



Changing the world for children
with genetic disorders

Jeans for Genes Grant Programme 2010

Guidance for Applicants

July 2009



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Jeans for Genes: who we are and what we do

Jeans for Genes is the charity behind Jeans for Genes Day – the original ‘own clothes’ day that started in 1996. On the first Friday of every October children and adults across the UK wear their jeans to school or to work in exchange for a small donation. Literally thousands of organisations, schools and individuals participate and have a great time while raising money for an important cause.

The money that we raise goes towards providing care and support for children and families living with genetic disorders, and funds ongoing research into the causes of and potential cures for these disorders.

In all that we do, we aim to raise awareness and promote understanding of genetics and what it means to be affected by a genetic disorder.

Our values

- We promote understanding and acceptance of genetic disorders through education.
- We put the ‘human’ into human genetics.
- We are professional and transparent.
- We are serious about fun!
- We go out of our way to value and recognise everyone involved with us.



History of the Jeans for Genes grant programme

Jeans for Genes is a UK-wide charity with a recognisable name. As an inclusive and well-known organisation, Jeans for Genes can engage the general public in raising money on a single day to support smaller, less well-known or genetic disorder-specific charities that might otherwise have difficulty raising awareness or financial backing. In the 14 years since Jeans for Genes was established it has raised more than £32 million to support charities that provide care for children and families affected by genetic disorders and/or fund research into the causes of and potential cures for these disorders.

Prior to the 2008 campaign, Jeans for Genes had a guest charity programme in which large grants were awarded to a few select charities to fund multi-year projects. In 2008 we restructured our grant programme to offer grants from £500 to £25,000 to fund projects of one year's duration. This allows us to work with a greater number of charities each year, to extend the reach of Jeans for Genes into the wider genetic disorder community, and to ensure that support is accessible to a broad range of charities working to improve the lives of those with genetic disorders.

The Jeans for Genes grant programme 2010

Jeans for Genes is accepting applications from UK charities for grants ranging from £500 to £25,000. Successful applicants will be charities that support children and families with genetic disorders or fund research into the causes of, and treatments and cures for, these disorders. Applicants need to meet the criteria outlined below and provide evidence of their commitment and dedication to supporting affected families or encouraging research into genetic disorders.

We are firm believers that there is no project too small and recognise that even grants less than £5000 can make a big difference to a charity. This is why we will automatically shortlist all applications for grants of £4999 or less that meet the eligibility criteria. We also make the obligations for charities awarded these smaller grants as light as possible. For applications of £5000 or more, only the strongest 12 applications, as judged by our panel, will be shortlisted and invited to interview.


Step 1 — Please read through this booklet, paying careful attention to the type of support and research activities that we look to fund. Then review the checklist on page 11 to confirm that your proposed project meets our eligibility criteria. Please note that we will not accept applications which do not meet these basic requirements.

Step 2 — If your charity's aims and your proposed project meet the Jeans for Genes grant criteria, please complete the Jeans for Genes 2010 grant application form. Please make sure that you have filled in the form in full and obtained the required signatures. We are unable to consider forms that are incomplete.

Step 3 — Submit your completed application by email to: grantapplications@jeansforgenes.com
Send section 3 of the application form, complete with the appropriate signatures, by post to:

Jeans for Genes
Grant Programme 2010
1st Floor, MacMillan House
Paddington Station
London W2 1FT

The deadline for all applications is 30 September 2009.
Applications that are received after this date cannot be considered.



Step 4 – All grant applications will be reviewed by a diverse panel of external experts specialising in genetics, media and public relations. Shortlisted charities requesting £5000 or more will be invited to attend an interview to present their projects. Charities requesting £4999 or less will not be required to attend an interview. Within this booklet you will find information on how grant applications are evaluated by the Jeans for Genes panel and presentation tips for those shortlisted charities that are invited for interviews.

If you have any queries about the grant programme or application process, please contact Elana Levinson, Head of Genetics at Jeans for Genes, on 020 7199 3307 or by email to grantapplications@jeansforgenes.com

Application timeline

1 July - 30 September 2009

Application period for the Jeans for Genes grant programme 2010

9 November 2009

Shortlisted applicants will be notified and asked to submit supplementary materials, including their organisation's financial accounts and child protection policy

10 and 11 December 2009

Interviews and project presentations for applicants requesting grants of £5000 or more

1 February 2010

Successful applicants will be notified

Guidance for selecting a project for a Jeans for Genes grant

At Jeans for Genes we regard our grant programme as an opportunity to create a partnership with each of the individual charities receiving a grant, and we are keen to support a wide range of projects that are well designed, tangible and promise to make a significant difference to those who will benefit.

Jeans for Genes will publicise the grant-funded activities to inspire our supporters and promote fundraising on Jeans for Genes Day. This means that brief details about your project may appear on the Jeans for Genes website, in printed mailing materials and/or on advertising. Therefore, it is important that all projects meet the following criteria:

The project is submitted by a UK-registered charity working with children (18 or under) with genetic conditions:

Charities come in all shapes and sizes; some are condition-specific and others serve as umbrella charities (ie playgroups, therapy classes or special schools) to provide special services to children with a wide range of conditions. If your charity works with children who are affected by conditions that have genetic and non-genetic causes, the majority of the beneficiaries of the project must be affected by genetic disorders. It will also be important to provide details on the types of conditions represented in your charity and the proportion of your member base that has genetic conditions.

The project extends the reach of Jeans for Genes into the genetic disorder community:

Is this the first time that your charity is applying for a grant for this type of project from Jeans for Genes? Is this a new type of project for your charity that will help you reach a wider audience? Is this project looking to make an activity that your charity has previously undertaken bigger or better? Is this a project that your charity would have difficulty undertaking without this grant? In summary, we are always interested to receive applications from new charities. We will also accept applications from charities that have received grants historically, but not in the previous year. When applying, please choose a project that will have a real impact on your charity's members which you can demonstrate in your application and to the grant panel.

The proposed project is of one year's duration or less:

Jeans for Genes is an annual campaign and therefore projects must be achievable within a year. Applications for projects that last longer than a year will automatically be rejected. To be very specific, applying for a grant to fund the second year of a four-year research project is not a one-year project.

We will, however, consider well-defined one-year projects that may be part of a longer-term research study. We will also consider funding a year's salary for a key worker.

The proposed project will take place in the UK and/or will benefit UK families:

The Jeans for Genes grant must be used by a UK-based charity on an activity in the UK; however, this does not stop your charity from applying for funding for a project that has a broader geographical scope. As an example, you might want to organise a day for medical professionals to meet to discuss advances in a specific genetic disorder but the professionals with expertise come from all over Europe. Jeans for Genes would consider funding for such an event because it will ultimately benefit those affected by the disorder in the UK. We recognise that for many rarer genetic conditions there are only a handful of affected individuals living in the UK. For these families the most important conferences and events might be those occurring abroad. In these instances we would consider funding for an activity outside of the UK as long as the beneficiaries of the grant are UK children and families.

The project's activities are tangible and identifiable:

Could we send a photographer along to take a picture of your project's activities? Could we show that something has been newly created? Could we clearly outline what knowledge has been gained? We will not fund general education or information publications. Projects that seek funding for broad objectives such as 'public awareness' or 'professional education' do not give Jeans for Genes material that is tangible from a communication and PR perspective.

The size of the Jeans for Genes grant can make an acknowledgeable impact on the project:

Jeans for Genes is willing to consider the complete or partial funding of a project; however, it must be clear to our supporters that the grant makes a difference to the size or quality of the project. We would not therefore consider a £25,000 grant as part of a £200,000 project, because the impact of our grant would be insignificant to the overall project.

(For research projects only) The project's activities have a clear protocol and are peer reviewed:

We would like to ensure that grants for research projects have maximum impact and therefore ask that all projects demonstrate an ethics and peer review process. As all projects must last just one year, small pilot studies of either a quantitative or a qualitative nature would be most appropriate. These can serve to build hypotheses and are the stepping stones to larger research endeavours. These applications will be reviewed by research scientists on the grant panel and so must have clear and realistic goals and objectives.

(If applicable) The charity has a child protection policy in place:

For projects that involve working with children, Jeans for Genes would expect that your charity has appropriate child protection policies. If your charity does not have such policies in place, we would strongly recommend that you liaise with the National Society for the Prevention of Cruelty to Children (NSPCC). The NSPCC can be contacted by telephoning 0808 800 5000 or by visiting the website www.nspcc.org.uk and can provide help and advice for charitable organisations working with children. If your charity is selected for shortlisting, we will request a copy of your child protection policy.

Checklist of eligibility criteria

Please review the following checklist to ensure that your organisation and the proposed project meet all the eligibility criteria for a Jeans for Genes grant. We cannot accept applications that do not meet these basic requirements.

-
- The submitting organisation is a UK-registered charity that works with children (18 or under).

 - Your charity looks after genetic disorders that are caused by a single gene mutation or chromosome alteration. We recognise that there are genetic components to complex conditions such as autism and dyslexia, however we are unable to consider these conditions as eligible for our grants.

 - The majority* of the beneficiaries of your charity's proposed project are affected by genetic disorders, as described above.

 - Your charity's proposed project is of one year's duration or less.

 - Your charity's proposed project will take place in the UK and/or will benefit UK families.

 - Your charity has not received a Jeans for Genes grant in 2009.

Guidance for shortlisted charities when presenting their applications

Jeans for Genes will invite shortlisted applicants requesting £5000 or more to present their project to a panel of external experts. To ensure that the panel has complete understanding of your charity's application within the time allowed, we would ask that you note the following guidelines:

- **Please assume that all panel members have read your charity's application form and any other materials that accompanied the application.** Please do not spend too much time in your presentation repeating information in the materials. Please use the presentation as an opportunity to bring your charity, your members and your proposed project to life.
- **Each shortlisted applicant will have 20 minutes in which to present and answer questions.** The first 10 minutes will be allotted for your charity's presentation. The panel would suggest that you structure your presentation as follows:
 - 2 minutes on the genetic condition(s) that you work with and the impact of your activities on those affected
 - 6 minutes on the activity you are proposing for a grant
 - 2 minutes on what your charity will bring to the Jeans for Genes Campaign

NB – in order to keep to a tight interview schedule we will have to stop your presentation after 10 minutes.

The remaining 10 minutes of the interview will be reserved for questions from the panel.

- **All presentation materials must be sent to Jeans for Genes one week before the date of the presentation:** In order to avoid IT problems, the panel ask that you send a PC-compatible electronic version as well as a hard copy of your presentation materials to Jeans for Genes one week before the presentation date. The panel will not allow any CDs, DVDs or memory sticks to be introduced on the day.

In summary, the panel would strongly advise the charities that are invited to present to use the opportunity to demonstrate the enthusiasm and professionalism of those involved in the charity, and the merit of the project for which the charity is seeking a grant.

Grant conditions and payment structure

Successful applicants will be expected to fulfil the requirements of the grant collaboration framework (see page 14) that applies to the size of the grant awarded, as well as the Standard Terms and Conditions of Jeans for Genes grants (see Appendix A).

Jeans for Genes may decide to award either partial or complete funding of the requested amount. In special circumstances, and given available monies, Jeans for Genes may also decide to increase the size of the grant asked for by the charity.

Grants of £4999 or less will be paid in full in December 2010.

Grants of £5000 or more will be paid in two instalments: an initial payment of £5000 in December 2010 and the balance in May 2011.

Grant Collaboration Framework

Successful applicants will be required to support Jeans for Genes in its public relations and fundraising events as detailed below. This framework exists as a contractual obligation but there are also many other ways you could help the Jeans for Genes Campaign. All grant recipients are strongly encouraged to contact Jeans for Genes before engaging in any contact with the media, in order to ensure consistency of messages.

Grant

£500 – £1499

Successful charity will

- Provide one case study to be used in Jeans for Genes publications, school packs or media by 15 March 2010
 - Promote Jeans for Genes in all charity communications during the campaign period (ie in the six months leading up to Jeans for Genes Day 2010)
 - Acknowledge Jeans for Genes as the source of funding for the project
 - Provide a written summary of the project outcome and photos, if appropriate
-

£1500 – £4999

- Provide two case studies to be used in Jeans for Genes publications, school packs or media by 15 March 2010
 - Provide the names of two volunteers willing to speak at school assemblies by 15 March 2010
 - Promote Jeans for Genes in all charity communications during the campaign period (ie in the six months leading up to Jeans for Genes Day 2010)
 - Acknowledge Jeans for Genes as the source of funding for the project
 - Provide a written summary of the project outcome and photos, if appropriate
-

£5000 – £9999

- Provide three case studies to be used in Jeans for Genes publications, school packs or media by 15 March 2010
 - Provide the names of three volunteers willing to speak at school assemblies by 15 March 2010
 - Promote Jeans for Genes in all charity communications during the campaign period (ie in the six months leading up to Jeans for Genes Day 2010)
 - Acknowledge Jeans for Genes as the source of funding for the project
 - Attend a meeting at the end of the funding year to report on the project outcome
-

£10,000 – £14,999

- Provide four case studies to be used in Jeans for Genes publications, school packs or media by 15 March 2010
- Provide the names of four volunteers willing to speak at school assemblies by 15 March 2010

- Promote Jeans for Genes in all charity communications during the campaign period (ie in the six months leading up to Jeans for Genes Day 2010)
 - Acknowledge Jeans for Genes as the source of funding for the project
 - Attend a meeting at the end of the funding year to report on the project outcome
-

£15,000 – £25,000

- Provide five case studies to be used in Jeans for Genes publications, school packs or media by 15 March 2010
- Provide the names of five volunteers willing to speak at school assemblies by 15 March 2010
- Promote Jeans for Genes in all charity communications during the campaign period (ie in the six months leading up to Jeans for Genes Day 2010)
- Acknowledge Jeans for Genes as the source of funding for the project
- Attend a meeting at the end of the funding year to report on the project outcome

Standard Terms and Conditions of Jeans for Genes Grants

1. General

Definitions

'Appeal' means the 15th National Jeans for Genes Appeal operated by Jeans for Genes for the period 1 July 2010 to 30 June 2011;

'Grant' means all monies given by Jeans for Genes to the Recipient in accordance with these Terms and Conditions and no other monies whatsoever;

'Jeans for Genes' means Jeans for Genes Campaign
A charity and company limited by guarantee registered in England and Wales
Registered office: 1st Floor, MacMillan House, Paddington Station, London W2 1FT
Registered charity no.: 1062206;
registered company no.: 3073588;

'the Project' refers to the project or activities as detailed in the grant application form attached to these Terms and Conditions;

'the Recipient' means the organisation specified in the letter from Jeans for Genes confirming the award of the Grant and shall, where appropriate, include reference to authorised employees and agents of the Recipient.

2. Obligations of the Recipient

- (a) The Grant must be used exclusively for the Project provided that the Recipient may use up to ten per cent of the Grant for administration costs incurred by it including selecting, monitoring, auditing and reporting back on the Project.
- (b) No material change to the Project or its implementation may be made without the prior consent in writing of Jeans for Genes, such consent not to be unreasonably withheld or delayed.
- (c) The Grant will not be increased if there is an overspend on the Project.
- (d) The Grant must be shown in the Recipient's annual accounts as a restricted fund and not included under general funds. This means that the unspent funds and/or assets in respect of this Grant must be shown separately in the Recipient's accounts.
- (e) The use of any underspend accumulated within a twelve-month period of the Grant must be agreed with Jeans for Genes. If at the end of the Project the Recipient has spent less, then the unspent amount must be returned to Jeans for Genes promptly.

- (f) The Recipient must not without prior written agreement of Jeans for Genes change its constitution as regards its purposes, payments to members of its governing body, distribution of its assets (whether on a dissolution or not) or admission of members (where it has a membership).
- (g) Jeans for Genes expects to make Grant payments in accordance with the time frame set out in the Grant Programme 2010 Guidance for applicants document on the Jeans for Genes website. However, Jeans for Genes will not accept liability of any nature for any losses or costs (whether foreseeable or not) arising from any failure to make any Grant payments on any agreed date or otherwise. If the Recipient is in breach of any of these Terms and Conditions, or goes into insolvent liquidation, or has a receiver appointed over its assets or any part thereof, or makes any composition with its creditors, Jeans for Genes may refuse to pay any further Grant payments due.
- (h) The Recipient shall comply with all applicable laws and regulations whether or not relating to the Project. In particular, the Recipient shall comply with applicable legal requirements relating to the collection, use, safe-keeping and distribution of personal data and to disclosing the charitable status of Jeans for Genes and the Recipient in fundraising or publicity material.
- (i) For the duration of the agreement reflected in these Standard Terms and Conditions, the Recipient will do nothing that would or might bring Jeans for Genes into disrepute or which might damage the goodwill attached to the Jeans for Genes logo or its distinctiveness.
- (j) In all publicity relating to the Project the Recipient will ensure that it states:
'Our thanks to Jeans for Genes for contributing to/funding (delete as appropriate) this project.'
- (k) The Recipient agrees that Jeans for Genes may use its name and logo in any publicity material relating to the Appeal (including references to the Appeal in publicity material for any similar future appeals).
- (l) The Recipient will ensure that the Primary Contact Person named in the grant application is easily contactable and responds adequately and in reasonable time to all reasonable requests made by Jeans for Genes. The Recipient will promptly notify Jeans for Genes of any change in the identity of and/or contact details for the Primary Contact Person.
- (m) The Recipient agrees to publicise the Appeal to its members and supporters and to encourage maximum participation in the Appeal.

- (n) The Recipient agrees to keep confidential all information that it receives about Jeans for Genes other than information that is in the public domain or intended for use in marketing the Appeal or that the Recipient possesses before applying for the Grant.
- (o) The Recipient will immediately upon receipt pass any and all donations that were intended for the benefit of Jeans for Genes directly to Jeans for Genes together with any details in its possession relating to the donor together with any gift aid declaration made by that donor.

3. Jeans for Genes Name and Logo

- (a) The Recipient may use the Jeans for Genes name and logo, but only in connection with the Appeal. The logo may be used only with the prior written consent of Jeans for Genes and in accordance with the Jeans for Genes brand guidelines, which are available upon request.
- (b) The Recipient will not acquire any other rights to use the Jeans for Genes name and logo, and it must not allow any third parties to use them.
- (c) Jeans for Genes may revoke the Recipient's permission to use its name and logo immediately by notifying the Recipient in writing if the Recipient is in material breach of any of these Terms and Conditions. If Jeans for Genes does so, the Recipient must immediately stop all use of Jeans for Genes's name and logo.

4. Monitoring and Evaluation

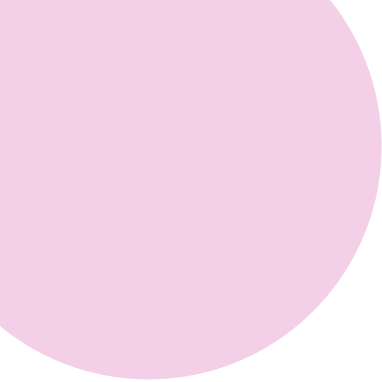
- (a) The Recipient must keep proper and up-to-date accounts and records, including invoices, which show how the Grant has been used. These financial records must be copied to Jeans for Genes on request and be available to Jeans for Genes or its representative for inspection and copying.
- (b) The Recipient must inform Jeans for Genes of any adverse changes in its financial or reputational affairs which could affect its obligations towards Jeans for Genes or the Appeal.
- (c) The Recipient must take steps to monitor the success of the Project and complete regular progress reports on it in accordance to the requirements detailed in the *Grant-holder's progress and final report* document on the Jeans for Genes website.
- (d) The Recipient will provide a copy of its annual accounts within 10 months after the end of the financial year in respect of each year in which Grant payments are made. The Recipient must meet any relevant statutory requirements as regards accounts, audit or examination of accounts, annual reports and annual returns.

5. Duration of this Grant Agreement

- (a) These Terms and Conditions will (unless the context or express provisions otherwise indicate) prevail and remain in force as follows:
- (i) For the period of one year following payment of the last instalment of Grant funds;
 - (ii) So long as any Grant funds remain unspent;
 - (iii) So long as any of the terms and conditions of these Terms and Conditions remains unperformed or any breach of the same continues.
- (b) Jeans for Genes may continue to use the personal data relating to the Primary Contact Person and any volunteers who assist with the Jeans for Genes Appeal in accordance with the Grant Collaboration Framework set out in the application pack to contact and inform such individuals about future appeals. The Recipient will ensure that it has any authorisation required to allow Jeans for Genes to use the data in this way.

6. Interpretation

These Terms and Conditions shall be governed by and construed in accordance with the law of England.



We hope that this grant booklet has provided you with clear guidance so that the application process for the 2010 Jeans for Genes grant programme is straightforward and transparent. We are keen to continually improve the way in which we communicate with our grant applicants and welcome any suggestions that you may have regarding the current grant programme and application process.

Jeans for Genes
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T 020 7199 3300
F 020 7199 3301

grantapplications@jeansforgenes.com
www.jeansforgenes.com

Registered charity 1062206