



# Champions for Children application and eligibility

## FAQs



## Q: What is Champions for Children, and is my charity eligible to apply?

Champions for Children is an annual matched-funding campaign run by The Childhood Trust (TCT). The campaign runs for a fortnight in June every year on [the Big Give's platform](#) and was first launched in 2020 in response to the COVID-19 pandemic. Since 2020, this campaign has raised more than £18m for hundreds of projects supporting children experiencing poverty across all 32 London boroughs.

The Childhood Trust offers funding to charities whose work aligns with our impact strategy for 2023-2026, Prepared for Life. We are looking to support projects which meet the needs of children experiencing poverty across any of our four key impact areas:

- **Children are Healthy:** Projects which focus on improving the physical health of beneficiaries, e.g., offering nutritious food and meals, or any physical activity programmes including sports/play/recreation.
- **Children are Resilient:** Projects that promote, restore, and protect children's mental health and emotional wellbeing.
- **Children are Safe:** Projects that improve children's quality of life and sense of belonging through better living conditions, and programmes promoting community cohesion.
- **Children are Confident:** Projects involving employment, training, and education-based services; services that enhance life- and work-readiness by raising confidence and a passion for learning.



## Q: Our charity would be applying for the first time for Champions for Children. How do we know if we're eligible to participate?

### Your charity is eligible to apply if:

- It runs project(s) that fall under any of our four key impact areas
- The primary beneficiaries of its intended project are children 18 and under, who reside in any of the 32 boroughs of London
- It has an annual income greater than £25,000
- It is not receiving more than £10m in donations and legacies annually
- It has an active trustee board
- It has major/individual/corporate/community donors who are prepared to make donation pledges to kickstart the fundraising for the project

In case you have any doubts about your charity's eligibility to participate in Champions for Children, please don't hesitate to get in touch with us at [campaigns@childhoodtrust.org.uk](mailto:campaigns@childhoodtrust.org.uk) and we'd be happy to have a chat!

## What we don't fund -

- Hardship grants or academic bursaries (which cover statutory provision of education)
- Projects that are primarily focused on advancing political ideologies
- Projects that are primarily focused on promoting religious beliefs, conducting worship activities, or proselytizing.  
Note: projects led by faith-based organisations that address CYP needs in a non-religious and inclusive manner and not seeking to influence personal beliefs, will be considered
- Capital costs that are not used to deliver project outcomes and impact (e.g., refurbishment costs for your charity's premises)
- Accommodation for homeless children or families
- Trips abroad
- Projects that take place before the end of the campaign
- General awareness-raising, research, or advocacy campaigns, unless these activities are carried out in conjunction with service delivery for your beneficiaries
- Childcare when there is no evidence of additional need
- Repayment of loans or payment of debts
- Items or services that are typically the responsibility of statutory authorities including equipment that will become the property of, or for the use of a statutory body, such as a school or hospital.
- Applications from any government-related bodies



## Q: What should my organisation's campaign target be?

The Childhood Trust only considers applications for a minimum campaign target of £8000. We offer charities two funding tracks to become either a Grassroots Partner or Synergy Partner.

Applications from charities will be streamed by the following criteria:

### **You are eligible for the Grassroots funding track if:**

- Your charity has a minimum annual turnover of £25,000. The minimum campaign target you can apply for is £8000 and the maximum campaign target you can apply for is £40,000.

### **You are eligible for the Synergy funding track if:**

- Your charity has a minimum annual turnover of £101,000 and a maximum of £10m in donations and legacies (annual turnover can be higher than £10m). To be in this funding track, you would have to apply for a minimum campaign target of £40,000+. The maximum campaign target you can apply for is £400,000.

**NOTE:** Charities cannot apply for a campaign target which exceeds 40% of their annual turnover.



## Q: What is the difference between the Synergy and Grassroots funding tracks?

The Childhood Trust has a diverse network of charity partners in London that all differ in their fundraising and operational capacities. We want to support this network to successfully meet their campaign targets and are currently working on expanding the roster of support we offer. The Synergy and Grassroots funding tracks enable us to ensure the support we offer is more tailored and applicable to your charity's capacity.



## Q: Can I apply with a campaign target that is lower than £8000?

Unfortunately, we are only able to consider applications with an overall campaign target of at least £8000.



## Q: How does fundraising in the Champions for Children campaign work?

This campaign makes use of the Big Give's **pledge model** of fundraising. Fundraising for this campaign happens in three parts:

**Part 1** – Your charity will first need to apply with a campaign target in mind (please note the minimum campaign target to participate in Champions for Children is **£8,000**). Once you have determined this campaign target, **25%** of the target will need to be secured via pledges from major supporters/donors. You may wish to read our FAQs on pledges for more information.

**Part 2** – Once your application is successful and your pledges have been secured, another **25%** will be formally offered to you by The Childhood Trust.

**Part 3** – You will then have **50%** of your campaign target left to raise, which must be raised online during our campaign fortnight in June. Your charity will have its very own campaign page on the Big Give's website, complete with a fundraising thermometer/progress bar and information on the work you do to attract donors.



## Q: Why does Champions for Children use the pledge model of funding?

We use the pledge model of funding because all online donations during the campaign are automatically doubled by match funds from your pledger and The Childhood Trust. It's a great way for charities to engage public donors to contribute, knowing their gift will go further.

As funds for the campaign need to be secured by engaging various types of donors, some of our charity partners have shared that this has enabled them to strengthen their digital marketing and social media channels. Others who have participated in Champions for Children multiple times have shared that their pledgers now proactively approach them as they're eager to contribute to the campaign again.

For smaller, grassroots charities, the pledge model of funding can be a great way to diversify their fundraising sources and raise their profile publicly.



## Q: What is the campaign process and how can I apply to participate?

**Jan-Feb** - Applications to participate in Champions for Children open in early **January** every year, and close in early **February**. You will need to submit an application via the Big Give, the online fundraising platform that we work closely with to run our campaign. To do so, you will have to create an account for your charity on the Big Give's Portal. [Click here to apply](#).

**Feb - Mar** - Once applications close, the campaigns team at TCT will carry out a due diligence process for all applicants. We will get in touch with you via email with instructions on completing this process. You may wish to read our FAQs on due diligence for more information.

During this period, you will also need to have secured your pledges. You may wish to read our FAQs on pledges for more information.

**April** - After you have successfully completed due diligence and secured pledges, your application will be presented to our grant-making committee. If your application is approved, and if you have successfully secured your pledges, TCT will make you a formal offer of funding.

**May** - Along with the offer of funding, we will also invite you to our in-person Get Campaign Ready event, where you will have a chance to meet other charities participating in the campaign and prepare for the upcoming campaign fortnight!

**June** - The campaign will take place for a fortnight in June.

12 months after the campaign ends, your charity will be required to submit reporting to TCT on the impact of your project on its beneficiaries.





**Q: My charity works with children/young people experiencing disadvantage and we are interested in applying for Champions for Children, but I'm still not sure if our project is eligible for funding.**

Please refer to the table below for our four impact areas and to determine if your project would be eligible for funding from The Childhood Trust.

Prepared for Life: 2023-26 impact strategy				
Impact Goals	Area of Work	Children will benefit from:	TCT Outcomes	TCT Impact
<b>Children are healthy</b>	Physical health	Nutritious food & meals. Physical activity including play, sports and recreation	<ul style="list-style-type: none"> <li>A healthy diet</li> <li>Regular exercise / play</li> </ul>	<ul style="list-style-type: none"> <li>Improved health and wellbeing</li> <li>Improved socio-economic prospects</li> <li>Improved Quality of Life</li> </ul>
<b>Children are resilient</b>	Mental health and well-being	Services that support, promote, protect and restore children's mental health and emotional wellbeing	<ul style="list-style-type: none"> <li>Greater mental &amp; emotional resilience</li> <li>Reduced stress / anxiety</li> </ul>	
<b>Children are safe</b>	Home and community environment / Citizenship and community	Services that improve children's quality of life and sense of belonging through better living conditions; Environments that promote community cohesion	<ul style="list-style-type: none"> <li>Secure and suitable home environment</li> <li>Positive family and peer relationships</li> </ul>	
<b>Children are confident</b>	Employment, training and education	Services that enhance life and work-readiness by raising confidence, aspiration, ambition and a passion for learning	<ul style="list-style-type: none"> <li>Ready and able to learn</li> <li>Motivated and better prepared for future work / careers</li> </ul>	

To gain a better understanding of the projects/activities we fund, please also read through our grant-making policy [here](#), and our recent impact report (2023-2024) [here](#).

Our campaigns team is also available via email ([campaigns@childhoodtrust.org.uk](mailto:campaigns@childhoodtrust.org.uk)) or phone (07388 793 516) to answer your queries!



**Q: Does my charity only need to ringfence the portion of funding received from The Childhood Trust according to the grant-making policy?**

Please note that all funds raised from Champions for Children (pledges, TCT grant, and public donations) must be used according to the initial project and budget outlined in your application form.

This is because the impact data we request from your charity 12 months after the campaign is based on the entirety of your campaign funds and how they were spent. There also needs to be uniformity in the messaging on your front-facing Big Give campaign page, so that donors are aware of how their donation will be used.

Any funds raised above your campaign target are unmatched and can be used by your charity as it wishes.



## **Q: Does The Childhood Trust offer any other grants or funding opportunities?**

The Childhood Trust also acts as a Champion Funder in the Big Give's Christmas Challenge, a match-funding campaign which runs in December for one week every year. Applications for this campaign usually open in May, and the application and selection process for charities is similar to our Champions for Children campaign.

The Childhood Trust does not currently offer any other grant programmes.