

BENTLEY ADVANCING LIFE CHANCES NATIONAL FUND

APPLICANT GUIDANCE

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OVERVIEW

This guidance document exists to support organisations interested in applying for the Bentley Advancing Life Chances National Fund, which aims to support charitable organisations working with vulnerable, disadvantaged or under-represented communities in 18 locations across the UK, Jersey and the Isle of Man. These locations are made up of 17 Bentley retailer locations and additionally the Bentley HQ and Manufacturing site in Crewe.

Through this fund, you can apply for grants of between £2,000 and £4,000, which can be used to cover project or core costs, or a mixture of both.

We hope this guidance will be helpful in understanding the Fund's priorities and completing an application if you decide the Fund is right for you. We recommend that you read it fully before applying.

PROGRAMME TIMINGS

The Bentley Advancing Life Chances National Fund will run two rounds per year. Organisations can submit one application per round, and if unsuccessful can apply the following round. All timings for the current round and future rounds will be listed on the [Bentley website](#).

BENTLEY ADVANCING LIFE CHANCES NATIONAL FUND

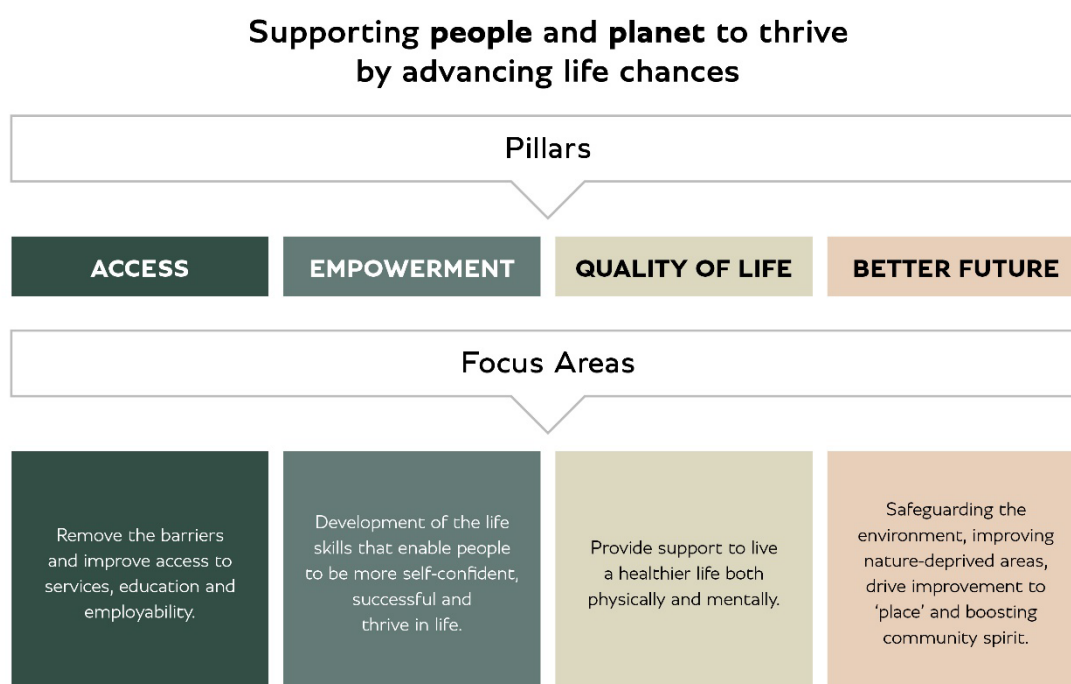
The Bentley Advancing Life Chances National Fund is a key part of Bentley's commitment to creating lasting, positive change in the communities that need it most. The Fund recognises the crucial role that small, community-based charities play in society as well as the ongoing challenges they face in securing funding for essential, day-to-day operations. That's why grants from the Fund can be used to support core costs, helping charities stay resilient, deliver their services effectively, and continue making a meaningful impact.

CHARITIES AID FOUNDATION

Charities Aid Foundation (CAF) exists to accelerate progress in society towards a fair and sustainable future for all. CAF enables hundreds of millions of pounds to move across sectors and borders each year and arrive safely with thousands of charities to make a greater impact. Their end-to-end grantmaking service ensures the delivery of effective and efficient programmes that make a measurable difference to the communities they serve.

BENTLEY ADVANCING LIFE CHANCES STRATEGY

Through undertaking research and working with stakeholders, Bentley has developed its Advancing Life Chances strategy. To Bentley, advancing life chances means helping to contribute to levelling the playing field, especially for those that are vulnerable, disadvantaged or under-represented. In practice, this means improving **Access** to equal and equitable opportunities for all; **Empowering** people to take control of their own life, having the freedom to choose and decide what is best for them; improving the **Quality of Life** of those that live and work in our key communities in the UK so they can enjoy a fulfilled life; and taking the steps required today to build a **Better Future** for our communities and our planet.



Across all the above Pillars, the following groups have been considered particularly relevant for the aims of the Advancing Life Chances Strategy:

- Families and single person households living in poverty
- Long term unemployed
- People experiencing homelessness
- People with disabilities and their support animals
- Racially minoritised groups/communities
- Refugees and asylum seekers
- The elderly
- Young people facing disadvantage, including school or college pupils, those Not in Education or Training, young offenders.

REGIONAL ELIGIBILITY

To be eligible, charitable organisations must be located within a 20-mile radius of one or more of the 18 locations across the UK, Jersey and the Isle of Man. These locations are made up of 17 Bentley retailer locations and additionally the Bentley HQ and Manufacturing site in Crewe. These are listed below and available in map format in Appendix 1. To check if you are eligible, please use this [link](#) to calculate the distance between your organisation's registered address and what you believe to be your closest Bentley partner, using the table below for the Bentley location postcodes and the 'distance as the crow flies' value. Having done this, if you are still unsure if you are eligible, please reach out to BentleyALC@cafonline.org, providing the postcode of your organisation's registered address in your email.

LOCATION	BENTLEY RETAILER	POST CODE
Belfast	Bentley Belfast	BT12 6LR
Birmingham	Bentley Birmingham	B24 9HF
Bristol	Bentley Bristol	BS107TT
Chelmsford	Bentley Essex (Chelmsford)	CM2 6PN
Crewe	Home of Bentley Motors	CW1 3PL
Edinburgh	Bentley Edinburgh	EH15 3HR
Hamilton	Bentley Glasgow	ML3 0AY
Hatfield	Bentley Hatfield	AL10 9WN
High Wycombe	Bentley High Wycombe	HP11 1UP
Isle of Man	Bentley Douglas	IM4 2AZ
Jersey	Bentley St Peter	JE3 7BF
Knutsford	Bentley Manchester	WA16 8GT
Leeds	Bentley Leeds	LS12 6AA
Leicester	Bentley Leicester	LE7 1PF
London	Jack Barclay	WIJ 6AE
Lyndhurst	Bentley Hampshire	SO43 7JF
Ripley	Bentley Surrey	GU23 6HB
Tunbridge Wells	Bentley Tunbridge Wells	TN2 3UY

CRITERIA

Eligible organisations:

- Registered charities, including charitable incorporated organisations (CIOs).
- Constituted organisations and non-registered charities.
- Community interest companies (CICs) and community benefit organisations (where there is a minimum of three unrelated directors).

Organisations must also meet the following criteria:

- Have been operating for a minimum of 24 months.
- Be located within a 20-mile radius of a Bentley site.
- Have recorded an annual income in their last financial year of £500,000 or less.

Ineligible organisations:

- Organisations that don't meet the regional eligibility.
- Individuals.
- Statutory bodies such as city and county councils or health institutions.
- Organisations registered outside of the UK.
- Organisations set up solely for political or religious promotion.
- Organisations set up solely for the benefit of animals, with the exclusion of assistance animals trained to support individuals with disabilities.

What we can't fund:

- Third party fundraising.
- Sponsorship or advertising.
- Activities or projects that discriminate on basis of race, creed, gender, sexual orientation, age, religion or national origin.
- Applications seeking a contribution towards major capital building work, infrastructure, or extensive capital refurbishment work.
- Activities or projects that are solely for political or religious promotion.
- Grants cannot be allocated to bursaries, scholarships, sponsorships or donations designated for a specific, named recipient.
- Projects or activities that have already been completed or will be prior to receipt of a grant offer and signed terms and conditions.

APPLICATION AND ASSESSMENT

The Advancing Life Chances National Fund is a single-stage application process. We aim to keep the application process as light touch as possible. In order to support your decision to submit an application and to facilitate working offline, we have provided the application questions in this document. These can be found in Appendix 2. However, please note that we can only accept applications made via our grant portal, not via email.

Please note: We will use the contact details provided in your application to communicate decisions with you, so please ensure that these details are correct at the time of submitting.

Shortly after the application window closes, each application undergoes a thorough assessment by CAF against pre-determined assessment criteria and is scored accordingly. Through our assessment criteria, we will prioritise organisations that:

- Have a mission that closely aligns with the aims of the Advancing Life Chances Strategy
- Have a clear understanding of your organisation's impact through effective measurement and evaluation
- Have a strong track record of working with and delivering for the community they support
- Work with, and are based in, communities experiencing the greatest level of need.

Use of Artificial Intelligence (AI)

You are welcome to use AI tools to help refine, edit or improve the clarity of your application. However, your responses should be based on your organisation's own knowledge, experience and evidence, and should not be generated solely by AI.

We are particularly interested in specific, concrete examples that demonstrate your work, impact and learning. Responses that rely on generic or overly polished descriptions are less helpful than clear, authentic accounts of what your organisation has done and achieved.

DECISION MAKING

The final decisions are made by the Bentley Charities Committee, who are a team of employees from across Bentley. You will always be informed of the outcome of any application submitted, regardless of whether your application is approved or not.

Feedback will be provided to all unsuccessful applicants within 30 days of notifying you as to the outcome of your application.

Please note: We recommend adding the email address mail@grantapplication.com to your safe senders list so that you do not miss any notifications.

AWARD IN PRINCIPLE

A notification will be sent via email confirming your award in principle and the corresponding conditions of grant. You will need to agree to these conditions and then accept your grant via the online portal through which you made your application.

Once you have completed this step, we will be in contact if we require any further information from you in order to make payment of your grant. If you are a registered charity, you will also be required to upload a recent bank statement. If you are not a registered charity, CAF's verification team will contact you with instructions of how to complete CAF's Grant Eligibility Application (GEA).

Once payment has been made, you will have 12 months to use the funds. Any changes to the activity being funded by the grant, or to the timeframe for spending the grant, must be agreed in writing.

REPORTING

All grant holders will be asked to complete a simple End of Grant report form within one month of the end of the grant term via the same portal through which you submitted your application. In order to support information-gathering for the End of Grant report we have provided the reporting questions in this document. These can be found in Appendix 3.

In all cases we aim to keep reporting proportionate to the size of the grant and as light touch as possible and regularly review feedback provided to ensure this is the case.

Alongside the reporting questions, we will ask you to submit an image that best represents your organisation's work. This image does not necessarily need to represent how the funds have been used and it does not need to be a professional photograph, but please ensure that you have the relevant permissions of any people in the image.

FREQUENTLY ASKED QUESTIONS

Where does this funding come from?

The grants are funded by Bentley Motors Ltd and delivered by Charities Aid Foundation (CAF).

How will my data be used?

If you apply for this grant programme, you will be directed to CAF's carefully selected service provider (Blackbaud) to enter details of your organisation and your grant application. Blackbaud's privacy policy can be viewed [here](#). CAF will act as data processor for the purposes of your data. Please refer to [CAF's privacy policy](#) for more information on how your data will be used.

You can read more information about the Blackbaud applicant and grant holder portal [here](#).

I've applied before, when can I apply again?

If you are unsuccessful, you can apply again the following round, however we would encourage you to reflect on the feedback provided before doing so to avoid repeat disappointment.

If you are successful, you can apply again 1 year after being awarded.

How likely am I to be successful if I apply?

We expect demand for this funding to significantly exceed the budget available, meaning the programme is likely to be oversubscribed. We recognise that this can be challenging for applicants, so we have designed the application process to be as straightforward as possible. Our previous round – the first of its kind – was very competitive, with a success rate of just over 10%.

We're a branch of a larger umbrella organisation, can we apply?

You are welcome to apply as a distinct branch of a larger umbrella organisation. You should function independently from the umbrella organisation and operate from a permanent site, rather than as a discrete project. In all cases, your branch must be located in an eligible postcode.

Multiple branches from the same organisation can each apply within the same round and are treated as distinct organisations when it comes to reapplying after being awarded a grant.

My organisation's registered address is based more than 20 miles away from a Bentley site, but our work is carried out within 20 miles of a Bentley site, can I still apply?

Unfortunately, no. Eligibility is based on your organisation's registered address, not where services are delivered.

The Bentley Advancing Life Chances National Fund prioritises organisations with an established local presence, as we believe they are generally best placed to understand and respond to the needs of their communities. While we recognise that regional and national organisations can deliver valuable and informed work in communities, as a relatively small fund we use registered addresses as a consistent way to ensure funding reaches locally rooted organisations.

Can we use the Bentley logo?

Permission to use the Bentley logo will not be provided in any format.

How can we thank Bentley for our grant?

There is no need to thank Bentley for your grant, either by email, post or on social media. However, if you wish to do so, we ask you to keep any public acknowledgment to a simple thank you and never to link to the Bentley website. You may include written acknowledgement of the grant in your annual report.

Do I need to confirm receipt of the funds?

We understand that other funders might ask for this, but unless it has been specifically requested by CAF, you are not required to confirm receipt of your grant.

How long will I have to spend the money?

Funds must be utilised within 12 months of receipt. If you require any extension, please contact us at BentleyALC@cafonline.org.

My charity income is just over £500,000, can I apply for funding?

We understand the challenge any income threshold presents, however the Bentley National Fund is set up with the intention of creating maximum impact to grant holders with grant sizes that are proportionate to income. With this in mind, we regret that we are unable to deviate from this maximum income threshold.

Will you provide feedback if my application is unsuccessful?

Tailored feedback will be given to all unsuccessful applicants within one month of you being notified as to the outcome of your application.



BENTLEY

APPENDIX 1 – MAP OF BENTLEY LOCATIONS



BENTLEY MOTORS LIMITED Registered Office: Crewe, Cheshire, CW1 3PL, England. Registered in England under number 992897

INTERNAL T: +44 (0) 1270 255155 / F: +44 (0) 1270 586548 www.bentleymotors.com

INTERNAL

APPENDIX 2 – APPLICATION QUESTIONS

When you first access the form, you will be asked the following **eligibility questions**. These are all yes/no answers:

- Are you registered in the UK as a charitable organisation?
- Do you have a total income of £500,000 or less recorded in your last filed annual accounts?
- Is your organisation based within 20 miles of a Bentley site?
- Do you have governing documents, such as Articles of Association, a trust deed or constitution or other similar governing documents?
- If yes, does this have a charitable dissolution clause?
- Has your organisation been operating for at least 24 months?
- Do you have a bank account registered in the name of your organisation?
- Has your organisation received a grant from Bentley through either the Advancing Life Chances National Fund or the Cheshire Community Fund in the last 12 months?

Once your eligibility has been confirmed, you will be transferred directly to the application form.

**BENTLEY**

CORE APPLICATION QUESTIONS		
QUESTION	ADDITIONAL TEXT	WORD COUNT
What are your organisation's main activities?	We are particularly interested in how you reach isolated, disadvantaged or under-represented communities.	250 words
What are some of your organisation's recent achievements?	We are interested in hearing the successes your organisation has achieved over the last 3 years.	150 words
How do you know your work is making a difference?	This could include data collection, participant feedback, evaluation methods, or other approaches you use to understand and improve your impact.	250 words
How do you embed the insights and experiences of the people you support into the design and delivery of your services?	This could include the make-up of your board and staff, advisory groups or informal and formal feedback.	150 words
Approximately how many individuals benefit from your organisation's services each year?	This can be an estimation if you don't know, but please limit it to people in direct contact with your organisation.	N/A
Please provide a short title for this grant request	We know this can be a challenge, but it's invaluable for us to have a short summary of how the grant will be used.	25 words
What will you use the grant for, who will benefit, and what impact do you hope it will have?	Please include: (1) a breakdown of how this grant will be spent, (2) who the communities you will support are and how they will benefit, and (3) the impact you hope this funding will achieve.	250 words
If you are using this grant towards core costs, what is particularly beneficial about having core funding?		100 words

APPENDIX 3 – REPORTING QUESTIONS

The End of Grant Report will ask questions relating to how your grant was spent, the outcomes that have been achieved and for feedback on the programme overall. The following are the key, essential questions that we will ask:

Were there any changes in how you spent your grant from what you proposed in your original application?

If yes, please provide information on what changed.

In delivering your funded activities, did you encounter any challenges or successes that you weren't expecting (if applicable)?

If not applicable, please leave blank.

What was the impact of this funding on your organisation?

What difference has the funding made to your organisation as whole?

What was the impact of this funding on the people you support?

What difference has the funding made to the people you support? Feel free to include quotes from the people you work with.

How many people did you support as a result of the funding provided?

What was the benefit of receiving core funding?

Please select which option(s) best describe how you are using your grant. (Select all that apply)

- Salaries
- Running costs
- Activity costs
- Volunteer costs
- Organisational development
- Goods and equipment
- Capital expenditure