



M&G in the Community Fund guidance document

This document will provide you with all the hints and tips you need to complete your applications for a grant from the M&G in the community fund

Introduction

The exciting grant programme is funded by M&G plc. The programme will support good causes and projects that benefit the community with funding of up to £5,000 (or equivalent in local currency) per project.

We fund a diverse range of projects and we welcome applications from charity groups internationally where M&G plc operates (see end of document for markets included and projects that we will not fund).

This is a rolling programme where applications are accepted all year round, with funding decisions taken by M&G plc colleagues on a quarterly basis.

How to use these notes

The aim of these notes is to help you complete your application form and guide you through the information you must give us about your project. We'll also tell you why we're asking for certain information and how we use the information you give to us.

Eligibility requirements for funding:

- Donations must comply with M&G plc's Community Investment Policy.
- Donations may be granted to specific charitable projects.
- Grants for sponsorship, core funding and research projects are not considered.
- Individuals may apply on behalf of registered charities and community groups for specific projects.
- Where an application is successful, the charity can re-apply after 12 months from the date of the original application.
- A maximum of 3 applications will be considered from each charity within a 5-year period (one application per year).
- Applications will not be accepted from individuals fundraising via a sponsored activity or event.

Demand for funding

A large number of groups are likely to apply for funding and regrettably there will be strong applications that we won't be able to support due to funds available. We make our decisions based on the information you provide in your application and our colleagues use their professional judgement to make the difficult choices between the different projects seeking funding.

Please bear in mind that depending on when you submit your application it is likely to take between one and four months before you hear if your project has been successful in receiving funding.

Reapplying for funding

If an application is unsuccessful but the project fits within our guidelines, we encourage you to revisit your application and apply again.

Where an application is successful, the charity may reapply after 12 months from the date of the original application. A maximum of three applications will be considered from each charity within a five year period (one application per year).

Summary

Please bear in mind that the information you provide here is what our colleague committee will see when they are deciding who will receive funds and forms the main basis of decision making.

Tell us about your project in the same everyday way you'd talk about it – for example use 'we' and 'our' when you talk about what you do. Make sure it reads well, makes sense and accurately conveys what your project will be doing.

About your organisation (10% scoring)

We are asking for key contact and background information about the organisation to provide context and support our due diligence process.

About your project (25% scoring)

- A clear description and purpose of a well-researched project

The impact of your project (30% scoring)

- How you demonstrate the impact your project will have on the local community

How the funds will be used (20% scoring)

- A clear breakdown of how funding will be allocated to the project

How this aligns with M&G plc's business (15% scoring)

- Please refer to our [corporate pages](#) for further detail on the organisation

Hints & Tips – writing your project proposal

- Write in clear, simple language, avoiding jargon, acronyms and abbreviations
- Write about facts, not generalities
- Remember, there is a word limit, so focus on telling us key information
- Remember that the people who are assessing your application or making funding decisions do not necessarily know the area where your project is based
- They will use this information to decide whether your project will be funded, so make sure the aims and how the funds will be spent are clear.

Markets able to apply:

Austria	Greece	Luxembourg	Scotland	Switzerland
Australia	England	Netherlands	Singapore	US
Belgium	Hong Kong	Norway	South Africa	
Denmark	India	Poland	South Korea	
France	Italy	Portugal	Spain	
Germany	Japan	ROI	Sweden	

Applications for funding outside this list will be dealt with on a case-by-case basis.

Please note: If you are a non-UK charity we will need to conduct further due diligence before any funding will be released.

The following are not permitted:

- a. Those prohibited by law or regulation
- b. To a political party, or religious organisation whose principal aim is to propagate a particular faith or belief
- c. To organisations that discriminate against any group within society on the basis of, but not limited to, age, disability, ethnicity, religion, sex or sexual orientation
- d. Directly to an individual
- e. To any non-charitable organisations unless for charitable purposes

Governance and due diligence

As part of the governance and due diligence around our charitable giving, we make all our payments through Charities Trust, a charitable donations management organisation, that verifies all charities in the UK and internationally, scrutinises donations and processes payments. Charity donations cannot be made from corporate credit cards.

All charities and not-for-profit organisations will be subject to due diligence vetting by Charities Trust before payments are made.

Charities Trust will get in touch directly with the named contact of the charity to complete the validation.

Any questions please drop an email to MGPCommunity@prudential.co.uk.

Good luck with your application!