

The following explanations are guidance only. The funding processes is necessarily objective and the decision of FOR Cardiff is final.

- Are you a FOR Cardiff levy payer? (2 points)
Cardiff based businesses receive 1 point, businesses which pay the levy to FOR Cardiff receive 2 points. This will be verified internally.
- Please outline the project you are seeking funding to support making reference to which of our Challenge Fund criteria you believe the project responds to and how the project will help deliver on the aims of the 2021 – 2026 FOR Cardiff business plan. Up to 1,000 words (17 points)
Applications will be assessed in relation to one another and ranked in terms of how far they serve the commitments of the FOR Cardiff business plan and wider goals. A 17 point project would touch on several elements of the business plan and have a clear and measurable set of deliverables and outcomes. The more clearly you can demonstrate connection to FOR Cardiff's aims the more points you will receive.
- Please outline in as much detail as possible how the funds you are applying for will be allocated. FOR Cardiff is committed to supporting the locally economy and will prioritise projects which will spend their funding locally. (4 points)
- Please outline if/how your project can ultimately become financially sustainable. If your project will always rely on grant funding outline any other funding sources which you believe the project would be suitable for. If your project is a one off fixed cost please indicate this here. (5 points)
Projects which have a clear path to self-sustainability receive 5 points as do projects which are a one off fixed costs.
- Will any funds provided to you by FOR Cardiff be used as a part of a match funding program? If yes, please confirm that value of match funding that you would expect to receive and name other potential investors should you be fully successful in your application to FOR Cardiff. (2 points)
Projects which can demonstrate added value through additional funding will receive one point, projects which will retain a significant proportion of that spend locally receive 2 points.
- Please outline how you will promote or publicize your project and FOR Cardiff's involvement in your project if your application is successful (include any breakdown of budget for this possible) Up to 300 words. (3 points)
Projects with a clear plan to promote to an engaged audience will receive 3 points. Projects with a less clear communications plan or without a clear audience will score lower.



CITY AMBITION FUND

INVESTING IN THE FUTURE FOR CARDIFF

- Please identify any partnerships or collaborations you may undertake to support this project if successful.(2 points)

FOR Cardiff values collaborative and partnership working – projects that involve at least one additional partner will receive one point. Projects which partner with organisations with community value will receive two points.

- FOR Cardiff is committed to promoting equality and diversity in the Cardiff business community, supporting the local economy, and encouraging responsible procurement and we will prioritise applications from organisations which do the same. Please outline any commitments and achievements your organisation has in relation these goals including the possession of any relevant accreditations, Living Wage Foundation, Fairplay Employer, Disability Confident etc. Up to 300 words (5 points)

Applicants will receive one point for each demonstratable commitment to these values in differing areas – for example a living wage accreditation and participation in the Stone-wall Diversity Champions scheme would provide 2 points but a further LGBTQIA+ credential would not provide an additional point. FOR Cardiff understands that participation in formal schemes is expensive and will accept narrative explanations of commitments rather than accreditations from small businesses, individuals etc.