

MAYOR OF LONDON



Loved and Wanted Fund

Guidance for applying for our funding



Glossary

Difficult words or abbreviations used in this document are explained here. These explanations relate to these funding guidelines:

Civil society organisations: Organisations and groups that are not run for a profit, for example community groups or faith organisations.

Criteria/ criterion: the standards, conditions or rules we require for funding. The “should-haves” or “must-haves” when you apply for our funding.

Demographics: things like age, sex and identity of a group of people.

Expression of Interest (Eoi): The form to complete to apply to our funding.

GLA: Greater London Authority

Grant: An amount of money (of funds) we will give to an organisation.

Grantee: An organisation that we award a grant to.

Lead contact: The main person who will be your contact with us for this project and funds.

Lead organisation: If you are applying in a partnership, this is the organisation that will manage the project and the funds.

Venue-based organisation: an organisation that does work or activities with members of the community in an accessible central place (or venue) that it owns, rents or has the official use of. For example, a community hall or faith hall. This does not include offices or a private residence.

1. About the Loved and Wanted Fund - a summary

1.1 Background



London has a proud history of organisations coming together to help each other through tough times, and also to celebrate the good times.



Diversity, community and shared values are our strengths. These were shown in the Covid-19 pandemic, and in protesting about the violence last summer.



Because of welcoming places like community clubs and faith halls, Londoners have better lives and communities.



The Mayor of London understands that these groups know what Londoners need.



These groups are very important in helping the Mayor reduce inequalities, and make sure every person can feel loved and wanted in our city.



1.2 About the Fund

The **Loved and Wanted Fund** shares the same values as the Mayor's [Loved and Wanted campaign](#): **unity, respect and togetherness.**



The fund aims to:

- Build relationships between Londoners and different communities, using social spaces.
- Make sure Londoners can and know how to take part in their community and in the bigger city – and then do it.
- Get organisations working together in partnership.
- Give funds to local community and (inter)faith groups who understand what their neighbourhoods need to make London more equal and welcoming.



Quick summary of the fund



This fund supports:

Civil society organisations to better connect Londoners with each other and help them take part in their communities and our great city.



Who can apply:

- Community organisations [including (inter)faith groups] or partnerships.
- The main organisation applying must have an annual income of between £100,000 and £10 million.
- The organisation must be incorporated (have legal status) and be based in a venue (for example a community hall).



Grant amount:

up to £60,000 (for delivery from February 2026 to March 2028)

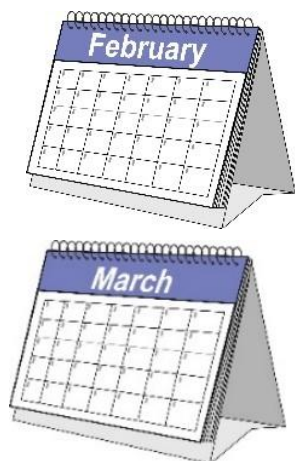
Total available:

£900,000 (15 grants)



Apply by:

11:59 p.m. on 19 October 2025



1.3 What grantees must do (requirements of funding)

If we give your group some funds, you must do your proposed work (called your 'Loved and Wanted offer') **between February 2026 to March 2028.**

This can be work based just in a neighbourhood, but ideally it will impact a borough or even more boroughs.

Your Loved and Wanted offer should include work that:

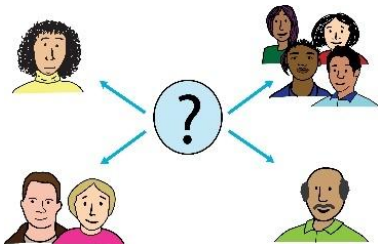
- A. Builds relationships between Londoners from different community and faith backgrounds** (improves social connection)
- B. Helps Londoners know how to take part in community life and help them to do it** (reduces barriers to getting services, advice and other rights).



Your offer of work should show how you will build on your current activities to:



- Partner with local organisations and communities [like (inter)faith groups] to help reach even more Londoners.
- Use the values of the Loved and Wanted campaign to think about more creative ways you can help Londoners.



You must also be able to link in with other grantees, local partners, and with the wider Loved and Wanted campaign.



You will need to:



- **Agree a shared set of values** to show you are a welcoming, inclusive Loved and Wanted community space.
- **Do activities and communications that help promote the Loved and Wanted campaign**, such as using posters and stickers, and by sharing messages and success stories on social media etc. Maybe even hosting the Mayor!





- **Take part in quarterly thinking and networking sessions with others in the network.** To share best practice, learn new skills, and compare notes on any challenges.



- **Report on your results.** At every point when we give you funds, you will give us case studies and information about how much impact your work has had. We will help you with this.



1.4 Support we will give you

We want grantees to make the best use of their funding - we offer:



- A Greater London Authority (GLA) Officer, who will give you local support connections and help with communications resources.



- Chances to showcase your work, including through official visits and GLA communications about your work to the public.



- A regular **thinking and networking programme** to link you in with other grantees and build a movement around the Loved and Wanted values.

2. Who can apply



2.1 Who can apply for these funds

The Loved and Wanted Fund is open to these kinds of not-for-profit organisations that are incorporated (recognised by the law):

- Voluntary groups
- Community groups
- Arts and culture groups, or
- (Inter)faith organisations that are not-for-profit



Your group or organisation must be registered as one of these in the law:

- Registered charities
- Charitable incorporated organisations (CIOs)
- Community interest companies (CICs)
- Not-for-profit companies limited by guarantee (CLGs / social enterprises)
- Community benefit societies (CBSs)



If in doubt about the above, please ask your Treasurer, Accountant or the person who looks after your accounts.

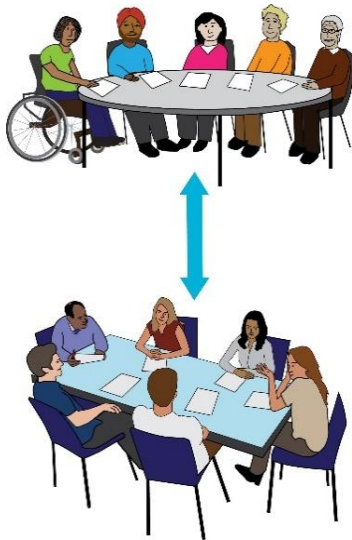


You must also:

- have worked in the same local area for the past 5 years (since 19 September 2020)
- hold all your activities for the time of the funding in a physical, accessible community space (until March 2028). You should own, rent, or formally be allowed to use this space. Your private accommodation or offices are not allowed to be used.
- have had an annual turnover (income) of between **£100,000 and £10 million** in the 2024/25 financial year
- have an organisational bank account with at least 2 different signatories
- work in different communities facing challenges with money, social exclusion or inequality.
For example, with Londoners who:
 - are in an ethnic minority (for example, Black, Asian)
 - have low incomes
 - are Deaf and/or Disabled
 - are migrants
 - are young or old Londoners
 - are part of the LGBTQIA+ community.



- show how you will work with other community, faith and public sector organisations to spread the Loved and Wanted message.



2.2 Applying as a partnership

Organisations who receive our funding will need to partner with small civil society organisations to run activities. So we strongly encourage joint proposals so you can use your different skills together.



You might work with a medium or large size venue-based civil society organisation (like community groups) and:

- Other not-for-profit, small civil society organisations
- Local (inter)faith groups
- Local private sector organisations committed to public benefit





The lead organisation must be from the civil society sector (voluntary, community, arts & culture or faith) and meet all our rules (see section 2.1).



You need a partnership agreement that says how you will work together, what everyone's job is, how Londoners will benefit, and information about your finances and governance. The lead group will get the grant and manage it.

3. Aims of the Loved and Wanted Fund



3.1 Aims of the fund

- **Build relationships across communities:**
 - Bring people from different backgrounds together through community events and other activities.
 - Help more Londoners meet and make new friends.
 - Help make more people feel included in their community.





- **Create more welcoming places where Londoners can go to feel more loved and wanted:**

- Work in physical spaces as part of a supportive network across London.
- Encourage respect, togetherness, and strong neighbourhoods.
- Use and adapt the Mayor's Loved and Wanted campaign messages so they reach more people.



- **Help all Londoners get involved in community life:**

- Make it easier for people to use GLA and council services.
- Signpost people to useful places, such as:



- the Migrant Londoners Hub
- GLA Democracy Hub
- free debt advice services
- Employment Rights Hub
- Rough Sleeping Assessment Centres
- Family Hubs



- Focus on building good relationships and thinking about different people's needs.
- Give new arrivals or people who feel left out regular chances to meet others nearby.
- Teach and encourage people to get involved in their community and democracy.
- **Improve community stresses, especially about social justice and getting involved:**
 - Work better with local organisations and key partners.
 - Help make it easier for community groups and public bodies to share information.
 - Support local activities that help people in London feel they belong.
 - Encourage the GLA, councils, and community groups to work together against false information and any risks to community unity.



- **Help local faith groups work together to build better communities:**

- Support teamwork with local faith or community groups, no matter who is leading the project.
- Signpost to faith and public organisations services where needed.



3.2 Funding principles

We expect that successful applicants will show:

- How they are rooted in a local community in London.
- A proven track record of delivering on strengthening community (social cohesion).
- Broad reach and good community engagement.
- They are willing and able to work together with local partners, other grantees, and the Greater London Authority.

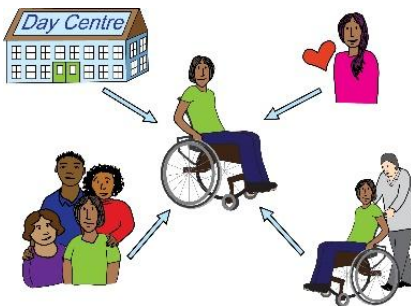




- Shared values of Loved and Wanted, including strengthening community bonds and working with the campaign.



A full description of our assessment criteria (how we will score your application) is in the [Assessment Framework link here.](#)



3.3 The kind of work we will fund

We are looking to fund work with a focus on **social connection** and **accessible local services**.

The examples below may help guide your thinking but don't be limited by it!



1. **Build relationships between Londoners from different community and faith backgrounds** (improve social connection):

- Activities for communities to come together to grow respect and friendship.
- Events where diverse Londoners can learn from each other and work together.





- Cultural or social activities for people to bond.



- Events to share good information that helps all communities feel included.

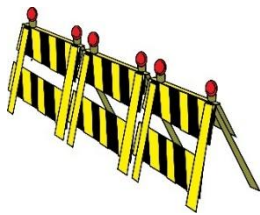


2. Improve Londoners access to support and services they need to fully take part in community life (reduce barriers to accessing public services):

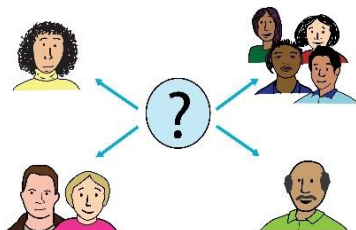
- List the local services to better signpost and support Londoners in your area.



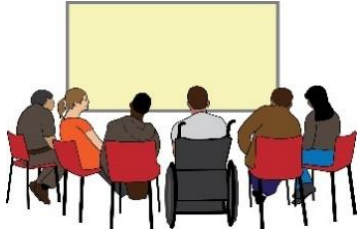
- Work closely with the GLA, and public authorities to improve referrals and build trust in public services.



- Give support to reduce the barriers some groups face to taking part in community life.



- Work in partnership with other organisations or communities of faith to better reach Londoners with offers of support.



3.4 Costs we can cover

The fund can cover costs such as:

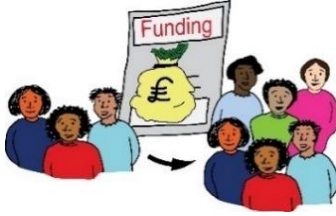
- Volunteer expenses and programme training fees.
- Professional fees, event costs, materials and activities that help you deliver a Loved and Wanted offer.
- Public engagement expenses, including marketing, communications, and accessibility costs for Londoners.

We can also give you up to 30% of your organisation's overhead (running) costs, such as for some of:

- your venue's rent and utilities costs.
- salaries for core staff, such as administrators.
- your organisation's professional fees, for example legal and audit.

To work this out, we follow principles of full cost recovery.

More guidance is here on The National Lottery Community Fund's **full cost recovery** page.



3.5 What we won't fund

The Loved and Wanted Fund will not support activities that:

- Are not of clear benefit to the public
- Only want to give the funds to other organisations
- Are not about strengthening community (for example, that is about 1:1 support)
- Are to do with things like building maintenance or other costs not directly related to community building
- Are to do with funding an individual person
- Have already happened or will be finished before the end of the funding period (we might also check on other funding you have.)
- Are outside Greater London or that do not focus on a local area in London

4. How much you can apply for



We will give out up to £900,000 from January 2026 through to March 2028.

We will give out grants of up to £60,000 each to up to 15 organisations.

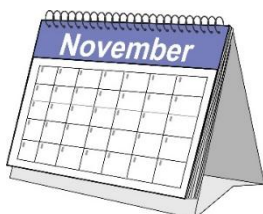


Your organisation must be based in a space where you can do community activities (a venue).



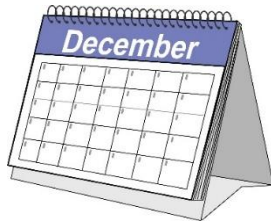
The funding can cover things like staff and event costs, venue hire, and public communications/ marketing costs.

5. Key dates and timelines



The main dates for applying to the Loved and Wanted Fund are:

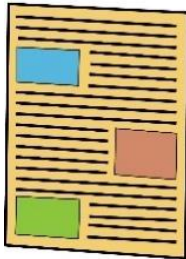
- **17 September** – Expression of Interest applications open.
- **23 September - 6 October** – online webinars to help with your application.
- **19 October** – deadline for the Expression of Interest application, at **11:59pm**.
- **14 November** – we will tell you if you have been successful



- **14 November** – Stage 2 applications open.
- **11 December** – deadline for Stage 2 applications, at **12:00 pm**.
- **Early 2026** – we will tell you if your Stage 2 application is successful or not.

6. Prepare your application to send in

We will:



- only accept 1 application (Expression of Interest) per organisation, either as a lead partner or supporting partner.



- take up to 45 applications to Stage 2.



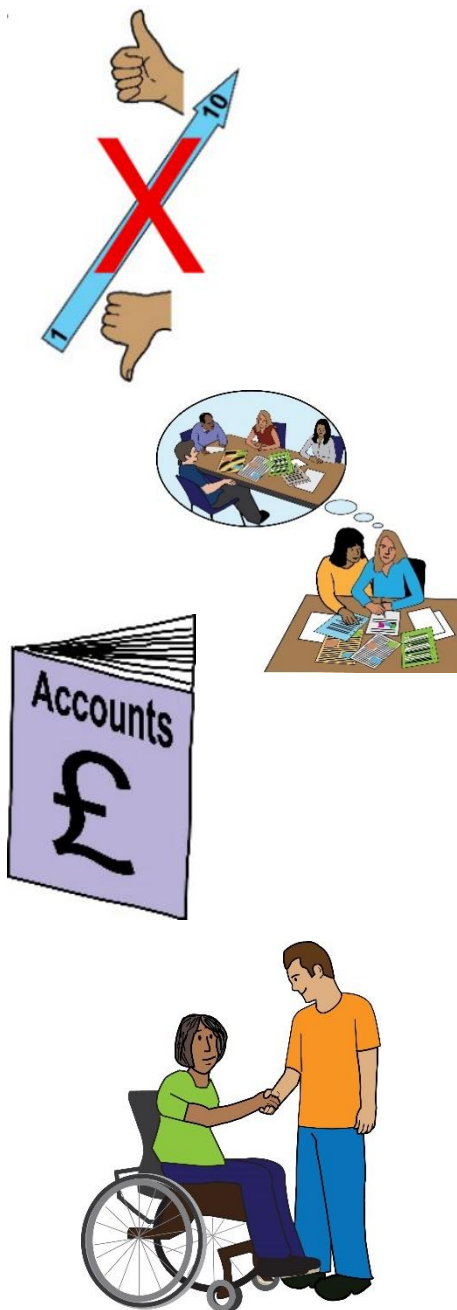
- then we will choose 15 grantees.



Your Expression of Interest application and Stage 2 Application (if invited) will need to include information on:

- Your organisation (the lead applicant)
- Any project partners
- Your proposed work programme, including:
 - How you will deliver it
 - When you will deliver it or parts of it (milestones)
 - What it will cost
 - How much you think it can help people (impact)
 - a risk register
 - mitigations (how you can reduce risks)
- Equalities monitoring
- Supporting documents:
 - governing documents (such as a constitution or memorandum and articles of association)
 - most recent annual accounts and bank statements
 - names of your trustees and management teams.





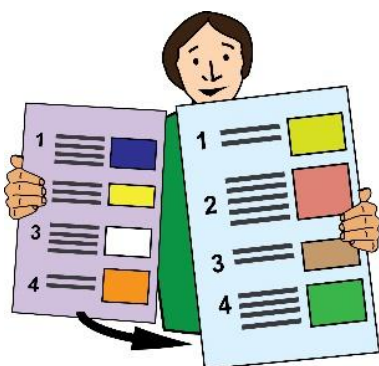
6.1 Organisation and project partner details

We will not score these questions but they will help us see:

- if your organisation is suitable for this funding
- your vision and reach for your projects
- that your organisation is sound, for example by checking your accounts.

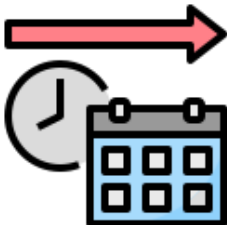
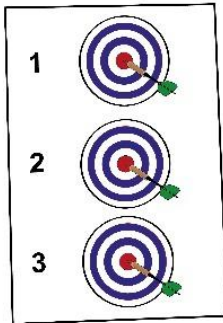
If you're applying as a partnership, the lead organisation should complete this section because:

- they will receive and be responsible for funding.
- they will need to tell us detail about any project partners.



6.2 Information about your current work and proposal

We will look at the information you give us about your current work and programme proposal and will check it against the Loved and Wanted Fund criteria (rules and conditions):



Criteria about your organisation

(what your organisation should be or have):

- Strongly rooted in a local community in London
- Track record of making community stronger (social cohesion)
- Broad reach and community engagement
- Committed to working with other organisations
- Shared goals with the Loved and Wanted campaign

Criteria about your work

programme proposal (what your proposal should be or have):

- How strong your work offer is – aim high but make sure you can deliver it.
- Programme management – a clear plan, showing how you can keep strengthening the community after the grant has finished.
- Budget – delivering value for money with these public funds.

6.2 Safeguarding



If your proposal includes activity with children / young Londoners, vulnerable adults (at risk) or volunteers, you will need to show that you have a good safeguarding policy in place.



Guidance on safeguarding policies is available on the Charity Commission website: **Safeguarding for charities and trustees.**



6.3 Equalities monitoring (checking)

We ask questions about equality to see who is applying to our funds, and to make sure everyone who needs to can apply.

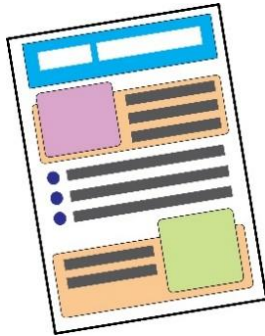
We will ask you:

- about the communities you work in
- if your board and staff who lead your organisation have a shared identity and lived experience





- if at least 50% of those your project supports share that identity or experience.



6.4 Application form template and guide

You can look at the questions we'll ask for this Expression of Interest by clicking the link below:

[Expression of Interest \(EOI\) webform and questions](#)



7. Help with your application



We want to help you have the best chance of success in your application. We will be hosting online webinars before the **Expression of Interest** deadline on **19 October 2025 at 23:59**.



If you need more help with your application, please contact us at CivilSociety@london.gov.uk.

8. What happens next



We will check over all Expression of Interest applications to see who is suitable for the funding.

If we need to ask you any questions, we will contact you.



8.1. Who will check applications

Greater London Authority (GLA) officers will check applications against the criteria (the conditions and rules for our funding).



We want to fund different kinds of projects for different communities across Greater London.



We want to have projects quite evenly spread out across Inner and Outer London. And we want them to reach deeply into communities' identities and experience.

8.2. If your application is successful



If you are successful, we will let you know by our listed decision dates. If we have any delays, we will let you know.



Your GLA grant officer will work with you to complete the grant funding agreement and will support you for the whole programme.



Do not make any spending plans until you have received a signed funding agreement from us.



Support for successful grantees

We expect all grantees to take part in our thinking and networking sessions or workshops.

Acknowledging (recognising) our funding



We expect grantees to share publicly that the Mayor of London is funding their projects and to promote the Loved and Wanted campaign messaging. You can share this on posters, at venues, and in social media for example.

Payment terms

Successful applicants must sign a grant agreement before starting the project and receiving funds.



This agreement shows our payment terms and schedule in more detail.



In the 2025/26 financial year, we could give you up to £20,000 in advance, depending on your project proposal. After signing the grant contract, you'll get further payments every 3 months if you send in reports to us.



We will review payments yearly, using detailed reports to check your progress and to see if you need any help with your project.



8.3. Unsuccessful applications

Sadly, we can't fund all the organisations that apply for our funding.



We will let you know if your application is successful. We can also let you know about other ways to take part in the Loved and Wanted campaign.



You will not be able to challenge our decision and we can't give detailed feedback for unsuccessful applications at the Expression of Interest stage.

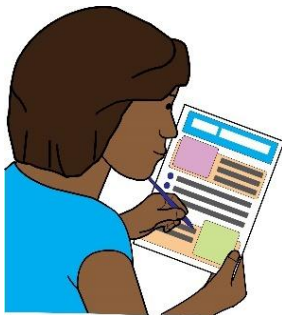


But if you reach Stage 2, we will give feedback to all organisations then.

9. How to apply



We have split the application process into 2 stages. We have only asked you for as much information as we need so the process is not too long.



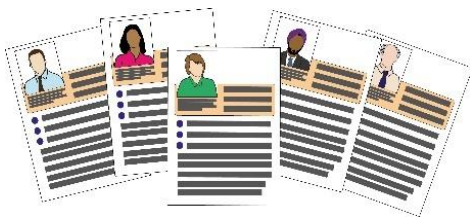
Stage 1: Expression of Interest

If you feel your organisation is a good fit for the Loved and Wanted Fund, you should complete the [Expression of Interest](#).



This is available online, and you can see the questions in Easy Read.

But if you need it in a more accessible format please tell us.



GLA staff will review the Expressions of Interest. Then we will make a shortlist of no more than 45 applications to go forward to Stage 2.



Stage 2: Invited applications

If you are successful at Stage 1, we will email you to invite you to Stage 2. At this Stage, we will ask you more detail about your proposal.

Application stages



1. **Expression of Interest**

→ shortlisting



2. **Invited application**

(up to 45 applicants for 15 awards)

→ final selection

Expression of Interest online form

Before you start the online Expression of Interest form you can see all the questions in Easy Read here:

[Application questions](#)

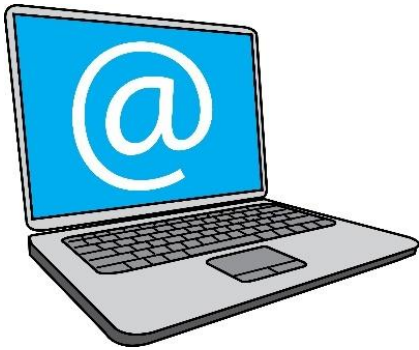


If it's easier, you could first fill in your answers on the form then copy and paste them into the online form.



When you're ready to get started, you can apply via our online Expression of Interest form here:

[Apply](#)



Help to complete the online application form

If you need help to make an application, please contact civilsociety@london.gov.uk

This document was put into Easy Read by the Empower Team at People First.

You can visit their website here:

www.peoplefirstltd.com

Information is Power!

