



1001 Critical Days FOUNDATION

Frequently Asked Questions: October 2025

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Application Process

Q: Can we apply for more than one grant in a single funding round?

We are very unlikely to support two projects from the same organisation during a single funding round. We strongly recommend that organisations submit one application at a time. If you have a strong rationale for submitting two applications during the same round, please contact grants@1001cd.com.

Q: If our application is rejected, will there be any restrictions on applying in future funding rounds?

Yes. If your application is unsuccessful, we ask that you do not apply for the same project again for at least 12 months, unless we specifically invite you to apply.

Q: Will you provide feedback to unsuccessful applicants to help them improve their future applications?

We will provide feedback to all organisations who submit a Stage Two application. We're a small team and sadly we don't have capacity at this stage to offer more in-depth guidance and support on preparing applications.

Q: Can two people be present at the Stage 3 meeting?

Yes. You can bring up to three people to the meeting. Please invite those who are best placed to bring your organisation and project to life.

Funding Amount and Structure

Q: What's the maximum amount we can apply for and over how many years?

You can apply for up to £100,000 per year, for up to five years.

You cannot apply for more than £100,000 in any single year of the grant.

Please note that we are unlikely to award the maximum amount of £500,000 to one charity.

Q: Is there an average grant award (or range) that you expect to give?

We expect most grants to range from £20,000 to £80,000 per year.

In our first funding round, the average grant awarded was £200,000 over 3.8 years. This means the average annual award was £52,631.

If we love your project but can't provide a grant at the level you have requested, we will get in touch with you to discuss grant-size options.

Funding Rounds

Q: Is there a date in mind for a third funding round?

We anticipate opening another round of grant applications later in 2026.

Organisation Type and Size

Q: Is there a maximum organisation size or income level that can apply?

There is no minimum or maximum income level. Organisations of any size can apply for a grant.

Q: Can CICs apply for a grant?

No. We can only award funding to registered charities.

Q: Can you fund organisations that are volunteer led?

Yes. We can fund organisations that are volunteer led as long as the organisation is a registered charity.

Q: When you say the money can't fund individuals, does that mean job roles or more 'sole trader' organisations?

We can only award grants to registered charities. This means we cannot fund companies, individuals or sole traders. However, we can contribute towards the salary of an individual (or individuals) employed by a charity to deliver support for babies.

Partnership Applications

Q: Do you accept partnership applications?

Yes.

Q: How should we submit a partnership application?

If you would like to submit a partnership bid, please e-mail us on grants@1001cd.com to discuss.

Q: Are applications welcome from collaborations, with funding being sent to one lead partner and then onwards to another partner?

Yes. If you submit a partnership application, we will ask you to submit a budget that clearly outlines how much funding each partner will receive and when.

Q: Would you support a partnership grant where the lead agency is a charity and the partner is a CIC or NHS Trust?

We can only accept applications from registered charities, and we can only fund work being delivered by registered charities.

If you are a registered charity, you could apply for a project that involves working with a CIC or NHS Trust, but our grant could not cover any elements of the work being delivered by those entities.

Q: Do we need to have partnership agreements in place with all partners?

Yes, you would need to have formal agreements in place with all partners included in your application.

We will ask for evidence of these agreements if your application is shortlisted.

Project Types and Focus Areas

Q: Do you prefer to fund new work or can we apply for tried and tested projects?

We are happy to fund new work that hasn't been done before. At Stage One, applicants will need to share clear evidence that the project is likely to be impactful. At Stage Two, we will ask for more details on your evaluation plans.

We are also happy to fund tried and tested projects. We are particularly keen to fund tried and tested work that is being expanded, rolled out or tested in a new area.

Q: Would you fund a project that helps babies and families with speech and language, and introduces books?

Yes, we would consider applications aimed at supporting speech and language development during the 1001 critical days.

Q: Would you fund a project to train professionals to work with babies?

We want to fund direct work with babies. This means that whilst part of your project could involve training professionals, the majority of it must involve direct work with babies.

Q: Would you fund a project to support and upskill parents?

Yes. We are happy to consider applications for work with parents, but it must be clear how this will directly benefit the lives of babies and how this will be measured.

Q: Would you fund work that focuses on pregnant women as a means to supporting their babies?

Yes. The 1001 critical days covers the time from pregnancy to a baby's second birthday.

Q: Can you fund work with specific target groups e.g. babies with SEND, care experienced parents, or those who have experienced domestic abuse?

Yes, as long as the work is embedded within a family hub or similar setting that offers universal and open access services.

Q: You mention in your criteria that you fund projects for babies up to 24 months - would a project that targeted babies/toddlers between the ages of 12 and 36 months be eligible?

We can only fund work with babies in the 1001 critical days - from pregnancy to the age of 24 months. This means that you could apply for a project that works with a broader age range, but our grant could only be used for the work you're doing with babies up to the age of 24 months.

Q: Can you fund projects focused on the 1001 critical days window being delivered by organisations that also work outside of the 1001 critical days?

Yes.

Q: Can you fund work in early years settings to improve impact on babies in the baby room?

We cannot fund work in early education and care settings in isolation. However, we would consider funding a project connecting early years settings to family hubs, to enable joined up and consistent support.

Q: Can you fund work that is focused on campaigning, advocacy and systems-change?

Not on its own. All grants must focus on delivering direct services for babies. We would consider supporting campaigning, advocacy and systems change work if it was a small part of a larger grant involving direct work with babies.

We are also keen to work with our grantee partners to share their work with wider audiences. This could involve attending our webinars, events, and writing blogs or journal articles.

Q: Do you only fund clinical work, or can we apply for things that could support families such as guides, resources and the development of apps?

All of the projects we fund through our Charity Grants funding stream should focus on direct work with babies. However, as part of your application, you might want to include the development of guides, resources or apps.

Family Hubs and “One Stop Shops”

For more in-depth guidance on how we define Family Hubs and “One Stop Shops”, and why they’re important to us, please see the [Resources section of our website](#).

Geographic Coverage

Q: Do you prefer to support work taking place in one local area, or more widely across the country?

We have no preference. We are happy to fund both localised projects and work taking place across many sites. Additionally, we are not focused on particular regions or areas of deprivation; we can support work taking place anywhere in England, Scotland, Wales and Northern Ireland.

Q: Could funding be used across multiple local authorities?

Yes.

Budget and Financial Matters

Q: Can we include salary costs as part of our application?

Yes, we are happy to fund salary costs as part of your application.

Q: Can you fund full cost recovery budgets, with a % of overheads included?

Yes. We encourage organisations to submit budgets which reflect the true costs of delivery.

Q: What do you consider an acceptable percentage for organisations to include as overhead costs?

It's hard to give a standard percentage for overhead costs. Some charities would consider this around 10%, but we recognise that overheads can be higher than this or fluctuate. For example, if you're setting up a new project, we might anticipate slightly higher overhead costs than for a well-established programme.

We ask organisations to be open and transparent with their budgets and we will try our best to be fair and supportive.

Q: Would you consider funding the core costs of an eligible organisation?

We cannot accept applications for core costs alone. However, we encourage organisations to include some core costs as part of the budget they submit with their application.

For example, we could not award a grant for 20% of an organisation's total operating costs, but we could fund the core costs that are an essential part of project delivery.

Q: Will funding towards sharing the impact of projects be an eligible cost?

Yes. You could include some costs of sharing the impact of your project, or of evaluating your project. However, the main bulk of our grant should be for direct work with babies. We are seeking an independent evaluation partner who can provide independent analysis of the data you collect.

Q: Can we choose when our grant starts?

Yes. You can choose your own start date, as long as it's after the trustees have considered your application. For Round 2, the earliest possible start date is Monday 8 June 2026.

Match Funding and Co-funding

Q: Is there a preference for match funded projects? Would projects fully funded by the 1001 Critical Days Foundation be a lower priority?

We have a strong preference for supporting projects where there are other co-funders already on board, or where there is a clear plan in place to secure additional funding in future years.

While this is a strong preference, we could potentially fully fund some projects; applicants would need to give a compelling reason why they cannot (or do not) want to match fund the project.

All of the projects we are currently supporting include match funding.

Q: Do you need match funding to be committed for the full term we're applying for?

We recognise that securing match funding can take time and involves a lot of moving parts, so while this would be preferred, we acknowledge that you may not have match funding in place for the duration of the project at the point of application. However, we would want to see a solid plan in place for securing funding in future years.

Q: Would you consider co-funding a current project then carrying on the funding after the other funding has ceased?

We would prefer not to be the sole funder during any year of project delivery. This is because our experience tells us that projects are more likely to be sustained if there is buy-in from a range of funders and local commissioners.

Q: Can the grant be used to match fund a project?

Yes.

Q: Can we include management costs secured from elsewhere as match-funding?

Yes. You can include any funding that has already been secured from other sources. However, the strongest applications also included match funding to directly deliver the work.

Q: Can the match funding come from a children's centre budget?

Yes. Match funding can come from any sector or funder.

Q: Can you offer guidance on the ratio between the funding from this grant and funding already secured?

We do not have a preferred ratio of funding from this grant vs. other funding sources.

Track Record and Experience

Q: In terms of the track record expected, is there a scale that you'd need to see?

We do not have a specific scale in mind. Delivering an impactful project with a small number of babies would be sufficient.

Q: Do you need to have a track record of delivering the specific type of work you're applying for?

No. Your track record could have been developed by delivering a different type of work with babies.

Q: Do you need to have a track record of working with parents and babies in a family hub?

No. Your experience of working with parents and babies could have been built outside of the family hub environment. However, the project you are applying for must take place in a family hub (or equivalent) setting.

Q: If we have a strong track record of working within perinatal mental health, but would like to expand our work so that it encompasses more direct work with babies, would the work within perinatal mental health count towards our track record?

Yes.

Evaluation and Outcomes

Q: Is there an outcome measurement tool you favour? E.g. Triangle Little Star?

We do not have a specific tool that we favour, but we do have preferred outcome measures for some projects. We have included more information about our preferred approach to evaluation in our main application guidance. We wrote this to align with the Family Hubs and Start for Life approach to evaluation. This is because we believe that the greater the consistency of outcome measures, the more we can demonstrate, at scale, the case for continued investment in the 1001 critical days.

Scale and Impact

Q: Do you prefer funding projects that support a larger number of babies?

We do not automatically prefer projects that reach a larger number of babies.

We take a wide range of factors into account when awarding grants, including the quality of the intervention and the likely strength of impact. This means that it's not always preferable to fund "lighter touch" work with larger numbers, and in many cases, we may prefer to support more "in-depth" and targeted work with smaller numbers.

However, if two applications are submitted seeking the same amount of funding with equal quality of impact, we would award funding to the application supporting a higher number of babies.

Q: Do you prefer group work or individual work?

No. We expect to fund a range of projects, some working with groups, some working with individuals, and some that offer a mix of group and individual work. This is because we recognise that some work is much better delivered on a one-to-one basis, and some is much more impactful in a group environment.