

The City Bridge Trust

Investing In Londoners: Application for a grant



About your organisation

Name of your organisation: Media Trust	
If your organisation is part of a larger organisation, what is its name? N/A	
In which London Borough is your organisation based? Hammersmith & Fulham	
Contact person: Ms Jenny Walton	Position: Director of Charity Services
Website: http://www.mediatrust.org	
Legal status of organisation: Registered Charity	Charity, Charitable Incorporated Company or company number: 1042733
When was your organisation established? 10/07/1994	

Grant Request

Under which of City Bridge Trust's programmes are you applying? Strengthening London's Voluntary Sector		
Which of the programme outcome(s) does your application aim to achieve? More equalities organisations with enhanced voice, advocacy and representation skills		
Please describe the purpose of your funding request in one sentence. To equip equalities organisations, to engage and inspire audiences, effectively advocate and represent for their beneficiaries and causes, and drive change through compelling campaigns		
When will the funding be required? 02/10/2017		
How much funding are you requesting?		
Year 1: £75,026	Year 2: £73,640	Year 3: £0
Total: £148,665		

Aims of your organisation:

Media Trust is a unique charity that inspires the media and communications industry to give their time and creative power to benefit the voluntary and community sector (VCS). We believe in the power of the media to change lives.

We work with the media industry to empower charities and communities to have a voice and be heard. By connecting charities with the media industry, we amplify their voices and impact, create powerful content, develop their skills, and connect them with professional media volunteers.

Media Trust utilises the outstanding support we have within the Media Industry through our network of corporate members including Google, Facebook, BBC, Sky, The Guardian and Trinity Mirror.

We support charities across the UK; building their communications skills through our innovative training, volunteer brokerage and content programmes. We're committed to growing the number of media professionals who share their skills, as speakers, trainers, mentors, filmmakers, digital and strategy advisors with the sector.

Main activities of your organisation:

Supporting VCS organisations through innovative Charity Services:

Training and Capacity Building

? Provides a wide range of media and communications courses on topics including social media, marketing, PR, filmmaking and media interview training

? Provide media training and support for charity beneficiaries, helping share their own personal stories, giving them a voice about issues that affect them

? Deliver capacity building programmes, combining training, mentoring and content creation, to amplify voices of marginalised communities and equalities organisations

Volunteer Brokerage

? Through our online matching platform, networking events and charity challenge days, we match media professionals who volunteer their time and skills to support VCS organisations to understand their communications challenges and access support to build skills and resources.

Content Creation

? We harness the talent, skills and time of filmmakers, camera operators and editors to enable VCS organisations to produce engaging content including promotional, cause related films and content for social media. This allows organisations to bring their messages to life

Number of staff

Full-time:	Part-time:	Management committee members:	Active volunteers:
22	6	10	8

Property occupied by your organisation

Is the main property owned, leased or rented by your organisation?	If leased/rented, how long is the outstanding agreement?
Rented	2020

Summary of grant request

Media Trust in partnership with the Equalities and Diversity Forum (EDF) will build the communications skills, capacity and networks of London's equalities organisations through the Stronger Voices programme. This two-year programme will support 24 equalities organisations through intensive communications capacity-building, media mentoring and networking with journalists. We will also provide London's wider equalities sector with a tailored Advocacy Masterclass programme and digital guides, sharing best practice and building connections between the media and equalities sector.

The Need: The EU referendum outcome means the voices of equalities organisations need to be heard more than ever. They need to advocate the causes they fight for and influence decision making, especially during the transition in equalities protection law during the process of leaving the EU.

Research demonstrates that the sector lacks skills, resources and knowledge to communicate effectively. Findings from our 2015 research funded by an Investment Readiness grant from City Bridge Trust demonstrates:

- ? 8 out of 10 charities have a communications budget of less than £1,000
- ? 46% have a major skills gap in structuring communications
- ? 44% of small charities have a major skills gap in social media

Media Trust and EDF have over 20 years experience working in the charity sector and understand the need for equality organisations to be able to tell their stories, describe their issues, their vision for the future and the important role that this has in reaching the wider public and policy makers. Organisations working on equality issues communicate to EDF regularly that public opinion and negative publicity hold them back. This affects the day-to-day lives of individuals they support and reduces the organisation's ability to influence changes to policy and practice. The charities Media Trust work with aim to counter the hostile language; negative images; and ill-informed stereotypes about underrepresented communities presented in some of the media. Equalities organisations need to be equipped with the knowledge on how they can start to tackle these issues.

Media and Strategic Communications Programme - We will run a Media and Strategic Communications training programme for 24 equalities organisations (12 per year) to skill up staff and provide them with a strategy to help target audiences more effectively. Firstly, we will build their media, messaging and campaign skills equipping them with the knowledge and tools to communicate effectively. We will then match them with a team of media volunteers who will conduct a communications audit and develop a realistic and compelling campaign to engage audiences and policy makers with their work.

How the work will be delivered:

- ? Media and Strategic Communications training
- ? Beneficiary spokespeople training
- ? Campaign development
- ? Networking with journalists and media professionals

Advocacy Masterclass Programme - We will design and run a specialist advocacy masterclasses programme, delivered in partnership with leading media brands and top speakers. The topics will be based on the communications needs survey led by EDF at the start of the project, to help identify specific communications themes that charities find challenging and would like additional support with.

Meeting the Trust's outcomes - The Stronger Voices programme will give the organisations and their beneficiaries enhanced advocacy and campaigning skills to develop their messaging, build relationships with the media and influence the public and policy makers.

Principles of Good Practice - Media Trust and EDF will survey the communications needs of London's equality organisations and summarise the results to inform the development of the programme and partnering with EDF will ensure smaller organisations benefit. We will track the benefit of the project with pre and post impact surveys, recording the improvements made. We will share our learning via reports and case studies

If you need any planning or other statutory consents for the project to proceed, what stage have the applications reached?

Do you have a Vulnerable Adults policy? **Yes**

What Quality Marks does your organisation currently hold?

Outputs and outcomes

What are the main activities or outputs you want to deliver? Please include no more than 5. By activities or outputs we mean the services, products or facilities you plan to deliver. If you plan to deliver work over more than one year you should include activities over the full grant period requested. Try to be specific.

Deliver media and strategic communications training programme of 7 workshops for 24 equalities organisations, building their skills, knowledge and capacity equipping them with the templates and tools to develop press releases, key messaging, campaigns and social media strategies

Deliver spokespeople training for 24 staff and 20 beneficiaries from equalities organisations through four one-day media interview training sessions developing increased confidence and ability to tell their stories to journalists via TV, radio and print

Deliver 24 communications audit & campaign planning sessions with media volunteers, matching 48 media volunteers to 24 equalities organisations to develop engaging campaign plans to raise the profile of their organisation and advocate on behalf of their work and beneficiaries.

Run four networking events bringing together 24 equalities organisations with journalists and media professionals from Media Trust partners including BBC London, The Guardian and Trinity Mirror building their media networks and contacts and get media coverage for their work.

Design an Advocacy Masterclasses programme of four per year, for 200 individuals working within the equalities sector to build skills, insight and knowledge of communicating effectively and creatively, reaching target audiences and driving behaviour change.

What main differences or outcomes do you hope the activities you have described above will achieve? Please include no more than 5. By differences or outcomes we mean the changes, benefits, learning or other effects that result from the work your project would deliver. These might be for individuals, families, communities or the environment.

24 equalities organisations will have:

improved their media and strategic communications skills and capacity to develop their own communications strategy

Increased the visibility and public profile of their organisation, work and impact (inc. social media)

Increased their ability and confidence to communicate key messages and pitch stories into the media

30% of equalities organisations involved in Stronger Voices will developed the skills required to secure media coverage of their work.

44 spokespeople of the equalities organisations participating in the project have developed the skills and confidence to be able to tell their story in their own voice and manage media interview scenarios so that they feel confident and in control of their story. 6 media interviews conducted.

Participating equalities organisations will be equipped with the skills to deliver their own targeted campaign, raise the profile of there organisations and communicate the key issues with the public and policy makers.

200 individuals working or volunteering within the equalities sector have:

? Increased visibility and public profile for their organisation, work and impact

? increased skills and activity in media and communications

? Increased support from funders and volunteers

Do you plan to continue the activity beyond the period for which you are requesting funding? If so, how do you intend to sustain it? If not, what is your exit strategy?

We intend to continue similar activities. Our strategy is to grow Media Industry corporate members and in kind support year on year, with the goal of 60 members supporting our work by 2020. The increase in value of corporate memberships alongside a growth in media fundraising income will generate an extra £0.5m income by 2020 to fund the work.

Who will benefit?

About your beneficiaries

How many people will benefit directly from the grant per year?

124

In which Greater London borough(s) or areas of London will your beneficiaries live?

London-wide (100%)

What age group(s) will benefit?

All ages

What gender will beneficiaries be?

All

What will the ethnic grouping(s) of the beneficiaries be?

A range of ethnic groups

If Other ethnic group, please give details:

What proportion of the beneficiaries will be disabled people?

1-10%

Funding required for the project

What is the total cost of the proposed activity/project?

Expenditure heading	Year 1	Year 2	Year 3	Total
Staffing (Media Trust)	38,349	39,116	0	77,465
Staffing (Equality & Diversity Forum)	3,500	3,500	0	7,000
Media & Strategic Communications Programme (Media Trust)	14,674	12,622	0	27,296
Media & Strategic Communications Programme (Equality & Diversity Forum)	3,000	3,000	0	6,000
Advocacy Masterclasses and Online Guides (Media Trust)	8,070	8,070	0	16,140
Impact and Evaluation (Media Trust)	2,500	2,500	0	5,000
Overheads (Media Trust)	16,800	16,800	0	33,600

TOTAL:	86,893	85,608	0	172,501
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What income has already been raised?

Source	Year 1	Year 2	Year 3	Total
Garfield Weston (Staffing - Media Trust)	5,067	5,168	0	10,235
Media Industry (Overheads - Media Trust)	6,800	6,800	0	13,600
	0	0	0	0

TOTAL:	11,867	11,968	0	23,835
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What other funders are currently considering the proposal?

Source	Year 1	Year 2	Year 3	Total
	0	0	0	0

TOTAL:	0	0	0	0
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How much is requested from the Trust?

Expenditure heading	Year 1	Year 2	Year 3	Total
Staffing (Media Trust)	33,282	33,948	0	67,230
Staffing (Equality & Diversity Forum)	3,500	3,500	0	7,000
Media & Strategic Communications Programme (Media Trust)	14,674	12,622	0	27,296
Media & Strategic Communications Programme (Equality & Diversity Forum)	3,000	3,000	0	6,000
Advocacy Masterclasses and Online Guides (Media Trust)	8,070	8,070	0	16,140
Impact and Evaluation (Media Trust)	2,500	2,500	0	5,000
Overheads (Media Trust)	10,000	10,000	0	20,000

TOTAL:	75,026	73,640	0	148,666
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Finance details

Please complete using your most recent audited or independently examined accounts.

Financial year ended:	Month: March	Year: 2016
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Income received from:	£
Voluntary income	644,931
Activities for generating funds	0
Investment income	1,073
Income from charitable activities	2,479,348
Other sources	0
Total Income:	3,125,352

Expenditure:	£
Charitable activities	2,709,337
Governance costs	0
Cost of generating funds	240,814
Other	0
Total Expenditure:	2,950,151
Net (deficit)/surplus:	175,201
Other Recognised Gains/(Losses):	0
Net Movement in Funds:	175,201

Asset position at year end	£
Fixed assets	10,910
Investments	0
Net current assets	641,172
Long-term liabilities	0
*Total Assets (A):	652,082

Reserves at year end	£
Restricted funds	188,892
Endowment Funds	0
Unrestricted funds	463,190
*Total Reserves (B):	652,082

* Please note that total Assets (A) and Total Reserves (B) should be the same.

Statutory funding

For your most recent financial year, what % of your income was from statutory sources?
1-10%

Organisational changes

Describe any significant changes to your structure, financial position or core activities since the date of your most recent accounts:

Our CEO stepped down Feb 2017. Trustees given 6 months notice and appointed an impressive CEO who held leadership positions in charity and media but lives overseas and joins formally Sep 2017. Former Media Trust Director of Finance and Operations, appointed Interim CEO working with founder and new CEO for a smooth transition. In September 2016 our trading subsidiary Community Channel became an independent company.

Previous funding received

Please list the funding received by your organisation from the following statutory sources during the last THREE years.

	Year 3 £	Year 2 £	Most recent £
City of London (except City Bridge Trust)	0	0	0
London Local Authorities	0	0	0
London Councils	0	0	0
Health Authorities	0	0	0
Central Government departments	184,236	497,607	46,000
Other statutory bodies	0	0	0

Previous grants received

Please list the grants received by your organisation from charitable trusts and foundations (other than City Bridge Trust) during the last THREE years. List source, years and annual amounts. Please include the 5 largest only.

Name of Funder	Year 3 £	Year 2 £	Most recent £
Big Lottery	1,091,384	868,764	513,000
OCS	184,236	447,607	0
Comic Relief	0	0	103,890
Jack Petchey	102,334	35,463	142,043
The Mayors Fund	0	0	94,000

Declaration

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

Please confirm: Yes Full Name: **Jenny Walton**

Role within **Director of Charity Services**
Organisation: