



Fund Profile

Scotch Whisky Action Fund
Tackling alcohol-related harms



Scotch Whisky Action Fund

Tackling alcohol-related harms

Our purpose

The Scotch Whisky industry is and has been involved for many years in a range of initiatives to promote responsible attitudes to alcohol and tackle alcohol-related harm. The establishment of this fund by the Scotch Whisky Association is a further development of that commitment.

Our aim

To invest in groups and organisations that wish to reduce the impact of alcohol-related harm in Scotland's communities.

What do we mean by alcohol-related harm?

Alcohol when consumed responsibly forms an integral part of Scottish life and brings a range of benefits to Scotland and its economy. However, the misuse of alcohol through excessive or inappropriate consumption can have implications for health and a range of social problems,



including anti-social behaviour, accidents, violence, family break-down, problems with money and work, which can impact individuals, families and communities.

Our programme

We are looking to support and develop a range of projects/initiatives which deliver targeted interventions designed to tackle alcohol-related harms across three themes:

- Young people (aged under 18)
- Families
- Communities

Research commissioned by the Scotch Whisky Association suggests that there are gaps in provision across each of these themes and that the range of interventions and good practice are not fully developed.

The Fund would particularly welcome applications from new/innovative or pilot initiatives which aim to test new approaches within these themes and which will offer learning that others can use. Applications from existing projects which can demonstrate success in reducing harm are also welcome.

Categories of Award

Awards of up to £25,000 for a one year period can be made through this Fund. There are two categories of award as follows:



Seedcorn funding Awards made under this category could fund new initiatives and test out innovative approaches designed to reduce alcohol-related harm. Awards could also be used to fund existing smaller scale projects that are seeking to expand or develop their services. **You must tell us how you plan to evaluate your project if seeking an award under this category.** Please note that whilst you can apply for up to £25,000 under this strand, an award of this level would only be granted in exceptional circumstances. In practice, we would expect to make awards in the region of £10,000 for new or innovative projects.

Growth and Development Awards made under this category could fund projects that are seeking to consolidate and build on emerging, successful practice in relation to the reduction of alcohol-related harm. **You must be able to provide evidence of any evaluation of your work to date.** We will look for evidence that the project is needed and that the approach taken has proven to be effective.

Who can apply?

- Constituted voluntary or community groups
- Registered charities
- Scottish Charitable Incorporated Organisations (SCIO)
- Social Enterprises
- Community Interest Companies (CIC)
- Not-for-profit organisations
- Statutory bodies¹

¹ Statutory bodies can apply to the Fund so long as they are applying to deliver new initiatives and are not seeking to replace statutory funding and/or deliver activities that are generally considered to be a statutory responsibility.



What are we looking to fund?

- Preventative projects that aim to reduce the alcohol-related harm within communities, families, and young people aged 18 and under.
- Projects that aim to educate people and communities about the dangers and consequences of misusing alcohol.
- The development of new, innovative projects designed to reduce alcohol-related harms.
- Pilot projects that will test out new initiatives and ideas designed to promote responsible attitudes to alcohol consumption and prevent alcohol-misuse.
- Projects that promote alternative leisure and lifestyle choices for adults and young people to prevent alcohol-misuse.

What can you apply for?

- Salary costs for new posts. As a general rule, the Fund cannot support existing salary costs or replace funding for existing posts where the funding has come to an end although there are some exceptions to this as follows:
 - Where the applicant organisation has previously held an award from the Fund to support a specific postholder then these existing costs can be considered.
 - Where the applicant organisation is seeking to expand or develop the role and remit of an existing postholder e.g. through increasing the number of hours worked each week then these existing costs can be considered.

Note that there must be clear evidence that there is a developmental aspect to any project seeking support for existing salary costs.

- Running costs and venue hire for the expansion or development of services and activities.



- Sessional worker costs related to new services and activities.
- Volunteer expenses
- Small items of equipment where these are needed to expand or develop services and activities.
- Miscellaneous start-up costs

What cannot be supported?

- Applications from individuals
- Applications for treatment, support or recovery programmes
- Activities outwith Scotland²
- Political parties or groups and campaigning organisations
- The promotion of religious beliefs³
- Activities that are understood to be a statutory responsibility and/or seek to replace statutory sources of funding
- Pre-existing costs⁴ that your organisation incurs as a result of your day to day activities

When should we apply?

The Awards Panel, chaired by an independent Trustee appointed by the Scotch Whisky Association, will meet once a year to consider grant awards. For 2015, the closing date for the

² Your organisation does not need to be based in Scotland but all project activity must take place in Scotland

³ Religious and faith-based groups are able to apply as long as the project is open to all regardless of their faith and does not involve the promotion of any particular religious or faith-based belief

⁴ The Fund cannot support any costs that your organisation incurs in the general day to day running of your organisation



receipt of applications will be **30 June 2015** with applications being considered by the Awards Panel in September 2015.

Who will make the decisions on how funding is allocated?

An Awards Panel made up of a Foundation Scotland Trustee and at least two representatives of Foundation Scotland's Innovation and Impact committee, chaired by a Trustee appointed by the Scotch Whisky Association, will meet once a year to make decisions on grant recommendations. The decisions of the Awards Panel will be reached by consensus. All decisions will be ratified by a Foundation Scotland Trustee and are final.

The Scotch Whisky Action Fund: Tackling alcohol-related harms is a restricted fund held by Foundation Scotland, a charity registered in Scotland (SC022910). Foundation Scotland will administer the fund on behalf of the Scotch Whisky Association.

Foundation Scotland has been connecting philanthropists with exceptional charities, enterprises and community opportunities since 1996. It provides administration and management services to support organisations like the Scotch Whisky Association to make charitable donations. It is one of Scotland's busiest grant makers distributing approximately £5m annually to exceptional projects on behalf of their clients.

How can we apply?

You can download an application form from www.foundationscotland.org.uk.

Please ensure that your completed, signed application form and supporting documentation is submitted to Foundation Scotland no later than **Tuesday 30 June 2015**.



Completed applications should be sent to:

Foundation Scotland, Empire House, 131 West Nile Street, Glasgow, G1 2RX

You can also send a signed, scanned copy of your application plus the appropriate supporting documentation to grants@foundationscotland.org.uk

If you have any queries and wish to speak to a member of our team prior to the submission of your application then please contact Sian Langdon on 0141 341 4967 or email her sian@foundationscotland.org.uk