



Weston Charity
AWARDS



Weston Charity Awards

Guidance Notes 2022



Weston Charity
AWARDS

Introduction

What are the Weston Charity Awards?

Who is eligible to apply?

Awards process and timeline

Which charities benefit most from working with Pilotlight?

How we define the regions

Application process

Stage 1: Application form

Stage 2: Further information

Stage 3: Shortlist meeting

Stage 4: Final selection

About the Garfield Weston Foundation

About Pilotlight

Introduction

Thank you for your interest in the Weston Charity Awards – they have been created to celebrate and support great charities working in the fields of **Community, Welfare and Youth**. The Awards will enable charities to develop, raise their profiles, become more sustainable and face the future with greater confidence. Following the successful pilot in the North East of England in 2014 they have continued to expand. In 2022, we are looking for great organisations to support across Wales, the North and Midlands of England.

We would welcome an application from charities that:

- are ambitious
- make a difference to those in need
- are willing to work with our partner, Pilotlight, to strengthen their charity
- would like to develop their work further to help others

Applying for an Award is simple, quick and easy and this guide will tell you all you need to know about how to apply – we hope you find it helpful and look forward to hearing about your work.

In partnership with

pilotlight

What are the Weston Charity Awards?

We know that the good charities can do is too often limited by their resources. The Garfield Weston Foundation have partnered with Pilotlight to change this, through the Weston Charity Awards.

Pilotlight is a charity that amplifies the impact charities, businesses and individuals can bring to make a better world. They do this by bringing together leaders of business with ambitious charities to deliver real change, both for the charity and for the communities it serves. Since 1996, they have helped over 1,000 charities who tackle social disadvantage to ignite change that lasts.

If you are successful in winning an Award you will have a year's coaching and mentoring from top business leaders (worth £16,000), alongside an unrestricted grant of a further £6,500.

Enter now to win a package of support worth £22,500.

- access to Pilotlight 360 – a year of top-level strategic support (worth £16,000)
- an unrestricted grant of £6,500
- unrivalled networking opportunities with charities across the UK
- two connect sessions with other Award Winners where you can share good practice and learn from each other



Weston Charity
AWARDS

Introduction

What are the Weston Charity Awards?

Who is eligible to apply?

Awards process and timeline

Which charities benefit most from working with Pilotlight?

How we define the regions

Application process

Stage 1: Application form

Stage 2: Further information

Stage 3: Shortlist meeting

Stage 4: Final selection

About the Garfield Weston Foundation

About Pilotlight

www.garfieldweston.org
www.pilotlight.org.uk

Who is eligible to apply?

We are inviting applications to the Weston Charity Awards from charitable organisations in the **North and Midlands regions of England**, as well as **Wales**. You are eligible if you are an ambitious charity working to alleviate disadvantage in one (or more) of the following fields:

- **Community**
Including volunteering work, practical projects to improve the area, running community centres, providing a range of services to the local population and especially those who may be vulnerable or in need.
- **Welfare**
Helping vulnerable individuals, including adults experiencing exclusion, social or economic hardship or homelessness, offenders, providing support for the elderly and disabled.
- **Youth**
The provision of services to children and young people up to age 25, including advice and guidance, work experience, training and coaching – please note schools are not eligible for the Awards.

You will also need to be able to show that your charity:

- is a registered charity
- has delivered a service for at least two years
- has annual income of less than £5 million
- has at least one full-time paid person in a leadership position
- provides direct services to beneficiaries (not umbrella groups)
- can demonstrate a degree of financial stability, e.g. secured funding for six months
- is willing to travel to Central London for a minimum of 4 out of 10 meetings

Organisations that have applied in previous years are welcome to apply again if there have been significant changes since your previous application.

Charities will be assessed by the quality of their application, the impact the organisation has on its beneficiaries, and how suitable they are for the Pilotlight 360 programme.



Weston Charity
AWARDS

Introduction

What are the Weston Charity Awards?

Who is eligible to apply?

Awards process and timeline

Which charities benefit most from working with Pilotlight?

How we define the regions

Application process

Stage 1: Application form

Stage 2: Further information

Stage 3: Shortlist meeting

Stage 4: Final selection

About the Garfield Weston Foundation

About Pilotlight

www.garfieldweston.org
www.pilotlight.org.uk

Awards process and timeline

Please see pages 6–7 for more information on Stages 1–4.

Stage 1	Applications Applications open on 29 November 2021 and will be reviewed following the deadline on 7 January 2022.	Application deadline: 7 January 2022
Stage 2	Further information Pilotlight will contact applicants who are successful at this initial stage by the end of January 2022 with a request for further information to be returned within 7 days, which will be used to create the final shortlist.	Successful applicants will hear from us by the end of January 2022
Stage 3	Shortlist Meeting Pilotlight will arrange a virtual meeting over Zoom to learn more about your charity and explain more about the Weston Charity Awards.	If successful, shortlist meetings will take place from February to April 2022
Stage 4	Final Selection Feedback from the Shortlist will be presented to the Awards Judging Panel, who will select up to 20 charities as Award Winners based on the following areas: <ul style="list-style-type: none">ambition for their charitymaking a difference to those in needopenness to challenge and changedesire to develop the charity's work further to help others	Final Selection: May 2022
Stage 5	Pilotlight 360 Projects The Winners will be matched with a Pilotlight Project Manager and four Senior Business Leaders for a 10-month strategic planning process, meeting once a month either in London or over Zoom, depending on the situation surrounding Covid-19 at the time, to develop your strategy and address existing challenges.	Projects begin from June 2022
Stage 6	Weston Charity Awards Celebration Event The Winners will gather at a final event to celebrate their achievements over the course of the project.	Final Ceremony: October 2023 (date TBC closer to the time)



Weston Charity
AWARDS

Introduction

What are the Weston Charity Awards?

Who is eligible to apply?

Awards process and timeline

Which charities benefit most from working with Pilotlight?

How we define the regions

Application process

Stage 1: Application form

Stage 2: Further information

Stage 3: Shortlist meeting

Stage 4: Final selection

About the Garfield Weston Foundation

About Pilotlight

www.garfieldweston.org
www.pilotlight.org.uk

Which charities benefit most from working with Pilotlight?

When considering your application you may also find it helpful to bear in mind that the charities which benefit most from working with Pilotlight have the following characteristics:

- ambition for their charity
- aim to pursue best-practice in their field
- want to develop their capabilities in areas such as evaluation and measurement
- open to change and to challenge existing ways of working
- an engaged Board who have bought into the Pilotlight experience
- able to commit sufficient time for the meetings

Designed to look at your organisation strategically and help build leadership capacity, Pilotlight 360 is tailored to be responsive to your charity's needs and outputs can include creating a robust future-proofing strategy, a refreshed governance structure, revised vision & mission statements or an action plan for key operational improvements.

You can find more case studies on Pilotlight's website here: www.pilotlight.org.uk/latest?s=studies

Please note there are some charities which are not yet eligible for support through Pilotlight 360.

- charities still in the first year of operation
- charities without a full-time paid member of staff with whom to build a relationship
- charities solely seeking sponsorship or financial support

However your charity may still be eligible to apply to the Garfield Weston Foundation for a grant, so please visit the Garfield Weston Foundation website at www.garfieldweston.org for further details.



Weston Charity
AWARDS

Introduction

What are the Weston Charity Awards?

Who is eligible to apply?

Awards process and timeline

Which charities benefit most from working with Pilotlight?

How we define the regions

Application process

Stage 1: Application form

Stage 2: Further information

Stage 3: Shortlist meeting

Stage 4: Final selection

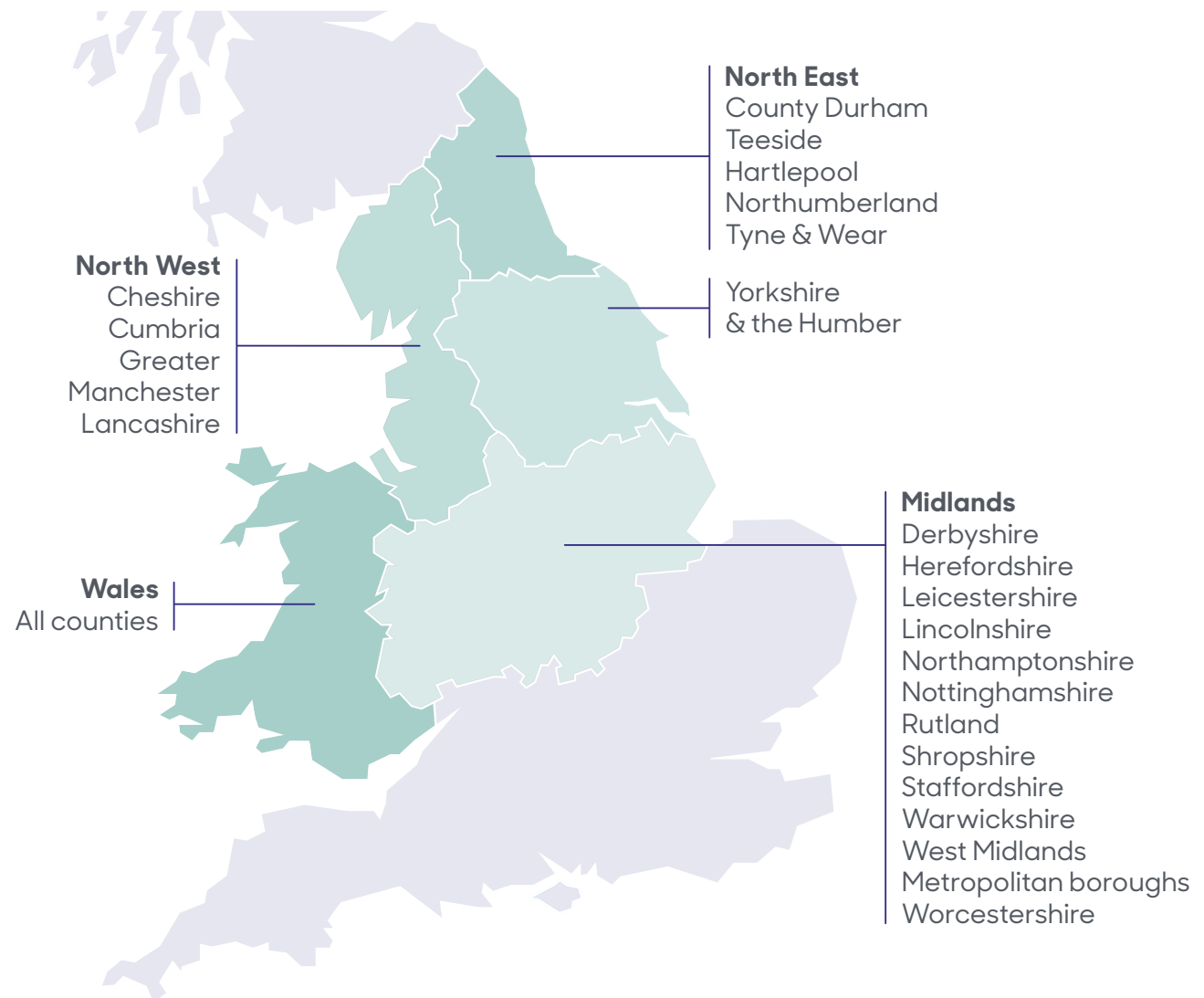
About the Garfield Weston Foundation

About Pilotlight

www.garfieldweston.org
www.pilotlight.org.uk

How we define the regions

We appreciate charities do not always operate within neat geographical boundaries, though if the majority of your work and the beneficiaries your charity supports are within the following areas then you are eligible to apply:





Weston Charity
AWARDS

Introduction

What are the Weston Charity Awards?

Who is eligible to apply?

Awards process and timeline

Which charities benefit most from working with Pilotlight?

How we define the regions

Application process

Stage 1: Application form

Stage 2: Further information

Stage 3: Shortlist meeting

Stage 4: Final selection

About the Garfield Weston Foundation

About Pilotlight

www.garfieldweston.org
www.pilotlight.org.uk

Application process

Stage 1: Application Form

Please complete the application form accessible on Pilotlight's website here: www.pilotlight.org.uk/weston-charity-awards/about-the-awards/how-to-apply/ by 5pm, Friday 7 January 2022.

You can also attend one of our info sessions to find out more about the Awards and Pilotlight 360. Please follow the links to book your spot on the most suitable session. We highly encourage that you attend an info session before submitting an application.

- Wednesday 1 December 2021 9am to 10am
- Wednesday 8 December 2021 9am to 10am
- Wednesday 15 December 2021 8am to 9am
- Thursday 6 January 2022 9.30am to 10.30am

You can book your spot here;
pilotlight-events.eventbritestudio.com/205709571867/

Points to note in your application:

- please explain how your charity would use the Awards to make a difference to your beneficiaries
- the applicant must be a senior authorised representative of the organisation (i.e. CEO or equivalent)
- charity numbers as registered with the Charity Commission and Companies House respectively
- we would like to know how you found out about the Awards; please be as specific as possible

Stage 2: Further Information

All applicants who are successful at this stage will hear from Pilotlight by the end of January 2022. If your application is successful, you will be asked to provide further information regarding your charity's services and finances. You will also be asked to provide references (although they will only be taken up if your charity is successful at Stage 4) and for your availability in February–April for a possible Shortlist Meeting over Zoom. The information requested will need to be returned within seven days.

Stage 3: Shortlist Meeting

Once shortlisting has taken place, Pilotlight will schedule a meeting over Zoom and will send out an invite with all the relevant details. Shortlist meetings will be held from February to April 2022. Please ensure a senior representative, CEO or equivalent, and the Chair of Trustees will be available to attend. The meeting will give both parties the opportunity to learn more about each other and determine if the Weston Charity Awards, Pilotlight 360 and your organisation are a good fit.

You may be asked for more supporting information prior to the meeting taking place. All information provided throughout the process will be kept confidential by Pilotlight and the Garfield Weston Foundation.



Weston Charity
AWARDS

Introduction

What are the Weston Charity Awards?

Who is eligible to apply?

Awards process and timeline

Which charities benefit most from working with Pilotlight?

How we define the regions

Application process

Stage 1: Application form

Stage 2: Further information

Stage 3: Shortlist meeting

Stage 4: Final selection

About the Garfield Weston Foundation

About Pilotlight

www.garfieldweston.org
www.pilotlight.org.uk

Stage 4: Final Selection

Award Winners will be chosen by the Garfield Weston Foundation Board of Trustees in May 2022 and informed shortly after. Pilotlight 360 Projects will begin in summer 2022 following a Launch Event in June 2022. You will also receive a Winners Agreement at the beginning of the relationship which will outline expectations during the year.

If you would like to discuss your application further or for more information, please contact the Charity Partnerships team on **07483 014 783** or **charitypartnerships@pilotlight.org.uk**



Weston Charity
AWARDS

Introduction

What are the Weston Charity Awards?

Who is eligible to apply?

Awards process and timeline

Which charities benefit most from working with Pilotlight?

How we define the regions

Application process

Stage 1: Application form

Stage 2: Further information

Stage 3: Shortlist meeting

Stage 4: Final selection

About the Garfield Weston Foundation

About Pilotlight

www.garfieldweston.org
www.pilotlight.org.uk

About the Garfield Weston Foundation

Established over 60 years ago in 1958, the **Garfield Weston Foundation** is a family-founded, grant-making charity which supports causes across the UK and, in the most recent financial year, gave over £98 million. Since it was established, it has exceeded donations of more than £1.2 billion, of which well over half has been given in the past ten years.

One of the most respected charitable institutions in the UK, the Weston Family Trustees are descendants of the founder and they take a highly active and hands-on approach. The Foundation's funding comes from an endowment of shares in the family business which includes Twinings, Primark, Kingsmill (all part of Associated British Foods Plc) and Fortnum & Mason, amongst others – a successful model that still endures today; as the businesses have grown, so too have the charitable donations.

Known for its transparency, flexibility and straightforward approach, the Foundation supports a broad range of charities from small community organisations to large national institutions. Around 2,000 charities across the UK benefit each year from the Foundation's grants.

The Awards are open to both charities who have already established a relationship with the Foundation, including current grant holders and charities we do not know yet.

For more information about the Foundation and its grant-making, please go to www.garfieldweston.org. Please note that if you are eligible to apply for an Award you can also apply separately for a grant – either or both can be considered independently.

About Pilotlight

Pilotlight's mission is to help charitable organisations have a greater impact on more people by offering them programmes to support their development needs. Pilotlight achieves this by carefully selecting senior business experts (affectionately known as 'Pilotlighters') and matching their skills with the needs of charities.

Pilotlight 360 is an integral part of the Awards. It provides successful charities with almost a year of high level, bespoke support worth £16,000, enabling them to make the very most of the grant from the Garfield Weston Foundation. During the programme charity leaders will get the chance to meet with their team of Pilotlighters, as well as getting peer support from other Award winners at our regular charity events.

Through the process of meeting regularly, Pilotlight aims to help charities by:

- building on the existing strengths in your charity
- encouraging better planning and strategic thinking
- providing an opportunity for your charity to consider how you wish to develop your work
- encouraging innovation and new ideas
- nurturing your leadership to further organisational development
- developing your charity's systems and processes
- increasing the effectiveness of your charity by helping it make the most of resources

For more information, please go to www.pilotlight.org.uk or call the Charity Partnerships team on **07483 014 783**.



Weston Charity

AWARDS

www.pilotlight.org.uk/weston-charity-awards



Garfield Weston

FOUNDATION

www.garfieldweston.org

pilotlight

www.pilotlight.org.uk