



**John Lewis Partnership Foundation
Building Happier Futures Fund**

2025 Application Guidance Pack

Please use this document to understand if your organisation is eligible to apply to the John Lewis Partnership Foundation Building Happier Futures Fund, and to assist you in making a successful application.



How to apply

Applications are now open. Please access the application form [here](#). The deadline for application is **Monday 10th February 2025 at 12 noon**.

NB: When an application window is open, the application form link will be accessible from [this web page](#).

Applications are open to registered charities, Community Interest Companies, or organisations that can demonstrate that their project is a charitable activity and **not** for profit.

What we fund

Our mission is that every child and young person should have a fair start in life, which we know isn't always the case for people who are care experienced. We will make a difference to care experienced people.

Applications are invited for funding in the range of £5,000 to £20,000. You will need to provide a proposed income and expenditure statement for the specific project that you are seeking funding for.

We will fund UK projects to provide education, connection, experience and fun for care experienced people.

- **Focused on care experienced people.** We work to improve the lives and harness the talents of individuals who have experienced care.
- **Education, connection, experience & fun.** We focus on making a demonstrable difference to care-experienced people. We support employability in the broadest sense, including training, skills, experience, education and social skills. Our activities will also support advocacy and fundraising for care-experienced people.
- **UK & Channel Islands Projects.** We support UK based charities and initiatives of any size, as long as there is clear measurable impact and the charity is self-sustainable. The majority of funding will be smaller grants to smaller charities.

John Lewis Partnership Foundation

Registered office: 1 Drummond Gate, London, SW1V 2QQ

Registered Charity number: Registered in England and Wales (1118162)

Registered Company number: Registered in England and Wales (06058796)



Is your project eligible?

Your project must benefit communities in the UK or the Channel Islands.

- We could consider supporting a charity if their main purpose was not solely for care-experienced people, as long as the project was **solely** in support of care experienced people.
- Supported Living: we could consider funding a shorter, temporary stay (e.g. 2 or 3 nights away), but not a long term solution (e.g. care home).
- We could consider supporting Social Enterprise & Community Interest Companies, as long as they have a charitable purpose and are not for profit.
- We cannot fund profit making organisations.
- We could consider supporting a care-experienced person with education, experience, connection or fun if they were being supported by a profit making organisation such as living in a Care Home.

Additionally, we cannot fund:

- Religious organisations, where the donation is used to support a particular faith or belief. Applications could be considered if the organisation is undertaking charitable or community work where receipt of support is not conditional upon religious affiliation.
- Negatively discriminatory organisations in the allocation of their support according to race, sexual orientation, gender, religion, or disability.
- Political parties, or those acting with the express purpose of seeking changes to the law or political policy unless explicitly aligned with the strategy of the business.
- NHS or other public sector bodies for general running costs.
- Fee-paying care homes and other fee-paying residential centres.
- Any organisation that, by association, could have a detrimental effect on the John Lewis Partnership's goodwill or reputation.
- Your project must not be a course (e.g. staff training), conference, festival, expedition, overseas travel, fundraising event, reception, lecture or respite break. It must not be for sponsorship, whether individual or group.

John Lewis Partnership Foundation

Registered office: 1 Drummond Gate, London, SW1V 2QQ

Registered Charity number: Registered in England and Wales (1118162)

Registered Company number: Registered in England and Wales (06058796)



You also need to be able to demonstrate answers to the following:

- Chances of project success: what's the likelihood of success based on previous projects, background studies, and the proposed work plan?
- Project management: can you demonstrate how your project will be managed, benchmarked, and evaluated?
- Impact: The Committee will prioritise projects that deliver the maximum positive impact to the greatest number of beneficiaries (direct connections).

Measuring your Success - Objectives

The Foundation is interested in the metrics you will apply, the evaluation and reporting frameworks, and the time period over which you will create impact. One way to ensure that your objectives include everything we need is to use the SMART framework:

Specific - does the objective describe the end result that is desired in a detailed way?

Measurable - what is the specific outcome that your project will achieve?

Achievable - can you achieve this goal in the time frame?

Relevant - is the objective linked to the purpose of the wider project?

Timely - when are you aiming to have achieved this objective?

Example SMART objectives:

- *In the first six months of the project XX adults will complete our training module.*
- *By March 20XX, XXX children will have increased awareness of their rights.*
- *XX% of attendees will get an interview for a paid or voluntary role within the first year of the project.*

Measuring our Impact - Connections

We have developed a single metric that we can use to track our Social Impact across all of our programmes, that we call Connections.

Connections happen when the John Lewis Partnership or John Lewis Partnership Foundation gives time, money, space or goods to support people in the community via charity or other social impact activity and a 'direct connection' is defined as one connection per beneficiary.

John Lewis Partnership Foundation

Registered office: 1 Drummond Gate, London, SW1V 2QQ

Registered Charity number: Registered in England and Wales (1118162)

Registered Company number: Registered in England and Wales (06058796)



For example: the project you have asked us to fund provides work placements for 20 people, your number of direct connections is 20.

We measure direct connections to help us demonstrate the role that the John Lewis Partnership Foundation is playing in advancing the happiness of the communities we work within.

Outcomes

The Committee will hold a meeting to decide whether or not your funding request has been successful. The result of your application will be communicated to you as soon as possible, within eight weeks of the meeting.

Contact Us

If you require further information, or are unsure whether your project is suitable for funding from the Building Happier Futures Fund, please email trustsandfoundations@johnlewis.co.uk.