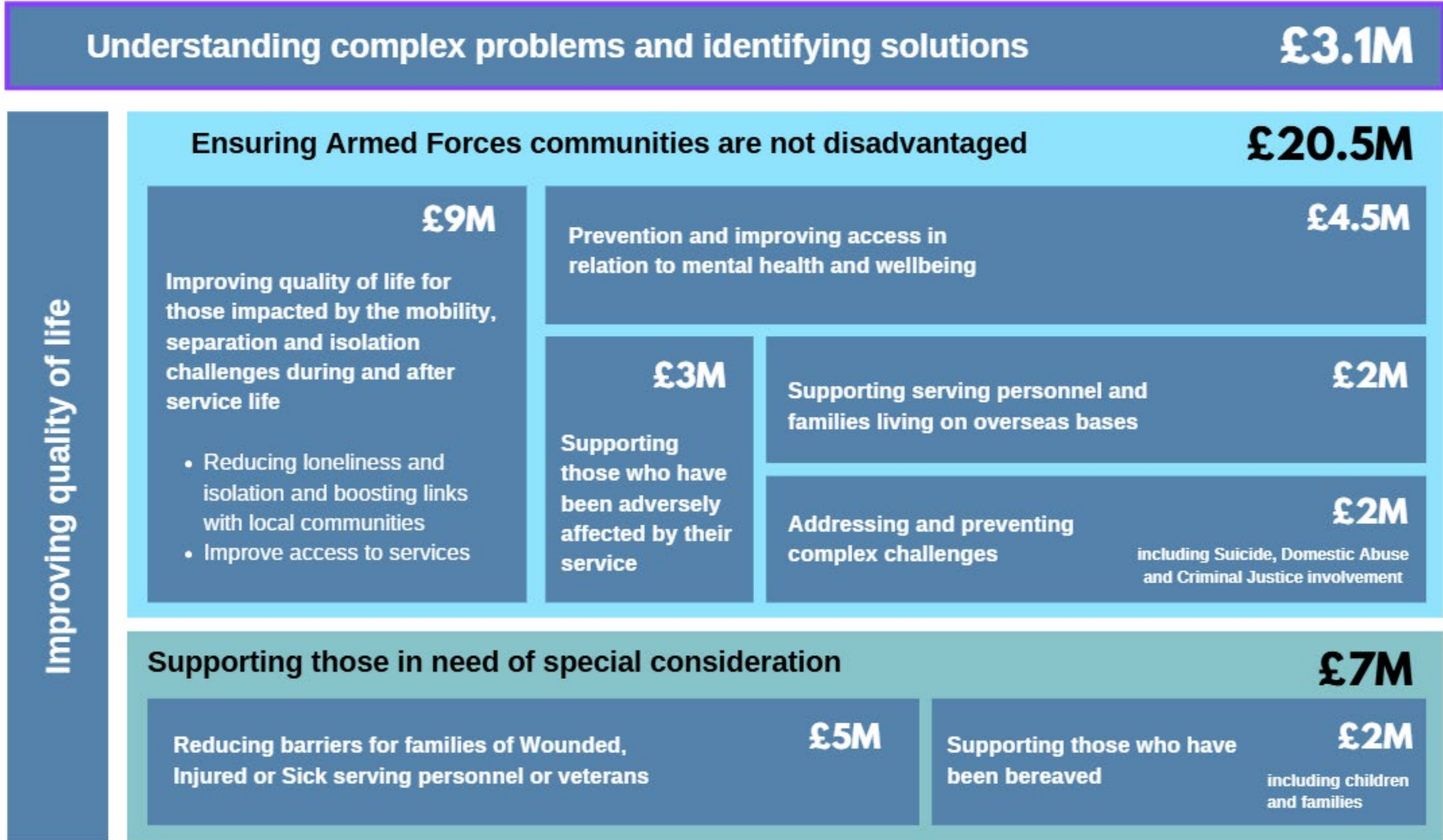




**HIDDEN
VOICES
PROGRAMME**

**A quick guide to
a great
application**

Covenant Fund: 2024-27





Hidden Voices is...

- ✓ A defined funding programme with **specific intended outcomes**
- ✓ Intended to reach beneficiaries who have been previously **under - served**
- ✓ Open to both **new projects** and **continuation or expansion** of existing work

Hidden Voices is not ..

- ✗ A general funding pot for projects targeting the Armed Forces community more generally
- ✗ A continuation of any of our previous grant programmes
- ✗ For projects not focused on access to defined or bespoke mental health and wellbeing support



Are you eligible to apply?

To be eligible, you must be one of the following types of organisation

- ✓ A UK-based registered charity
- ✓ A Community interest Company (CIC) with substantial recent experience of supporting Armed Forces communities.



What is the purpose of this funding programme?

Projects awarded under this programme must clearly show that they will support...

under-represented groups within serving or Veteran families

who are 'seldom heard'

with access to **defined or bespoke** mental health and wellbeing support



What do we mean by
seldom heard?

Groups or individuals whose
voices, opinions or needs are
not frequently or adequately
represented in mainstream
policies or services.



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**This is your opportunity
to provide tailored
support...**

To meet the **specific mental
health and wellbeing needs**
of people experiencing
challenges, which sometimes
aren't recognised, talked about,
or well understood



What do we mean by defined or bespoke mental health and wellbeing support?

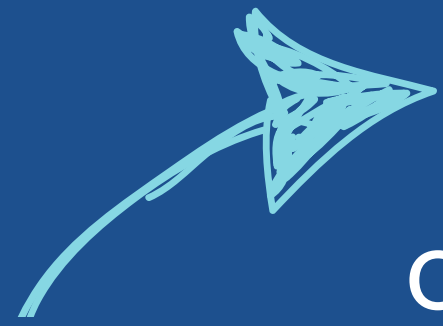
'Tailored mental health interventions that are specifically designed to meet the unique needs of individuals or groups, rather than using a one-size-fits-all method.'



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Are you working with
others?

Achieving the outcomes of
this funding programme
requires **collaboration**



Plus, we'll expect you to
clearly tell us how you have
consulted with Armed Forces
communities and **know that
your project is needed.**



What should your
project focus on
achieving?

You'll need to show us
how you will meet **all**
of these outcomes...

1. Build collaborative partnerships between Armed Forces organisations and specialist non-Armed Forces organisations
2. Identify and address known and unknown gaps in service provision for the Armed Forces community
3. Provide accessible, preventative and defined interventions (rather than general support for the Armed Forces community).
4. Increase knowledge and understanding within mainstream voluntary sector organisations of the unique needs of the Armed Forces community in a demonstrable way and create opportunities for continuing support.



When completing your application, tell us...

Who who exactly are your beneficiaries? What are their needs and challenges?

What What exactly will you deliver with funding?

Why Why is your project the best way to support your beneficiaries?

How You will specifically meet the programme outcomes and how you know that your beneficiaries will take part.

1 What do you want to do?

What specific activities or work will take place,
including **where** , **when** and with **who**

and **how** will your work lead to achieving
outcomes for this programme?



2

What will your project achieve?

The **programme outcomes** should be at the core of your project. You'll need to clearly show us how you will achieve them

and how your project aligns closely with the overall theme of the programme

specific and tailored mental health and wellbeing support



3

Why is your project needed?

Who?



Who have you consulted with in the community? How has their feedback shaped your project?

How?



How do you know your project isn't duplicating existing provision?



How do you know this project will make a difference to your beneficiaries and help you achieve the programme outcomes?



4

Who are your beneficiaries?

Who?

This programme requires you to focus on specific groups within the Armed Forces community whose needs are under-represented or less understood

Being clear and specific about who will benefit from your project helps us to ensure we fund projects that most closely align with the aims of the programme



5

Your project plan and delivery

How?



Tell us how you currently work with the Armed Forces community



What involvement have they had in designing your project?



Tell us what experience you have in delivering the type of project you are seeking funding for



Tell us why your organisation is the best one to deliver this type of work



How will you work collaboratively with relevant partners to meet the programme outcomes?



6

Your project costs

We'll ask you to show us...



A financial breakdown of the costs you are applying for



How you will ensure good value for money



7 Showing the impact of your project

We'll ask you to tell us...



How you will know if your project has been **successful**



What **positive changes and improvements** you expect to see in the lives of your beneficiaries



How you will **measure** this and ensure your project stays on track



How a grant will help you **sustain support** for your beneficiaries?



This might be by sharing or embedding good practice. Or you might create long-term resources which will have an impact beyond the life of the grant?

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**FOCUS ON A
SPECIFIC GROUP
OF BENEFICIARIES**

**What makes a great
application?**

**WHAT SPECIFIC NEEDS AND
CHALLENGES DO YOUR
BENEFICIARIES HAVE AND
HOW WILL YOUR PROJECT
HELP THEM?**

**Tell us who else
you will work with
and how**

**HOW DO YOU KNOW YOUR
BENEFICIARIES' NEEDS
ARE UNDER-
REPRESENTED?**

**How will you make your
mental health support
specific and tailored?**

Satisfactory

A project will provide support for the Armed Forces community and has a **mental health and wellbeing** theme.

The sessions seem well planned and a **need has been identified**.

Make it better

A project will provide support to a **specific cohort** within the Armed Forces community, who are identified as facing challenges that are **less understood or not adequately recognised**.

The sessions will have a general mental health and wellbeing theme and are well planned with the organisation showing they have the **right skills to deliver** them, **working collaboratively** with relevant partners, and will share this expertise to **increase support** to Armed Forces communities.

A great application!

A project will provide support to a specific cohort within the Armed Forces community, who are identified as facing challenges that are less understood or not adequately recognised.

The sessions will be tailored to the **specific mental health and wellbeing needs of the beneficiaries**. Sessions are well planned and have been **co-designed with the beneficiaries, and evidence collaboration with a relevant partner**. The organisation will share expertise to **increase support** to Armed Forces communities while **raising awareness of unique challenges** this cohort faces, within the wider sector.



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Top tips for completing our application



Be specific about what your project will involve and **don't assume** we know any details about your work.



Make sure your budget is **specific** and reflects what your project aims to achieve.



Collaboration is really important. Tell us who you will work with and **give details** of how.



Clearly tell us how the project will make a **positive and significant** difference to **specific** beneficiaries.



We need to know your organisation is the **best one for the job**. Tell us about your **experience** supporting Armed Forces communities.



Be clear on what comes next after your funding comes to an end



Q&A session