



JOHN LYON'S
CHARITY

Chat with

Matt

Stage Two Applications
Getting it Over the Line

Matt Keane

Partnerships and Capacity Building Manager





JOHN LYON'S
CHARITY

Overview

- Overview of John Lyon's Charity
- Stage 2 applications in a nutshell
- Differences between core and project funding applications
- Setting aims and objectives
- Demonstrating need for the project
- Safeguarding
- Additional advice
- Q&A



JOHN LYON'S
CHARITY

John Lyon's Charity

- John Lyon's Charity is a Grantmaker for schools and charities in the nine boroughs of North and Northwest London.
- We've been operating for nearly 35 years and has distributed over £250 million in grants
- Our application process typically involves two stages for our open programme. The first stage is a two-page proposal, outlining what you do, what you want funding for and what difference it would make.



JOHN LYON'S
CHARITY

Stage two applications in a nutshell

- Reaching stage two shows: your organisation has clear aims and a vision for the intended impact on CYP
- It is a chance to present yourself in more detail
- It is binding, and what the Charity will hold you to
- Remember, you're not only applying to the funder, but to Trustees who make the final decision
- Our role in the grants team is in part to help you present your case in the best possible light



JOHN LYON'S
CHARITY

Core Funding vs Project Funding

- Core funding
 - Covers every project your organisation runs
 - Should consider the position of the organisation: growth, needs, challenges, governance etc
- Project funding
 - Specific and defined
 - Examples: salaries of lead youth workers, afterschool clubs etc



JOHN LYON'S
CHARITY

Setting Aims and Objectives

- Clear aims and objectives are essential, especially in stage two,
- We recommend 3-4 bullet points about the end goal of the funding
- Once you've settled on your aims, outline the objectives
- It's not for us to set objectives, it's better to come from you based on our unique experience



JOHN LYON'S
CHARITY

Setting Aims and Objectives

- For core funding, think about the aims of the organisation but also lean on any business plans, strategies or action plans you currently have for advice and guidance.
- When setting objectives:
 - Be clear on what metric are you using (i.e. improving mental health, increase funding, increase visitors)
 - Be realistic and accurate when reporting (i.e. accurate feedback)



JOHN LYON'S
CHARITY

Demonstrating need for the project

- Once your aims and objectives are outlined, it's then time to demonstrate the need for funding, based on evidence
- What do service users tell you?
 - Quite often we receive information about need based on local statistics
 - Census data
 - Public Health
 - Government departments
- This is great but quite often the best source of data are your service users.



JOHN LYON'S
CHARITY

Demonstrating need for the project

- What sources of data can you use?
 - Verbal feedback or official e.g. annual survey – what do they like and not like or want more of?
 - through participant data e.g. where do they live, additional needs
 - Attendance data – what is popular/oversubscribed?
 - Feedback from schools, parents and carers - lived experience



JOHN LYON'S
CHARITY

Safeguarding

- Our expectation is that applicants have a comprehensive safeguarding policy and procedures in place.
- These are the minimum we look for:
 - Named Designated Safeguarding Lead (“DSL”)
 - Definitions of abuse
 - Procedures
 - Contact details for reporting concerns to appropriate authorities
 - Last and Next review date



JOHN LYON'S
CHARITY

Safeguarding

- This is the sector standard expectation.
- You can find more information on Safeguarding Policies via the NSPCC, other bodies like NCV0 and via your local YPF
- We ask about recent safeguarding incidents. This is not a trick question or to catch you out, we simply want you to evidence policy being put in practice



JOHN LYON'S
CHARITY

Safeguarding

- Example: Young Person A had attended youth club and was involved in two conflicts with other club members within a half hour of arriving. Two youth workers tried to speak with Young Person A and after initial resistance they shared they had been having some issues in school the past few days. The youth workers informed the DSL in line with procedure and a report was made. Young Person A's parents were contacted and their school to help provide a solution. The case is ongoing.
- This is a very typical scenario which shows how procedures are applied to support a young person potentially 'at risk'.



JOHN LYON'S
CHARITY

Budgets

- From our experience, every funder has a particular process for presenting budgets to their trustees for decision
- The budget sheets are quite self-explanatory when you get into them but as part of today's session we will run through a few common mistakes people make when working on the budgets.



Project Budgets

Include all funds associated

Be realistic with pending and applied for funds

Align funding amounts with project timelines

Be realistic with pending and applied for funds

Part 2: Project Budget Year One

Guidance Notes			
Please provide a budget for the specific project you are applying for.			
This should be a budget for the entire project , not just the money you are requesting from John Lyon's Charity.			
If you are applying for more than one year, please provide a budget for each year - see separate tabs .			
If the budget includes a management fee, please explain what this fee includes.			
Please detail any in-kind support that the project will benefit from in both income and expenditure.			
Appending your own form is not acceptable.			
Organisation:	MK Charity		
Project Name:	MK Senior Youth Club		
Detail your budget for your entire project for the Year One . Please identify clearly what income the project receives and from where.			
Income			
*If your application is successful, please use the Actual column when reporting on the project. This should be left blank at the application stage.			
Funder/Source of income	Income Type (public sector, trust, corporate, fees, in-kind, etc)	Amount (£)	Actual (£) * (For Reporting)
Confirmed			
Out of hours rental	Generated income	£10,000	
Local Authority Commissioning	Public Sector	£17,500	
Pending			
John Lyon's Charity	Trust	£40,000	
To be applied for			
NLCF Awards for All	Trust	£10,000	
Total		£77,500	£0



Project Budgets

Include all staffing and on-costs

Include contributions towards core costs if applying for a project grant

If applying for core costs, discuss this budget with grant managers

2 Expenditure
Consider your costs relating to: staffing (permanent & sessional), venue/rent, overheads, equipment, travel/transport and any other expenditure relevant to your project.

Item	Amount (£)	Actual (£) * (For Reporting)
Salaries (including on costs)	£65,000	
Refreshments and	£5,000	
Contribution towards core	£7,500	
Total (this figure should match your income total)	£77,500	£0

2a Please provide more detail on the specific staff mentioned above.

Job Title	Hours/Frequency	Salary	Actual (£) * (For Reporting)
Full time			
Manager	35 hrs/wk	£37,500	
Senior Playworker	24hrs/wk	£17,500	
Sessional youth workers (x 2)	36hrs/wk	£10,000	
Part time			
Volunteer			
Total		£65,000	£0

3 Over what period will you spend this tranche of funding?

Start Date	01/04/2026
End Date	31/03/2027



JOHN LYON'S
CHARITY

Organisation Budget

Part 3: Organisation Budget

Organisation: [REDACTED]

1 Detail your budget for your entire organisation for the **current** financial year. Please identify clearly what income your organisation receives and from where.

Financial year ending: 31/03/2026

Income

Funder / Source of income	Income Type (public sector, trust, corporate,	Amount (£)	Date of Decision
Confirmed			
LA Funding	Public Sector	£25,000	01/04/2025
Youth Club Memberships	Fees	£3,000	31/02/2025
Individual Donations	Fees	£12,000	31/02/2026
The Big Give	Charity	£12,000	31/12/2025
Out of hours rental	Earned income	£16,000	31/02/2026
Pending			
John Lyon's Charity	Charity	£40,000	01/04/2026
To be applied for			
Paul Hamlyn	Trust	£20,000	31/03/2026
Total		£128,000	

Expenditure

Consider your costs relating to: staffing (permanent & sessional), venue/rent, overheads, governance, equipment, travel/transport, project costs and any other expenditure relevant to your organisation.

Item	Amount (£)
Salaries	£97,000
On Costs	£6,000
Rent & Rates	£14,000
Utilities	£3,000
Program Costs	£5,000
Total	
	£125,000

Include all funds and expenses

Check funds are actually for the financial year you are requesting them for

If you are near the end of the financial year, we will anticipate that pending and applied for funding is realistic

We ask for two years, the second year may be difficult to estimate but please do try

Include all salaries, on costs, contributions towards core

Reserves



JOHN LYON'S
CHARITY

6 Reserves	
What is your organisation's policy on reserves?	
The charity aims to have the equivalent of 3 to 6 months of monthly expenses available in reserve.	
What is your current level of reserves?	£42,000
How many months does this equate to?	4
Please provide any explanatory notes on the level of reserves here:	
Average monthly expenses for the previous two financial year is c£10,000 per month.	

- Make sure you have a clear policy
- Provide a brief note on reserves explaining how you calculate one months of reserves
 - Some groups use a formula like above
 - Some use software to work out an 'operational cost' e.g. AMPACC



JOHN LYON'S
CHARITY

Additional Advice

- **Backup any statements you make**
 - 'Our client base has increased in the last two years'
 - 'We have been successful in attracting new funders to support our work'
- These statements aren't as useful without figures



JOHN LYON'S
CHARITY

Additional Advice

- **Backup any statements you make**
 - In our applications form for example, we feature prompts underneath our questions. That way, applicants can stay on topic and make sure their application is supported by evidence

Please tell us about the past year of your grant. (750 Words)*

What has it enabled you to do? Has it met your expectations? Who took part? Please explain.

Over the past year, the John Lyons Trust grant has enabled London Tigers to significantly expand and strengthen youth engagement, wellbeing, education and community programmes across Westminster. The funding has supported delivery across multiple sites including Amberley and Churchill Gardens Youth Hubs, Grosvenor Hall Youth Club, Lisson Green Community Pitch, Jubilee Centre, Chippendale Estate, Lilestone Community Hub and Pimlico Academy.



JOHN LYON'S
CHARITY

Additional Advice

- **Make sure documents are up to date**
 - To set yourself up for the best chances, make sure all your documents are up to date
 - If you're applying for funding for a role, make sure job descriptions are up to date and reflect current job needs



JOHN LYON'S
CHARITY

Additional Advice

- Share timetables for activities, demonstrating your programme
- They're a great visual of how you run your activities, how many young people attend,



JOHN LYON'S
CHARITY

Additional Advice

MON	TUE	WED	THU	FRI	SAT
ZONE CLUBS 3:30 – 8PM	ZONE CLUBS 3:30 – 8PM	ZONE CLUBS 3:30 – 8PM	AVES AFTERSCHOOL 3:30 – 8PM	AVES AFTERSCHOOL 3:30 – 8PM	JUDO 11:30 – 2:30PM
AGES 8-11	AGES 8-11	AGES 8-11	AGES 12 – 18	AGES 12 – 18	BEGINNERS 12 – 1PM
ARTS & CRAFTS CLUB	JUDO	RADIO CLUB	FOOTBALL (JUBILEE) OFFSITE	FUN ZONE	INTERMEDIATE 1 – 2PM
RACKET SPORTS	COOKING CLUB	BASKETBALL CLUB	FUN ZONE	PIZZA SHOP	
AVES AFTERSCHOOL 3:30 – 8PM	AVES AFTERSCHOOL 3:30 – 8PM	AVES AFTERSCHOOL 3:30 – 8PM	COOKING	FRIDAY SENIOR'S 7PM – 8:30PM	SPORTY SATURDAYS 12:30 – 4PM
AGES 12 – 18	AGES 12 – 18	AGES 12 – 18	PODCASTING	AGES 13 – 18	8 – 18
FUN ZONE	FUN ZONE	FUN ZONE	PIZZA SHOP	CONTENT CREATION	JUDO BEGINNERS: 12:00PM – 1:00PM YELLOW BELTS +: 1:10PM – 2:10PM
COOKING	RADIO BROADCAST	COOKING	KICKSTART CAREERS AGES 13-18	COOKING	COOKING FOR HEALTH 1:30PM – 3:50PM 1:30-4PM
	PIZZA SHOP	PIZZA SHOP	6:30 – 8:30PM	PODCASTING	CHESS CLUB 2:00PM – 3:00PM
	GIRLS HUB 6:30 – 8PM	LEVEL 1 – AGES 13+ YOUTH WORK COURSE	RELEASEMENT AGES 14-18	GAMES ROOM	FOOTBALL AT WESTMINSTER ACADEMY 1:45PM – 3:30PM
	AGES 12 – 18	5:30 – 7:30PM	6:30 – 9PM	MUSIC STUDIO	GIRLS' FOOTBALL AT WESTMINSTER ACADEMY 1:45PM – 3:30PM
		KICKSTART CAREERS AGES 13-18			MULTI-SPORT AT JUBILEE LEISURE CENTRE 1:00 – 3:00
		6:30 – 8:30PM			
		MIC DROP AGES 14 – 18 6:30 – 9PM			



JOHN LYON'S
CHARITY

Q&A



JOHN LYON'S
CHARITY

Thank you for joining Chat with Matt!



Matt@jlc.london



Anna@jlc.london



JOHN LYON'S
CHARITY

Thank you for joining Chat with Matt!



Johnlyonscharity



John Lyon's Charity