

How to make sure an application is successful.

- Be specific.
- State what difference will the grant make to those who need the assistance?
- State what other efforts are being made to solve the problem?
- Provide evidence of the cause's current financial situation.
- Demonstrate self help and any other bids that may generate matched funding.

Why applications fail?

- The need is not clear.
- Insufficient and inadequate financial information is provided.
- A poor case is made for the funds requested.
- The financial information indicates more than adequate reserves for the project in the application.
- The application is not clear and does not show the resources available to the organisation.
- Requesting the Foundation to fund contracts and salaries beyond a year.

How are applications made?

- Grant application forms can be obtained from the Foundation's website - www.nortonfoundation.org

PROOF



THE NORTON FOUNDATION

The Clerk to the trustees
The Norton Foundation.
PO Box 10282
Redditch, Worcs. B97 9ZA

Or by e.mail - clerk@nortonfoundation.org

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PROOF



**Supporting young people
under 25**

The Norton Foundation - Its origin and where the money comes from.

In the 19th Century a "Reformatory School" for young men in need of support was set up in Birmingham. At the end of World War II the school moved to Little Kineton in Warwickshire. Its new location, in the Warwickshire countryside, enabled the school to widen its training and trades. In 1973, the management of the school was assumed by Warwickshire County Council, however a change of social policy led to the closure of the school, and in 1985 the property was sold by the Foundation Managers.

The proceeds of the sale were used to establish a grant making charitable trust - The Norton Foundation. Income from the funds is used by the trustees to help young people in Birmingham, Coventry and Warwickshire. Sum available for distribution are £100,000 a year. Since its foundation in 1990, the Norton Foundation has given over £2 million in grants for the benefit of young people



How is the money used?

Grants to individuals in need of support.

Individuals in need of support can make personal application for financial assistance toward specific items of need or others often hard to reach are allocated funds through organisations working with young people in need.

Grants to Organisations.

The Foundation meets regularly throughout the year when the trustees assess applications from organisations and the purposes for which funds will be used.

Capital grants.

The Trustees can make a real difference to a particular organisation whose work meets the objectives of the Foundation by offering, every five years, a substantial grant of up to £100,000. This grant is for the purpose of funding a capital project that extends and expands the work of that organisation.

Some recent beneficiaries

In recent years needy individuals have received grants for clothing, furniture and respite breaks.

Some £50,000 year has been allocated to individuals by organisations directly working with young people in need.

The Warwickshire Clubs for Young People received a grant towards its transport and activity training programme for young people in Rugby

A "Millennium" award of £100,000 for the revision of a youth centre at Sydenham, Leamington Spa, was instrumental in attracting additional funds for a much larger community centre.

The Coventry Scouts received a capital grant of £60,000 towards a substantial residential centre on its camp site at Rough Close, Coventry

