



Esmée Fairbairn

FOUNDATION



Annabel Durling and Laura Lines

Background

- 1961 – established by Ian Fairbairn
- His company M&G – leading unit trust company
- Interest in financial education, enterprise and new ideas
- 1999 sold to Prudential – make much more substantial grants
- New approach in 2008



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Aims

Esmée Fairbairn Foundation aims to improve the quality of life throughout the UK. Our four interests are:

- enabling disadvantaged people to participate fully in society.
- the arts
- education and learning
- the environment



Who can apply?

- Constituted organisations, not individuals
- Charitable purposes and but not necessarily a charity
- Work which benefits people in the UK



How we Fund

Approx. £25 million p.a

Main Fund

- Two stage process
- Leads
- 2/3 of total funding
- Responsive to shifts in demand
- Grants Plus

Strands

- Time limited
- Specific focus



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Our Interests

- Addresses a *significant* gap in provision
- Develops or strengthens good practice
- Challenges convention or takes a risk in order to address a difficult issue
- Tests out new ideas or practices
- Takes an enterprising approach to achieving its aims
- Sets out to influence policy or change behaviour more widely



Evaluation Criteria

- How closely your application fits with one or more of our six priorities
- The importance of the issue you are seeking to address
- Why you are the best organisation to undertake the work, including your track record
- The strength and feasibility of your idea
- The overall difference that your work is likely to make

Examples of grants we have made and how we have interpreted the match with our priorities on our website.



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Exclusions

Include (Please check website for full list):

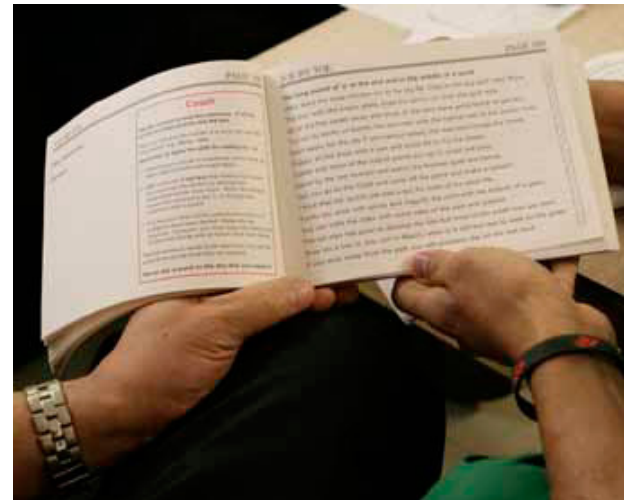
- General appeals or circulars
- Promotion of religion
- Capital works or equipment
- Routine work or well-proven elsewhere or with a low impact
- Healthcare
- Work primarily the responsibility of central or local government, or other public bodies
- Retrospective funding
- Overseas work



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Success Rates

- From stats taken at end 2010 – 2900 eligible main fund applications were received last year – with 270 grants made totalling £21.4m. The average grant size was £79,000.
- 85% are declined at first stage
- Of those which make it through to second stage – two thirds are successful
- Around one in ten applications get through from first stage to grant



Current Strands

- **Esmée Fairbairn Collections Fund (run by the Museums Association):** a new fund which has developed from the Esmée Fairbairn Museum and Heritage Collections Strand and the MA's Effective Collections programme. It focuses on time-limited collections work outside the scope of an organisation's core resources.
- **Food:** enhancing quality of life, prioritising the enjoyment and experience of food (rather than its production) and enabling people to access, prepare and eat nutritious, sustainable food.
- **Finance Fund:** complementing our grant-making with loans and other investments to charities and social enterprises in our areas of interest. By providing money in this way, the Foundation will share the risk and return of the investment. As part of the return on our investment, the Foundation hopes to help prove a new model for funding the sector: increasing its capacity, building balance sheets and proving that our funding can be recycled.



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Frequently asked questions

- No maximum grant
- Usually up to 3 years but can consider longer
- No deadlines
- Can consider core costs
- Decisions notified
 - first stage (within one month)
 - second stage (within 2-4 months of receipt)



Pitfalls

- Reading guidelines thoroughly and answering the questions
- Governance? Independence, conflicts of interest, trustee involvement
- Poor financial information / out of proportion request
- Realistic plans?
- Knowledge of their operating environment and ‘market’ and are they connecting to relevant local partners?
- Track record? Many focus on what they will do without giving enough on what they have done and why it was good
- Linked to this – why are you the right person to do this work?
- Avoid jargon or acronyms we’re not likely to know
- Provide specifics rather than generalities
- Why are you unique/distinctive?
- Theory of change?



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Collaboration

- Female Genital Mutilation Special Initiative (Trust for London and Rosa – the UK fund for Women and Girls)
- Northern Ireland (Henry Smith Charity)
- Community Land Trusts (Tudor Trust)

Other things we're doing

- 50th Birthday!
- Impact – Champollion
- Website review

Any Questions

Contact

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