

Hope Funds Grant-Funding Guidance

Who we are and what we do

It's difficult to believe that homelessness still exists. It's a pressing social problem that has not yet been overcome. Doing so requires a different approach, a different perspective and it's not a challenge anyone can tackle alone. Which is why Flagship Group established Hopestead.

Together, we want to end homelessness. And at Hopestead, we want to do this because we believe everyone deserves a place to call home. More than just four walls, it's about creating homes where people can thrive. It's about breaking the cycle of homelessness and forging a path to success. A place where each person's unique story and needs are listened to and addressed. Where homelessness is replaced with hopefulness.

We understand the scale of the challenge. So, we focus on where there is greatest need and we can add greatest value. Through Hope at Home, we ensure those moving into accommodation have what they need to make a home, take control and build a sustainable future. Through Hope Funds, we provide like-minded organisations with the time, skills and money to amplify their activity and impact. We're Building Hope by partnering to find different ways of building and funding homelessness accommodation. And through Voice of Hope, we're campaigning for change to raise awareness of homelessness, what it looks like, what causes it and how to overcome it.

We're not stopping there. We're agile, flexible and responsive, constantly exploring new and better means of meeting our ambition. Tirelessly looking at how and where the world is changing, where needs are and what shapes them. We have a unique perspective on the challenge, and we're uniquely equipped to tackle it. This means we innovate and are quick to connect people and organisations with new ideas. We believe we have a fundamental responsibility to play our part in ending homelessness. Because everyone deserves a place to call home.

Our values

- We're ambitious for change
- We're creative when faced with challenge
- We succeed together

Who We Fund

We fund organisations working on projects in **Norfolk, Suffolk, Cambridgeshire, and Essex.**

We will accept applications from:

- **UK Registered Charities**
- **Community Interest Companies & Social Enterprises**
- **Community-based not-for-profit organisations**

We will fund projects that expect to achieve the following outcomes:

- Increase the availability of **bed spaces and homelessness accommodation**
- Provide people who are experiencing homelessness **with access to a safe place to live**
- **Prevent people from becoming homeless** by helping them to sustain their tenancy

We do not fund

- For-profit organisations
- Political groups or Groups campaigning for specific causes or promotions, except where they are directly related and aligned to our charitable objectives
- Religious activities

What we offer

- Grants of up to £20,000 are available for projects lasting up to 18 months (March 2027).
- Funding can cover both project delivery and operational/core costs.

Key Dates

Stage	Date
Applications Open	4 July 2025
Applications Close	1 August 2025
Applications reviewed & due diligence	August
Decisions Communicated	Week of 15 September 2025
Grant Agreements Issued	October 2025
Funds Disbursed	November 2025
Mid-Grant Workshop	August 2026
Impact Reports Due	April 2026, October 2026, April 2027

Hopestead's Programme and Policy Manager (Bee Bishop) will be the point of contact for applicants, contactable via weare@hopestead.org

Eligibility Checklist

To apply, you must confirm:

- ☒ You are a Registered Charity, CIC/Social Enterprise, or Community-based not-for-profit
- ☒ The work is legally charitable ([see guidance](#))
- ☒ The project will take place in Norfolk, Suffolk, Cambridgeshire, or Essex
- ☒ Your project aligns with our required outcomes
- ☒ You have a current Safeguarding Policy that you will share with Hopestead

Application Requirements

Your application should include:

- A clear **project description**
- A detailed **budget for how you will spend the funding**
- Identification of **risks**
- **An indication of the impact** your project will have

Application evaluation criteria

Applications will be reviewed by a panel including at least two Hopestead Trustees. Projects will be assessed on how well they:

- Align with Hopestead's **values**: ambitious, creative and succeeding together
- Support our **charitable objectives & required outcomes**
- Meet the **funding criteria**
- Demonstrate **long-term impact**
- Offer **value for money** (impact per £ spent)

Training & Skills Bursary

Successful applicants will have access to a **training and skills programme**, supported by a £1,500 bursary per organisation. This includes workshops on topics such as Theory of Change and strategic development, as well as coaching and other support —this is designed to build organisational capacity and enhance impact. This will be delivered by Hasler- White Inclusive Facilitation. [Hasler-White Inclusive Facilitation](#)

Skilled Volunteer Programme

We are developing a **Skilled Volunteering Programme** to connect Bromford Flagship employees with funded partners. This initiative will help address any skills gaps within your organisation in areas such as marketing, HR, and strategy, enhancing service delivery and building sustainable communities.

Reporting requirements and monitoring

Funded partners will:

- Attend **annual workshops** to share learning and outcomes
- Submit **impact reports every 6 months**, reviewed by Hopestead's Programme & Policy Manager
- Receive ongoing support, with any concerns escalated to the Director of Hopestead

Appeal process

If your application is unsuccessful, we will provide feedback. You may appeal by submitting additional information and a rationale for reconsideration within **14 days** of receiving the decision. Appeals will be reviewed within **28 days**.