannot fund organisations which are only aiming to increase participation in sport, or to develop sporting excellence, individual athletes or sports teams, or one-off sporting events. Refurbishment, upgrades to playing surfaces, or any other capital works associated with sporting provision will also not be funded.	
Who will be involved in delivering the activities, and what will they do?	Tell us more about the different organisations involved in the work and their respective roles and responsibilities. We want to know who will be delivering the activities you have described above to get a better understanding of how the activities will be managed and how you will successfully deliver the changes you want to achieve. Your answer should include any partners named in your application i.e. organisations managing a part of the budget. It can also include other organisations that are involved but not managing Comic Relief funding, such as government organisations, other key stakeholders, consultants or contractors.	2,100 characters

Sections 2.4, 2.5 and 2.6 are not applicable

Section 3. Your funding request

In this section we would like you to tell us what you are requesting from Comic Relief.

3.1 Where the work is taking place

Question	Guidance	Character count
Where will the work take place?	Please tell us where the work will take place. Please click on the arrows to expand the list and click on every level that applies	n/a
For international work please give the district(s).	For organisations working outside the UK, we would like to know the country, and region if possible. Use the arrows to expand the list and select the region and country. For example, if the work will be in Nairobi, select: 'Africa, South of Sahara', 'Kenya' and 'Nairobi'.	
For work taking place in the UK, please give up to four main location postcodes	You do not need to answer this question if all aspects of the work are delivered online. For organisations working in the UK, we would like to know the region where the work will take place, e.g. if it will be in Yorkshire, select: 'United Kingdom', 'England' and 'Yorkshire and the Humber' For work in the UK, please specify postcodes which best reflect the locations and characteristics of the areas you will work in. This should be the full postcode, such as SE1 7TP, rather than	n/a

	SE1. If your organisation will deliver work across a locality, city or county, please provide postcodes within these that give the best indication of the range of locations. We use this information to understand the characteristics of the locations where you are working, such as whether it is urban or rural, its level of deprivation or where there are gaps in similar services. We also review the locations of all our applicants to understand the areas from where we are attracting applications.	
How long would you like the funding to last?	Funding is available for 3 to 5 years. Select the expected duration of your requested funding from the drop-down list.	n/a

3.2 Your concept note request

Question	Guidance	Character count
Your concept note request	<p>Please tell us total costs during each year of the work you are proposing, and how much of this you will need from Comic Relief.</p> <p>Please note the following, regarding the investments we will make for organisations selected under this programme:</p> <ul style="list-style-type: none"> • Funding is available for 3 to 5 years • In the UK, we will make investments of £150K and below • In Kenya and Malawi, we will make investments of £300K and below. • In some cases, we may approve investments at a higher level – up to £300K in the UK, and up to £750K in Kenya and Malawi – for organisations that will both deliver strong community-level efforts and also contribute to strategic changes, for example through a combination of supporting families directly and influencing stakeholders, policy or guidelines at local or national level. Please note, however, that we do not expect to fund many grants at the higher level. • The investment can be used to cover specific activities, or a combination of activities and the organisation’s core costs or overheads. If an organisation’s main purpose is to advance early childhood development, and it can demonstrate its impact, we may consider funding core costs only. 	n/a

Sections 3.3, 3.4 and 3.5 are not applicable

3.6 Expenditure by organisation

Question	Guidance	Character count
Expenditure by organisation	This question will only appear if you indicated in section 1 that you are working with partners. Please tell us how much money	n/a

	each partner is responsible for during each year – both the total amount, and the amount of the Comic Relief funding.	
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Section 3.7 is not applicable

Section 4. Your organisation

Question	Guidance	Character count
<p>What is the purpose of your organisation and what are you most proud of in your history? Why is your organisation well placed to carry out this work?</p>	<p>Tell us about your organisation – what you do, where you work, and who you work with.</p> <p>Provide information about your experience in working with the people you want to help, and the problems they are dealing with.</p> <p>For the Rise and Shine programme, organisations with demonstrable experience in one or more of the key areas – for instance in health, or in education – may be able to extend this and integrate multiple elements of early childhood development. Please explain how you will do this.</p> <p>We also want to know what you’re most proud of in terms of your organisation’s achievements, and why you think your organisation will be able to manage and deliver the proposed work.</p>	2,100 characters
<p>Date your organisation was established</p>	<p>Please enter the date your organisation was established. If you do not know the exact date your organisation was established, please give an approximate date.</p>	n/a
<p>Legal status</p>	<p>Please select your organisation’s legal status from the drop-down list and complete registration number details if applicable.</p> <p>Please note:</p> <ul style="list-style-type: none"> • Comic Relief predominantly funds registered charities. We will ask for evidence of registration during the application process. • We do also fund other types of organisations. In these instances, the governing documents of the organisation must clearly outline the organisation’s social purpose, demonstrate that any profit or assets are used for this social purpose, and show that an asset lock is in place. We will ask for a copy of your governing documents as part of your Stage 2 application. 	n/a
<p>What was your organisation’s income in your most recent full financial year?</p>	<p>Please provide us with your organisation’s income as shown in the last annual accounts submitted to the relevant authority.</p> <p>If you are invited to the next stage, we will ask for more information about your annual finances, key organisational policies, and constitutional documents.</p>	n/a

Sections 4.3 to 4.10 are not applicable

Section 5. Your partner(s)

In this section we would like you to tell us more about any partner organisations. As we mentioned in section 1.2, partners are defined as organisations that will be responsible for managing a share of the budget. If you are not working with partner organisations, then this section is not applicable to you.

5.1 Basic partner details

Question	Guidance	Character count
Partner name	<p>If your organisation is already linked to a partner organisation on our system, you can select their name from the drop-down menu that is located in this section of the online form.</p> <p>If the partner is not already linked on our system, please click 'Add a partner to this list'. Follow the on-screen instructions to search for the organisation, or to create a new organisation record if they are not already registered with us.</p>	n/a
What is the purpose of this organisation and what is it most proud of in its history? Why is this organisation best placed to carry out this work?	<p>You will be asked this question for each partner organisation you include in the proposal. Please provide us with more information about your partner organisation:</p> <ul style="list-style-type: none"> • Where they work, what they do, who they work with • Their experience in working with the people you want to help, and the problems they are dealing with <p>We also want to know about the organisation's achievements that they are most proud of, and why this partner will be able to help you deliver the proposed activities.</p>	2,100 characters
This partner organisation's legal status	Please select your partner organisation's legal status from the drop-down list.	n/a
How many people work for this organisation?	<p>Please specify the numbers under each heading:</p> <ul style="list-style-type: none"> • Full-time staff equivalent – we define this as at least 35 hours per week • Part-time staff equivalent • Sessional workers • Volunteers 	n/a

Section 5.2 is not applicable

5.3 Partner finances

Question	Guidance	Character count
What was this organisation's income in their most recent full financial year?	Please provide us with your partner organisation's income from their last annual accounts submitted to the relevant authority.	n/a
Add Partner	You can add additional partners by clicking on 'Add partner'. You will be asked the same questions as above for each of them.	n/a

Sections 5.4, 5.5 and 5.6 are not applicable

Section 6. Declaration and Contact Details

6.1 Contact details

Question	Guidance	Character count
If your contact details below have changed, please update in the 'Contacts' section before you submit this proposal	<p>This includes the contact person's name, email address and telephone number. This information will appear in the online form based on the name of the person who created the proposal online. This person becomes the organisation's contact for this funding application.</p> <p><u>If these details have changed, before submitting this proposal you should email grantsinfo@comicrelief.com with the information about the new contact details.</u></p>	n/a

6.2 Declaration

Please note: proposals cannot be submitted unless these tick-boxes have been checked.

Question	Guidance	Character count
Authority to submit	Please tick to confirm you have the <u>authority to submit this proposal</u> on behalf of the applicant organisation.	n/a
Terms and conditions	Please tick to confirm you have read and accepted the <u>terms and conditions of making a grant proposal to Comic Relief</u> . It is important to take the time to <u>read these to fully understand what to expect</u> from Comic Relief once a proposal has been submitted.	n/a
Data protection	Please tick to confirm you have understood how Comic Relief will share <u>personal data</u> .	n/a