

**MEETING: 28/11/2013**

**Ref: 12006**

**ASSESSMENT CATEGORY - London's Environment**

**MADE in Europe**

**Adv: Karisia Gichuke  
Base: Tower Hamlets  
Benefit: London-wide**

**Amount requested: £76,120**

**{Revised request: £79,200}**

**Amount recommended: £79,200**

**Purpose of grant request:** Phase two of rolling out Green Guide & Award Scheme to support London's mosques and other Islamic groups to become more environmentally friendly.

**Background**

MADE in Europe (MADE) is a UK-based NGO which aims to mobilise young European Muslims to take action on global poverty and injustice through awareness-raising, volunteering and education. MADE was set up in 2009 to fill a gap in engaging Muslim communities – particularly young people – in global education and activism. The organisation's activities are based around (i) raising awareness on issues of poverty and injustice, (ii) volunteering opportunities for young people to make change in their communities, and (iii) education – providing training, information and resources on the issues and skills needed to take action.

**Funding History**

You have funded MADE once before, with a one year grant of £38,550 in 2012, which has made good progress against objectives.

**Current Application**

The current application is to continue the work carried out in the first year of the project and build on achievements to date. The gap in environmental awareness has been documented in a number of research reports, as has the need to provide opportunities for young Muslims to take leadership roles in the community as active citizens. This was the background for the project to 'Green Up' London's Muslim communities, by building the capacity of young people to spearhead positive environmental change in their own communities. The project has achieved a number of objectives to date, including recruiting and training an initial group of young people in environmental sustainability work, developing a series of resources for the campaign, which has secured endorsement from several leading Islamic scholars (an indication of the significant potential of the campaign). The project has also supported the young people to pilot different environmental initiatives in five London mosques including for example a community food growing plot, a garden, a green travel plan, and environmental noticeboards. MADE has also developed a Green Guide and Award Scheme, an opportunity for mosques and Islamic groups to showcase their environmental achievements, providing

accreditation for the institutions that achieve a certain level of environmental standards.

The Green Guide and Award Scheme will be launched in November 2013, and this proposal is for a further two years funding to work with 20 more young environmental ambassadors to support 20 London mosques to achieve the Green Award and expand the community education work. The overall purpose of this project is to embed principles for action and for environmental sustainability within London's Muslim communities, by increasing the capacity of young people to take leadership positions and active citizenship roles to enable greater understanding by Muslim communities of environmental issues and specific actions they can take to improve and protect the environment.

### **Financial Observations**

Audited accounts for the year ended 31 March 2013 show a surplus of £43,815 (16.7% of turnover), comprising a surplus of £65,885 on unrestricted funds partially offset by a deficit of £22,070 on restricted activity. The surplus was due to increased income from community fundraising and securing several new grants in the year. The charity aims to hold in free unrestricted reserves sufficient to cover three months' expenditure, equivalent to £51,250 based on 2013/14 budgeted expenditure. At 31<sup>st</sup> March 2013 free unrestricted reserves stood at £43,535, which equates to 2.5 months' worth of current year expenditure.

The budget for the current year 2013/14 shows total income of £255,000 of which £111,249 (44%) had been confirmed at 28<sup>th</sup> October. After expenditure of £205,000, a surplus of £50,000 is anticipated, all on unrestricted funds. This would increase free unrestricted reserves to £93,535, equating to 5.5 months' worth of expenditure.

### **Officer's Appraisal**

Despite being relatively new, MADE has some significant successes to date – its first project on maternal health has led to 15 Muslim charities running campaigns on it and the mainstreaming of the issue in the Islamic media and scholarship. The organisation has identified a significant gap in environmental awareness amongst the Muslim community and has achieved good progress to date on this project which enables young people to develop leadership skills while working for a greener London. Since submitting the original application the organisation has recognised that one of the salaries has been under-costed and has revised the bid, which is reflected in the amount recommended.

### **Recommendation**

**£79,200 over two years (£39,300; £39,900) towards the salaries of a Project Manager (3 dpw) and Outreach Worker (2 dpw) and costs of rolling out the Green Guide and Award scheme to support London's mosques and other Islamic groups to become more environmentally friendly.**



# The City Bridge Trust

Charity Registration Number: 1035628

## Working with Londoners: Application for a grant

Please read the guidance notes before completing this form

Reference:  
(office use only)

12006

Date Received:

24/07/13

Programme  
Area:

4

### 1. About your organisation

Name of organisation applying for grant: <b>MADE in Europe</b>	
If the organisation is part of a larger organisation, what is its name? n/a	
Address for correspondence <b>4<sup>th</sup> Floor London Muslim Centre, 46 Whitechapel Road, London</b>	
Postcode: <b>E1 1JQ</b> Is this your home address? <b>No</b>	
Contact person: <b>Mrs Sarah Javaid</b>	Position: <b>Director of Operations</b>
Phone: <b>02076503043</b>	Fax: <b>n/a</b>
E-mail: <b>sarah@madeineurope.org.uk</b>	<div style="border: 1px solid black; padding: 5px; text-align: center;">RECEIVED The City Bridge Trust  24 JUL 2013</div>
Website: <b>www.madeineurope.org.uk</b>	
Legal status of organisation: <b>Registered charity</b> If registered, please give charity number: <b>1134415</b> Year and month organisation established: <b>March 2009</b>	

### 2. Request for funds

Under which of the Trust's themes are you applying (see our website or brochure for further details)? <p style="text-align: center;"><b>London's environment</b></p>
Purpose for which funds are requested: (25 words maximum) <b>Phase 2 of rolling out Green Guide &amp; Award Scheme to support London's mosques and other Islamic groups to become more environmentally friendly</b>
How much funding is requested? <b>Year 1: £37785 Year 2: £38335 Year 3: £</b> <b>Total: £76120</b>

### 3. Aims of your organisation

MADE in Europe's aim is to provide a platform for young people from Muslim and ethnic minority communities in the UK to positively channel their ideas, aspirations and frustrations about global issues such as climate change and trade injustice by taking action at a local level in the UK through activities which will also benefit local communities in the UK.

### 4. Main activities of your organisation

MADE in Europe works through three main programme areas 1) Education – we develop resources and provide training to individuals and organisations – for example we have developed a Campaign Toolkit with Oxfam GB which provides info and tips to young people on how to campaign on issues which matter to them 2) Campaigning – we run campaigns on social justice issues – for example we are currently running a campaign on drinking tap water rather than bottled water in order to protect the environment 3) Volunteering – we provide volunteering opportunities to connect young people to the issues we campaign on – for example we supported volunteers to set up a food growing plot at Spitalfields City Farm to be able to grow their own food and learn about issues of food justice

### 5. Number of staff

Full-time	Part-time	Management committee members	Active volunteers
3	1	6	500

### 6. How do you support your volunteers?

MADE in Europe runs an accreditation scheme called the Volunteer Achievement Award which involves identifying personal development goals for each volunteer and providing regular one to one support to individuals to reach these goals.

### 7. Property occupied by your organisation

Is the main property owned or leased/rented by your organisation?	If leased/rented, how long is the outstanding lease/rental agreement?
Rented	2 years

## 8. Finance

From your most recent audited or independently examined accounts, complete the following:

Financial year ended -

Month: **31 March**

Year: **2013**

<b>Income received from:</b>	<b>£</b>
Voluntary income	79,140
Activities for generating funds	0
Investment income	37
Income from charitable activities	183,296
Other sources	0
<b>Total Income</b>	<b>262,473</b>

<b>Expenditure:</b>	<b>£</b>
Charitable activities	200,287
Governance costs	1,256
Cost of generating funds	17,115
Other	0
<b>Total Expenditure</b>	<b>218,658</b>
<b>Net (Deficit)/Surplus:</b>	<b>43,815</b>
<b>Other Recognised Gains/(Losses)</b>	<b>0</b>
<b>Net Movement in Funds</b>	<b>43,815</b>

<b>Asset position at year end</b>	<b>£</b>
Fixed assets	626
Investments	0
Net current assets	91,827
Long-term liabilities	0
<b>*Total A</b>	<b>92,453</b>

<b>Reserves at year end</b>	<b>£</b>
Endowment funds	0
Restricted funds	48,292
Unrestricted funds	44,161
<b>*Total B</b>	<b>92,453</b>

\* Total A and Total B must be the same and should be taken from your balance sheet

## 9. Statutory funding

For the financial year above, what % of your income was from statutory sources?  
29%

## 10. Material changes

Describe any material changes to the organisation's activities, structure or financial position since the date of the most recent accounts:

None

## 11. Previous applications to the Trust

Have you applied to the Trust before? If so, please give details:						<input checked="" type="checkbox"/>
Month/Year: Feb	/ -	Ref:	Grant received: £38,500	OR application rejected		<input type="checkbox"/>
Month/Year: -	/ -	Ref:	Grant received: £	OR application rejected		<input type="checkbox"/>
Month/Year: -	/ -	Ref:	Grant received: £	OR application rejected		<input type="checkbox"/>

## 12. Previous funding received

Funding received by your organisation from the following sources during the last **THREE** years:  
**(i)** City of London (other than the City Bridge Trust)**(ii)** London boroughs **(iii)** London Councils (formerly ALG)  
**(iv)** Health authorities **(v)** Central government departments **(vi)** Other statutory bodies (e.g. Housing Corporation, Arts Council) - List source, years and annual amounts:

	Year: 2010	Year: 2011	Year: 2012
(i)			
(ii)			
(iii)			
(iv)			
(v) Department for Int Development		35850	88840
(vi)			

## 13. Previous grants received

Grants received by your organisation from charitable trusts and foundations (other than the City Bridge Trust) during the last **TWO** years. List source, years and annual amounts:

	Year: 2011	Year: 2012
Oxfam	10000	31050
CAFOD		3500
Y Care International		4950
Allian & Nesta Ferguson Trust		25000

## 14. What steps is your organisation taking to reduce its carbon footprint?

20

As an organisation we have taken a more proactive approach to enforcing our office environmental policy such as recycling on a regular basis, and checking that computers are switched off when not in use, rather than on standby. We also encourage all of our staff to consider their personal lifestyle choices. In January this year we had a 2 day retreat with staff, board and key volunteers at which all participants made pledges to become more eco-conscious. We report back on how we are getting on with these pledges in monthly staff meetings.



## 15. Purpose

Complete this section whatever the amount of grant requested. **In addition**, if the request is for £25,000 or more in total, a fuller proposal should be sent with this form. Also, if your application is for all or part of new or existing post(s), please enclose a copy of the relevant job description(s) including the salary level.

**In order to provide the right information, please refer to guidance note 15 before completing this section.**

In 2012 MADE in Europe received funding from the City Bridge Trust for a one year project to develop a Green Guide & Award Scheme for mosques and Islamic groups. The scheme will be launched by November 2013 and we are now seeking an additional two years' funding to roll it out throughout London and continue to build a Muslim environmental movement led by young people.

1) Objective 1: To equip 20 young people (YP) with the knowledge, skills and confidence to be able to implement the Green Award Scheme in London's mosques/ Islamic groups

Activities: 2 x training weekends using the Green Guide covering environmental issues and campaigning skills; YP supported to implement Green Award Scheme through mentoring, peer support & webinars; YP work towards Volunteer Achievement Award

Objective 2: To increase the understanding and knowledge of 10,000 people in Muslim communities of environmental sustainability issues and the role of individuals and communities

Activities: Video produced to promote Green Award Scheme; establishment of flagship annual eco-fair; at least 10 pieces of media coverage secured in ethnic/faith-based outlets; activity resources produced for mosque youth groups; at least 10 youth leaders trained

Objective 3: To reduce the carbon footprint of at least 20 of Londons mosques/Islamic groups and their communities

Activities: At least 30 mosques/Islamic groups register for Green Award Scheme and 20 achieve the Award

Objective 4: To share learning and experiences with the wider community in the UK

Activities: Visits by YP to "green" projects of other communities; bimonthly webinars for YP with speakers from other communities; YP blogs and videos; production and dissemination of evaluation report to faith groups, government and CSOs

2) Need for project: The need to engage ethnic minority communities in the UK in environmental initiatives has been well documented (e.g. BEN, London21) and with regards to Muslim communities in particular, a report funded by the Calouste Gulbenkian Foundation highlighted the apathy that exists among Muslim communities surrounding environmental issues and the challenge of involving religious leaders. There are very few examples of mosques or Islamic groups which actively integrate environmental principles into their own practices and promote environmental education among their communities. There is also a need to provide opportunities for young people from Muslim backgrounds to develop skills and take leadership roles in their communities (e.g. Young Muslims Speak). City Bridge has funded the development of a Green Guide & Award Scheme for mosques and this second phase will now see it rolled out across London.

3) Meet Principles of Good Practice: 1) Involve local people in the project's management – the project is led by young people from the local communities which are being targeted and who will help to shape the strategy and activities. 2) Welcome people of all backgrounds and values diversity – although the project is targeting Muslim communities in particular, it aims to ensure that there is learning and sharing of experience with other communities. The young people and mosques/Islamic groups which will take part in the project will be selected to ensure gender-balance and diversity in terms of ethnic background and religious school of thought. 3) Value and support volunteers – the project is led by youth volunteers who will be supported to run their campaigns through mentoring by youth workers as well as working towards a Volunteer Achievement Award 4) Taking steps to reduce own organisation's carbon footprint – MADE in Europe has an environmental policy which includes areas such as including recycling and using environmentally friendly products at events

4) Right organisation to do work: MADE in Europe has delivered a wide range of externally-funded projects to engage Muslims and ethnic minority communities in tackling global issues with a local dimension such as climate change. We have the right contacts and networks within the community as well as the understanding and expertise of a faith-based approach to environmental education and action.



**16. Explain how you will monitor and evaluate both your own outcomes and those of the programme under which you are applying.**

The monitoring and evaluation will be carried out by the Project Manager. At the beginning of the project, indicators will be finalised for each project outcome. Data will be collected and recorded on a regular basis for each of these indicators using participatory methods. For example, to measure the increased capacity of young people to take leadership and active citizenship roles (outcome 1), surveys will be carried out before and after the training to assess their learning. To measure the reduction of the carbon footprint of the mosques (outcome 3), when they register for the scheme they will complete a self assessment covering the various aspects of the scheme. At the end of the project, an assessment will be carried out to review the progress that has been made for each mosque. A final evaluation report will be prepared at the end of the project to summarise the data collected throughout as well as presenting the results of surveys and interviews with project participants carried out at the end of the project.

**17. Beneficiaries**

In line with our anti-fraud policies, we may, in exceptional circumstances, require you to provide contact details of your beneficiaries (see Guidance Notes).

How many people will benefit from the grant per year? <b>At least 10,000</b>			
What age group will benefit? <b>Volunteers will be 18-30, other beneficiaries will be all ages</b>			
In which local authority is your organisation based? <b>Tower Hamlets</b>			
Which borough(s) of Greater London will benefit from this grant? (if more than one, please give % for each) <b>London-wide</b>			
At what address will the activity be located? <b>London-wide</b>			
What will the ethnic grouping(s) of the beneficiaries be?			
	<b>%</b>		<b>%</b>
White - British	<b>10</b>	Black - Caribbean	
White - Irish		Black - African	<b>10</b>
White - Other (please describe)		Black - Other (please describe)	
Asian - Indian	<b>10</b>	Black - British	
Asian - Pakistani	<b>20</b>	Chinese	
Asian - Bangladeshi	<b>20</b>		
Asian - Other (please describe)	<b>10</b>	Other (please describe) <b>Arab, Turkish</b>	<b>20</b>
Open to everyone			
What proportion of the beneficiaries will be disabled people? <b>Proportion is unknown</b>			

### 18. Funding required for the project

What is the total cost of the proposed activity/project?  
(List main expenditure headings and amounts)

Expenditure heading	Year 1 £	Year 2 £	Year 3 £	Total £
Materials for community awareness	3500	2000		5500
Training young people	1550	1550		3100
Young people campaigns	2500	2500		5000
Training mosque youth leaders		1500		1500
Eco-fair	2000	2000		4000
Evaluation/dissemination		500		500
Project Manager (part-time)	17000	17000		34000
Outreach Worker (part-time)	6800	6800		13600
Travel & meetings	500	500		1000
Stationery & printing	500	500		1000
Contribution to core costs	3435	3485		6920
<b>TOTAL</b>	<b>37785</b>	<b>38335</b>		<b>76120</b>

What income has already been raised? (List amounts and main sources)

Source	Year 1 £	Year 2 £	Year 3 £	Total £
<b>TOTAL</b>				

What other funders are currently considering the proposal?

Funders	£
<b>TOTAL</b>	

### 19. Funding requested from the Trust

How much is requested from the Trust? (List main expenditure headings and amounts)

Expenditure heading	Year 1 £	Year 2 £	Year 3 £	Total £
We are requesting full amount above				
<b>TOTAL</b>				

## 20. Funding requested from the Trust (continued)

When will the funding be required? <b>November/December 2013</b>
Is the activity to continue beyond the period for which funding is requested? If so, how will it be resourced? <b>Following this phase of the project, further funding will be required to a) roll out the scheme in other parts of the UK and b) monitor the adherence to the scheme. We are seeking funding from other trust funds for work outside of London.</b>
If any planning or other statutory consents are required for the project to proceed, what stage have the applications reached? <b>N/a</b>

## 21. Referee

Please provide us with the contact details of a current or recent funder of your organisation who is willing to act as a referee.

<b>Referee</b>
<b>Name: Dr Nujhat Jahan</b>
<b>Organisation: Faith Regen Foundation</b>
<b>Address:</b> <b>4 Gateway Mews, Ringway, Bounds Green, N11 2UT</b>
<b>Tel: 0208 211 9430</b>
<b>E-mail: nujhat@faithregenuk.org</b>

## Declaration on behalf of applicant organisation

I, **Sarah Javaid** (your name)

am an authorised representative of

**MADE in Europe** (your organisation)

within which I am **Director of Operations** (your position)

**To the best of my knowledge, all the information that I have provided in this application form is correct. I fully understand that the City Bridge Trust has zero tolerance towards fraud and will seek to prosecute and recover funds in every instance.**

Signature



Date **23 July 2013**

### How your information will be used by the Trust

City Bridge Trust (which is administered as part of the Bridge House Estates by the City of London Corporation) processes personal data in compliance with the Data Protection Act 1998. The Trust obtains and uses information, including personal data, as part of the process of assessing grant applications and monitoring the use of grants. The information you provide on the application form may be made public as part of the assessment of this application. In addition, the Trust may share this information with third parties, including other funders, its external consultants and external auditors, police and regulatory bodies for the purpose of determining, preventing or detecting crime; or ensuring that no organisation is receiving duplicate funding; or the validation of contracts; or where this is otherwise required by law.

**By signing and submitting your application form you give your explicit consent for us to use data relating to your application as set out above.**

Our contact details for enquiries about how we process your information are:

The City Bridge Trust, City of London, PO Box 270, Guildhall, London EC2P 2EJ. Telephone: 020 7332 3710

### Concerns over fraud and corruption

Should you, at any time, have concerns of fraud and corruption within your organisation relating to the grant, then please raise your concerns with us using our Whistle Blowing facilities. You may use our Audit team's 24 hour answer phone number, 020 7332 3663, to report the details or email [raiseyourconcern@cityoflondon.gov.uk](mailto:raiseyourconcern@cityoflondon.gov.uk)

**Return the completed form to: The City Bridge Trust**

City of London

PO Box 270

Guildhall

London EC2P 2EJ

### Please

- **do not send this application by fax or e-mail** – unless applying online, applications must be posted to the Trust
- **do send the information in the checklist** - if items are missing, your application will be returned to you
- **do send only the information in the checklist** – if further information is required, we will contact you
- **do ensure you have signed and dated this form** – we cannot accept forms which have not been signed and dated
- **do use the correct postage** – the completed form and additional materials are likely to exceed 100g in weight