



GUIDANCE DOCUMENT

Innovate Now with City Bridge Foundation

Contents

About Do it Now Now.....	2
Why Innovate Now?.....	2
What is Innovate Now with City Bridge Foundation?.....	2
Eligibility Criteria.....	3
What will we fund?.....	4
What will we not fund?.....	4
Process of this Fund.....	4
Stage 1.....	4
Expression of Interest Form.....	4
Section 1: Main Contact Details.....	5
Section 2: Organisation Details.....	5
Section 3: Financial Overview.....	6
Section 4: Leadership.....	7
Section 5: Focus, Mission and Track Record.....	8
Section 5: Declaration.....	10
Stage 2.....	10
Stage 3.....	10
Stage 4.....	11
Need help?.....	11
Frequently Asked Questions.....	11



About Do it Now Now

Do it Now Now (DiNN) supports Black-led charities and social enterprises (hereafter Black CSEs) that operate in an environment of structural inequalities, which lack an ecosystem of support for the issues they seek to solve. As a Black community-focused infrastructure organisation, DiNN works intersectionality across the demographics and causes our community is active in. Over the past few years, we have been particularly active in supporting the sustainability of Black-led climate action, youth-led, lived experience-led, and strengths-based organisations.

Why Innovate Now?

Innovate Now is positioned to give direct, intentional support to Black-led charities and social enterprises, empowering them to position their organisations for growth. This programme understands the nuances of Black communities working to find funding for their much-needed services. Through financial support and expert guidance, successful applicants can move into their next stage of operations with improved investment readiness and organisational traction, creating the best possible future for their organisation and their service users.

What is Innovate Now with City Bridge Foundation?

City Bridge Foundation, formerly known as City Bridge Trust, works with partners to connect charities with each other and the communities they serve, bringing people together and empowering them to access life-changing support. They award grants of over £30 million a year to charities across the capital which work to tackle inequality and make London a fairer place.

City Bridge Foundation is collaborating with open innovation organisation, Do it Now Now (DiNN), to deliver a cutting-edge enterprise development programme supporting Black-led charities and social enterprises delivering support to Black and Global Majority communities in London.

'Innovate Now with City Bridge Foundation' will provide 64 London-based Black-led charities and enterprises with £12,000 grant funding, bespoke support and £3000 in compensated capacity building. We will help your organisation build financial resilience and operational readiness, increase your chances of raising social investment and create a sustainable future for your organisation.

The fund will be disbursed in 3 rounds. We will review all expressions of interest that are submitted within the time period for each round.

- **Round 1:** opens 8 November 2023, closes 10 January 2024
- **Round 2:** opens 5 March 2024, closes 9 May 2024
- **Round 3:** opens 1 October 2024, closes 4 December 2024

We invite organisations to fill out our [Expression of Interest](#) form.

PLEASE NOTE:

- To book a 1-2-1 support call with Sinmi Kesinro (Grants and Investment Manager at Do it Now Now) please click [here](#). *This is an opportunity for you to clarify any questions you may have about the application process. Please join the call with your questions prepared.*
- **Round 1** drop in sessions will take place every Wednesday and Friday from 12pm - 1pm and will be from **9 November 2023 to 9 January 2024**. Please click [here](#) for the link to join. **Note that Do it Now Now is closed between 20th December 2023 and 3rd January 2024.**

Eligibility Criteria

1. Legal Incorporation

- Organisations must be a legally incorporated non-profit (not limited by shares).
- Organisations must have a clearly stated mission to support issues impacting Black and Global Majority Communities (indicated in your organisation's governing/constitutional documents).
- Organisations must reinvest 100% of surpluses into pursuing their social mission and have a constitutional or contractual lock on their social mission, dividend, and surplus distribution policy (also known as an asset lock).

2. Geography

- Organisations must be based in and operating in Greater London.

3. Leadership

- 75% of the organisation's Directors, Trustees or equivalent Governing Body members must represent Black and Global Majority Communities. (The percentage is in line with the [DEI Data Standard](#), if this percentage is not met because the Board is too small or other reasons, you may still be eligible, as long as the decision-making is led by people from Black and Global Majority communities).
- 51% of leadership/senior management must represent Black and Global Majority Communities.
- There must be a clear commitment from senior management and the Board to income diversification, with a healthy risk appetite and interest to diversify from grant dependency through increased trading income and social investment.

4. Finance

- Organisations must be generating an annual income between £30k and £150k as evidenced by their submitted accounts to Companies House/Charity Commission.
- Organisations must be able to provide at least the last 1 year accounts submitted to Companies House/Charity Commission.



What will we fund?

We are interested in funding enterprise projects that are able to solve a problem experienced within Black and Global Majority communities in London, while bringing in trading income for the organisation.

We are looking for existing charities and social enterprises that have a good track record of activity in the area of work they are seeking funding to support, a fantastic team of lived experience leaders, and a strong relationship with their community.

The goal for this funding is to ensure that more Black led charities and social enterprises that are focused on the development and strengthening of Black and Global Majority communities are able to access the level of support they need to deliver their innovative solutions to challenges that have affected us.

What will we **not** fund?

Please note that funding cannot be used for activities that promote religious or political purposes. If you are a faith-based organisation, you can apply but your services must be open to people of all or no faith.

Process of this Fund

Stage 1

The Expression of Interest form will give us a good idea of how closely you meet the eligibility criteria. This form is enough for us to know how we can support you to succeed. For more information on this be sure to read through our guidance document.

Expression of Interest Form

A link to the Expression of Interest form can be found [here](#). You do not need to complete the form all in one go. You can save the form and return to it anytime before the deadline for the current round. Note that the Expression of Interest form will be closed between rounds. If you would like to be kept in the loop and notified when the round opens, please sign up to the [Do it Now Now newsletter](#).

The form will help us understand your organisation better. Below is an overview of the questions you will find in the form. If there is anything you do not understand or need clarification on, please book onto one of our [1-2-1 support sessions](#). You can also join our weekly drop in sessions which will take place on Wednesdays and Fridays from 12pm to 1pm while the application window is open. Please click [here](#) to join.

Please ensure that the information you are providing about the organisation is accurate.



Section 1: Main Contact Details

This should be the key person involved in the organisation's proposal and application. Please let us know if the main contact has any particular communication needs or requires any reasonable adjustment.

Q1. What is your full name?

Please provide both first and last name.

Q2. What is your email address?

Please provide an email address that is active and checked regularly.

Q3. What is your phone number?

We expect to be able to reach the main contact at the phone number quoted in the application form during the working day.

Q4. Are you a key decision maker in the organisation?

- a. Yes
- b. No

This is a Director, Trustee or member of the senior leadership team.

Q5. Do you have any accessibility needs we should be aware of in the context of this application?

Section 2: Organisation Details

Q6. What is the organisation name?

Please provide the name registered on Companies House/the Charity Commission.

Q7. What is the organisation's website address?

Please provide if the organisation has a website.

Q8. In which borough is the organisation based in?

- a. Barking and Dagenham
- b. Barnet
- c. Bexley
- d. Brent
- e. Bromley
- f. Camden
- g. Croydon
- h. Ealing
- i. Enfield
- j. Hackney
- k. Hammersmith and Fulham
- l. Haringey
- m. Harrow
- n. Havering
- o. Hillingdon
- p. Hounslow

- q. Islington
- r. Kensington and Chelsea
- s. Kingston
- t. Lambeth
- u. Lewisham
- v. Merton
- w. Newham
- x. Redbridge
- y. Richmond upon Thames
- z. Southwark
- aa. Sutton
- bb. Tower Hamlets
- cc. Waltham Forest
- dd. Walthamstow
- ee. Wandsworth
- ff. Westminster

Please only select the regions applicable to the organisation.

Q9. What is the organisation's registered address?

Please provide your organisation's full business address

Q10. What is the organisation's postcode?

Q11. What is the organisation's charity and/or company number?

Q12. How long has the organisation been incorporated for? Please choose one option.

- a. Less than 2 years
- b. 2- 5 years
- c. 6-10 years
- d. 10+ years
- e. Not incorporated

Please only select one option.

Q13. What is the organisation's legal form?

- a. Community Interest Company (Limited by guarantee)
- b. Charity
- c. Charitable Incorporated organisation
- d. Community Interest Company (Limited by shares)
- e. Company Limited by guarantees
- f. Company limited by shares
- g. Constituted non-profit group
- h. Sole Trader
- i. Limited Partnership
- j. Other (please specify)

Please select which option/s are applicable.

Q14. Does the organisation have an asset lock?

This means that you reinvest at least 51% of surpluses into pursuing their social mission and have a constitutional or contractual lock on their social mission, dividend, and surplus distribution policy.

Q15. What is the total amount of social investment (loans/debt finance from a social investor) that the organisation has received until date?

Note that the social investment providers we are referencing are on this list - [Social Investors, Funds & Advisers | Good Finance](#)

- a. Less than £10,000
- b. £10,001 - £25,000
- c. £25,001 - £50,000
- d. £50,001 - £100,000
- e. £100,001 - £250,000
- f. £250,001+

Other (please specify below)

Section 3: Financial Overview

Q16. What was the annual income in the organisation's last reported financial accounts to companies house/the charity commission?

Please note that this is a numerical field.

Q17. In your last financial year, what percentage of income is VAT-able trading income or income that did not come from grants? Please choose one option.

- a. Less than 10%
- b. 10 - 30%
- c. 31 - 50%
- d. 51% - 75%
- e. 76% - 100%

Section 4: Leadership

Q18. How many people are in the organisation's team?

Here, we are defining a team as all Directors/Trustees, senior management and employees, not inclusive of freelancers or other volunteers.

Q19. What is the demographic make-up of the organisation's team?

- a. Over 50% Black
- b. Over 50% women
- c. Over 50% Global Majority /ethnic minority
- d. Over 50% young people (under 25)
- e. Over 50% people with disability
- f. Over 50% Asian

- g. Over 50% LGBTQ+
- h. Over 50% Migrants
- i. Over 50% people who are educationally or economically disadvantaged
- j. Over 50% white

Other (please specify % figure below)

Q20. How many people in total are in the organisation's senior management and directorship/trustees board?

Q.21 What is the demographic make-up of the organisation's senior management and directorship/trustees board?

- a. Over 75% Black
- b. Over 75% women
- c. Over 75% Global Majority /ethnic minority
- d. Over 75% young people (under 25)
- e. Over 75% people with disability
- f. Over 75% Asian
- g. Over 75% LGBTQ+
- h. Over 75% Migrants
- i. Over 75% people who are educationally or economically disadvantaged
- j. Over 75% white

Other (please specify % figure below)

Q22. How many directors/trustees does the organisation have?

Q23. Do over 75% of your senior management and Directors/Trustees have lived experience of the challenges your organisation is trying to solve?

- a. Yes
- b. No

Section 5: Focus, Mission and Track Record

Q24. Which impact area does the organisation's main delivery/activity take place in? Please choose one option.

- a. Mental health and wellbeing
- b. Employment, education, and training
- c. Racial justice and equity
- d. Arts, culture, sports and faith
- e. Citizenship and community
- f. Family, friends and relationship
- g. Financial inclusion
- h. Physical health
- i. Housing and local facilities
- j. Climate and conservation of natural environment

- k. Disabilities
- l. Gender justice

Other (please specify below)

Please note that you may only choose one option.

Q25. Which demographic of people does your organisation primarily work with?

- a. People of global majority/ethnic minority background
- b. Children (under 18)
- c. Young people (age 18-25)
- d. Women
- e. Refugees, asylum seekers and migrants
- f. People with mental health needs
- g. People who are unemployed (more than 3 months)
- h. Parents
- i. Older people (over 65)
- j. Students
- k. People with an income under £400 per month
- l. People who are homeless
- m. Professionals
- n. Entrepreneurs
- o. People who are physically disabled
- p. Men
- q. People with experience of crime
- r. People who are neurodivergent
- s. LGBTQ+
- t. Ex-offenders
- u. People with addiction issues

Other (please specify below)

Q26. Which ethnic group(s) does your organisation support?

- a. All ethnic groups
- b. Black/Black British
- c. African
- d. Caribbean
- e. Any other Black/African/Caribbean background
- f. Mixed/Multiple ethnic groups
- g. White and Black
- h. White and Asian
- i. Any other Mixed/Multiple ethnic backgrounds
- j. Asian/Asian British
- k. Indian
- l. Pakistani
- m. Bangladeshi
- n. Chinese
- o. Any other Asian background
- p. Arab
- q. Jewish
- r. Gypsy, Roma and Traveller Communities
- s. Other (*please specify*)

If your organisation does not work directly with individuals, please select "other" and make that known in the form.



Q27. Please describe the organisation's mission. (250 words max)

Q28. How does the organisation serve Black and Global Majority communities in Greater London? (250 words max)

Q29. Please describe the enterprise/trading project you are currently working on that you would like us to provide £12,000 grant funding for. (250 words max)

Q30. Please provide details and evidence of previous successes your organisation has had regarding this project. (250 words max)

This can include links to impact reports, press clippings, or anything you feel is relevant.

Q31. If you were awarded funding through this programme, what would you spend it on? (250 words max)

Please note that we are not asking for a budget at this point. Instead we are asking for a general outline of what you want to do. We will work with you later in the process to deliver a proposal and budget that will go to our investment committee.

Q32. Please tell us how our grant will positively impact the quality and sustainability of your project. (250 words max)

Section 5: Declaration

Before submitting, please check this box to show that you have read and understood our privacy policy linked [here](#).

Please [click here](#) to sign up to our newsletter and stay up to date with all news in the DINN network.

Do you give us permission to contact you directly if we have any other funding opportunities that we believe you would be well suited for?

—

Stage 2

We'll work closely with you almost like an external consultancy to help us understand your organisation and how our funding can support your future ambitions.

We will take shortlisted applicants through an evidence-based organisational health check that will support their understanding of their organisation and begin prepping them to gather the information required to succeed. These will result in a report that the potential grantees can review in the future to support their further development.

Stage 3

Those that are moving on to the next stage will receive support and training to help them create a proposal for the grants panel in hopes of becoming funded. Funded or not, every applicant will receive access to on-demand training that will support them to build more impactful and more resilient organisations.

We'll work with you to draft an action plan and proposal that we will present to our investment committee for their approval. Once approved, we will complete the final steps of our due diligence process and begin processing your grant funding.

Due Diligence

Organisations will be required to share the following documents through our online onboarding form (we will share this once organisations have been approved):

1. A copy of the organisation's most recent annual accounts
2. A scanned copy of the organisation's original bank statement/s
3. The following Policy documents:
 - a. Safeguarding Policy
 - b. Data Protection Policy
 - c. EDI Policy
 - d. Privacy statement
 - e. Financial Reserves Policy or a statement on your reserves

Organisations will also be required to complete an online screening questionnaire through a third party company. Further information will be provided, however, you can expect to provide identification documents for review.

Stage 4

We know that to achieve your goals, capacity building and tailored support is necessary to move you in the right direction. Our compensated capacity building programme will meet you where you are and support you on your innovating journey.

Need help?

We are available to answer any questions you may have regarding the fund. If there is anything you do not understand or need clarification on, please book onto one of our [1-2-1 support sessions](#). You can also join our weekly drop in sessions which will take place on Wednesdays and Fridays from 12 to 1pm whilst the application is open. Please click [here](#) to join.

Otherwise, contact us on funding@doitnownow.com

Frequently Asked Questions

To support the application process, we have put together this document on frequently asked questions to provide further clarity to you.

- 1. I am unsure if the work my organisation does fits into the scope of the fund.**



We recognise that it may be useful to discuss your application further with a member of the team. If there is anything you do not understand or need clarification on, please book onto one of our [1-2-1 support sessions](#). You can also join our weekly drop in sessions which will take place on Wednesdays and Fridays from 12 to 1pm whilst the application is open. Please click [here](#) to join.

2. How many grants will you be making?

We will make 64 grants, we expect we will make 21 in each round.

3. How much funding can we apply for?

Applicants can apply for a £12,000 grant.

4. Can we apply for less than £12,000?

No. You will notice that in the Expression of Interest, we have not asked for a budget, instead we want an idea of what you will want to spend the money on, not the amounts. We have £12,000 to give your project, so how will you innovate now?

5. Do we need to have spent down the grant by a certain point?

You will have to have spent the money within 6 months of receiving the grant. Unlike other grant programmes where you typically have 1 year or more, this programme is about supporting you to make a single innovative move that will accelerate your impact and change the trajectory of your organisation for the better - towards financial sustainability and independence from trusts and foundations. Throughout the application process we will work with you to determine what that catalyst will be and what the most effective thing to spend the money on is. Once you get the funds, you can run with it. Go ahead and innovate.

6. Is the grant repayable?

No.

7. When will we know if we have been successful or not?

Grantees will be informed of the outcome of their application by:

- Round 1: April 2024
- Round 2: August 2024
- Round 3: January 2025

8. Will unsuccessful applications receive feedback on their application?

Yes, we will be providing feedback to applicants. The depth of our feedback will vary based on the stage of the process the application is in when it falters.

9. Do I have to meet the entire eligibility criteria to apply to the fund?

Yes, but book onto a [1-2-1 support session](#) or come to one of our weekly (Wednesday and Friday at 12 to 1pm) [drop-in sessions](#) to ask the specific question about eligibility as needed.

10. Can I apply if I have received a grant through Do it Now Now in the past?



Yes

11. Will there be Monitoring and Evaluation?

Yes, we will work with our grantees to finalise the requirements shortly after their application has been approved.

12. What do you mean by compensated capacity building?

We know time is money and that we are getting as much as you are out of engaging with you through our capacity building process. So, over and above the grant amount, we will be contributing to your organisation by compensating your organisation for your time during our capacity building sessions. We have a total of £3,000 for each of the 12 organisations we are going to fund.

13. Are decisions made on a rolling basis during the application window?

No, grant assessment begins after the application window closes.

Thank you for your interest in this funding programme. **We wish you luck with your application.**