



GUIDANCE DOCUMENT

Make it Big with Pathway Fund

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About Do it Now Now

Do it Now Now (DiNN) supports Black-led charities and social enterprises (hereafter Black CSEs) that operate in an environment of structural inequalities, which lack an ecosystem of support for the issues they seek to solve. As a Black community-focused infrastructure organisation, DiNN works intersectionality across the demographics and causes our community is active in. Over the past couple of years, we have been particularly active in supporting the sustainability of Black-led climate action, youth-led, lived experience-led, and strengths-based organisations.

Why Make it Big?

Make it Big addresses the gap in the sector for supporting social investment readiness and systems change for Black and Global Majority-led charities and social enterprises. Existing non-profits need support to grow sustainably and through this programme they can co-produce equitable systems benefiting themselves and the sector. These organisations will be empowered to engage directly with decision makers in their ecosystems, putting them on the path to innovate their organisations as well as the landscape of Black and Global-Majority leadership.

What is Make it Big with Pathway Fund?

[Pathway Fund](#), a new Black and Global Majority-led social investment wholesaler, is collaborating with open innovation organisation, Do It Now Now (DiNN), to deliver a cutting-edge enterprise development programme supporting Black and Global Majority-led charities and social enterprises.

Funded by Pathway Fund, 'Make It Big with Pathway Fund' will provide 12 UK-based charities and enterprises with £30,000 grant funding, bespoke support and training. We will help your organisation build your financial resilience and operational readiness, raise social investment and, in some instances, prepare for asset acquisition.

The fund will focus on two impact areas:

- Climate and Racial Equity
- Poverty Alleviation and Racial Equity

We invite organisations working within these impact areas to fill out our [Expression of Interest](#).

PLEASE NOTE:

- Expression of Interests go live at **9am on 10 October** and close on **16 November 2023 at 5pm**.
- To book a 1-2-1 support call with Sinmi Kesinro (Grants and Investment Manager at Do it Now Now) please click [here](#). *This is an opportunity for you to clarify any questions you may have about the application process. Please join the call with your questions prepared.*
- Drop in sessions will take place every Wednesday and Friday from 12pm - 1pm and will be from 11 October **to 15 November 2023**. Please click [here](#) for the link to join.

Eligibility Criteria

1. Legal Incorporation

- Organisations must be legally incorporated as a Charity, Community Interest Company or Community Benefit Society.
- Organisations must have a clearly stated mission to support issues impacting Black and Global Majority Communities (indicated in your organisation's governing/constitutional documents).
- Organisations must reinvest at least 51% of surpluses into pursuing their social mission and have a constitutional or contractual lock on their social mission, dividend, and surplus distribution policy (also known as an asset lock).

2. Geography

- Organisations must be based in and operating in one of the following locations: Greater London, Nottingham, West Yorkshire, Greater Manchester.

3. Leadership

- 75% of the organisation's Directors, Trustees or equivalent Governing Body members must represent Black and Global Majority Communities. (The percentage is in line with the [DEI Data Standard](#), if this percentage is not met because the Board is too small or other reasons, you may still be eligible, as long as the decision-making is led by people from Black and Global Majority communities).
- 51% of leadership/senior management must represent Black and Global Majority Communities.
- There must be a clear commitment from senior management and the Board to income diversification, with a healthy risk appetite and interest to diversify from grant dependency through increased trading income and social investment.

4. Finance

- Organisations must be generating an annual income between £100k and £500k.
- Organisations must be able to provide at least the last 2 years' full accounts as submitted to Companies House/Charity Commission and provide an annual

budget and cash flow projections.

- For organisations that are looking to acquire capital assets, their capital assets must be: (1) Freehold or have at least 20-year lease. (2) Be in negotiation of asset transfer for at least 6 months.

What will we fund?

We are interested in funding enterprise projects that are able to solve a problem in the climate, poverty alleviation and racial justice sectors. We are looking for existing charities and social enterprises that have a good track record of activity in this area of work and are going to utilise the grant funding and support we provide to further develop their work with the intention to scale it to larger populations within 24-36 months.

What will we **not** fund?

Please note that funding cannot be used for activities that promote religious or political purposes. If you are a faith-based organisation, you can apply but your services must be open to people of all or no faith.

Our Repayable Grant Method

We have designed Make it Big to specifically deliver a path to social investment via repayable grant funding.

However, unlike other repayable models you might be used to seeing, this one is entirely based on your future fundraising in connection with the support we provide to you.

If you don't raise any social investment within the grant period, you don't have to give us back any money. But if you do, we're asking that you pay-it-forward to our community by repaying up to £10k of the grant back to us.

An example of how this will work:

- **Organisation A** has gone through the process of funding and has been successful and is going to receive £30,000 grant funding.
- Organisation A engages in the capacity building programme and is provided support to engage with social investors that are likely to fund them.
- Organisation A is supported through the social investment application process and receives an offer of social investment from one of our collaborators; £150,000 to be repaid over 10 years at an interest rate of 9%.
- Organisation A accepts the offer.
- Organisation A repays a maximum 10% rate of the social investment they received with a cap at £10k. So instead of repaying £15k, the organisation will repay £10k.

Another example of how this will work:

- **Organisation B** has gone through the process of funding and has been successful and is going to receive £30,000 grant funding.
- Organisation B engages in the capacity building programme and is provided support to engage with social investors that are likely to fund them.
- Organisation B is supported through the social investment application process and receives an offer of social investment from one of our collaborators; £60,000 to be repaid over 4 years at an interest rate of 3%.
- Organisation B accepts the offer.

- Organisation B repays a maximum 10% rate of the social investment they received with a cap at £10k. So they repay £6k.

Another example of how this will work:

- **Organisation C** has gone through the process of funding and has been successful and is going to receive £30,000 grant funding.
- Organisation C engages in the capacity building programme and is provided support to engage with social investors that are likely to fund them.
- Organisation C is supported through the social investment application process and receives an offer of social investment from one of our collaborators; £80,000 to be repaid over 6 years at an interest rate of 5%.
- Organisation C rejects the offer.
- Organisation C does not have to repay any of the grant.

Another example of how this will work:

- **Organisation D** has gone through the process of funding and has been successful and is going to receive £30,000 grant funding.
- Organisation D engages in the capacity building programme and is provided support to engage with social investors that are likely to fund them.
- Organisation D decided they are not willing to go ahead to access social investment and has a route to fund themselves through grant funding. Organisation D does not have to repay any of the grant.

Process of this Fund

Stage 1

The Expression of Interest form will give us a good idea of how closely you meet the eligibility criteria. This form is enough for us to know how we can support you to succeed. For more information on this be sure to read through our guidance document. The Expression of Interest form will close on **16 November 2023**.

Expression of Interest Form

A link to the Expression of Interest form can be found [here](#). You do not need to complete the form all in one go. You can save the form and return to it anytime before the deadline on 16 November 2023, 5pm.

The form will help us understand your organisation better. Below is an overview of the questions you will find in the form. If there is anything you do not understand or need clarification on, please book onto one of our [1-2-1 support sessions](#). You can also join our weekly drop in sessions which will take place on Wednesdays and Fridays from 12pm to 1pm while the application window is open. Please click [here](#) to join.

Please ensure that the information you are providing about the organisation is accurate.



Section 1: Main Contact Details

This should be the key person involved in the organisation's proposal and application. Please let us know if the main contact has any particular communication needs or requires any reasonable adjustment.

Q1. What is your full name?

Please provide both first and last name.

Q2. What is your email address?

Please provide an email address that is active and checked regularly.

Q3. What is your phone number?

We expect to be able to reach the main contact at the phone number quoted in the application form during the working day.

Q4. Are you a key decision maker in the organisation?

- a. Yes
- b. No

This is a Director, Trustee or member of the senior leadership team.

Section 2: Organisation Details

Q5. What is the organisation name?

Please provide the name registered on Companies House/the Charity Commission.

Q6. What is the organisation's website address?

Please provide if the organisation has a website.

Q7. In which city is the organisation based in?

- a. Greater London
- b. Nottingham
- c. Greater Manchester
- d. West Yorkshire

Other (please specify below)

Please only select the regions applicable to the organisation.

Q8. What is the organisation's registered address?

Please provide your organisation's full business Address

Q9. What is the organisation's postcode?

Q10. What is the organisation's charity and/or company number?

Q11. How long has the organisation been incorporated for? Please choose one option.

- a. Less than 2 years
- b. 2- 5 years
- c. 6-10 years
- d. 10+ years

- e. Not incorporated

Please only select one option.

Q12. What is the organisation's legal form?

- a. Community Interest Company (Limited by guarantee)
- b. Charity
- c. Charitable Incorporated organisation
- d. Community Interest Company (Limited by shares)
- e. Company Limited by guarantees
- f. Company limited by shares
- g. Constituted non-profit group
- h. Sole Trader
- i. Limited Partnership

Please select which option/s are applicable.

Q13. Does the organisation have an asset lock?

This means that you reinvest at least 51% of surpluses into pursuing their social mission and have a constitutional or contractual lock on their social mission, dividend, and surplus distribution policy.

Q14. What is the total amount of social investment (loans/debt finance from a social investor) that the organisation has received until date?

Note that the social investment providers we are referencing are on this list - [Social Investors, Funds & Advisers | Good Finance](#)

- a. Less than £10,000
- b. £10,001 - £25,000
- c. £25,001 - £50,000
- d. £50,001 - £100,000
- e. £100,001 - £250,000
- f. £250,001+

Other (please specify below)

Section 3: Financial Overview

Q15. What was the annual income in the organisation's last reported financial accounts to companies house/the charity commission?

Please note that this is a numerical field.

Q16. What was the organisation's income on the financial report to Companies House/the Charity Commission in the year prior?

Please only include numerical figures.

Q17. Over those 2 years, what percentage of income is VAT-able trading income? Please choose one option.

- a. Less than 10%
- b. 10 - 30%
- c. 31 - 50%
- d. 51% - 75%
- e. 76% - 100%

Section 4: Leadership

Q18. How many people are in the organisation's staff team?

Q19. What is the demographic make-up of the organisation's staff team?

- a. Over 50% Black
- b. Over 50% women
- c. Over 50% Global Majority /ethnic minority
- d. Over 50% young people (under 25)
- e. Over 50% people with disability
- f. Over 50% Asian
- g. Over 50% LGBTQ+
- h. Over 50% Migrants
- i. Over 50% people who are educationally or economically disadvantaged
- j. Over 50% white

Other (please specify % figure below)

Q20. How many people in total are in the organisation's senior management and directorship or trustees/board?

Q21. What is the demographic make-up of the organisation's senior management and directorship or trustees/board?

- a. Over 75% Black
- b. Over 75% women
- c. Over 75% Global Majority /ethnic minority
- d. Over 75% young people (under 25)
- e. Over 75% people with disability
- f. Over 75% Asian
- g. Over 75% LGBTQ+
- h. Over 75% Migrants
- i. Over 75% people who are educationally or economically disadvantaged
- j. Over 75% white

Other (please specify % figure below)

Q22. How many directors/trustees does the organisation have?

Q23. Do over 75% of your senior management team and Directors/Trustees have lived experience of the challenges your organisation is trying to solve?

- a. Yes
- b. No

Section 5: Focus, Mission and Track Record

Q24. Which impact area does the organisation's main delivery/activity take place in? Please choose one option.

- a. Mental health and wellbeing
- b. Employment, education, and training
- c. Racial justice and equity
- d. Arts, culture, sports and faith
- e. Citizenship and community
- f. Family, friends and relationship
- g. Financial inclusion
- h. Physical health
- i. Housing and local facilities
- j. Climate and conservation of natural environment
- k. Disabilities
- l. Gender justice

Other (please specify below)

Please note that you may only choose one option.

Q25. Which demographic of people does your organisation primarily work with?

- a. People of global majority/ethnic minority background
- b. Children (under 18)
- c. Young people (age 18-25)
- d. Women
- e. Refugees, asylum seekers and migrants
- f. People with mental health needs
- g. People who are unemployed (more than 3 months)
- h. Parents
- i. Older people (over 65)
- j. Students
- k. People with an income under £400 per month
- l. People who are homeless
- m. Professionals
- n. Entrepreneurs
- o. People who are physically disabled
- p. Men
- q. People with experience of crime
- r. People who are neurodivergent
- s. LGBTQ+
- t. Ex-offenders
- u. People with addiction issues

Other (please specify below)

Q26. Which ethnic group(s) does your organisation support?

- a. All ethnic groups
- b. Black/Black British
- c. African
- d. Caribbean
- e. Any other Black/African/Caribbean background
- f. Mixed/Multiple ethnic groups
- g. White and Black
- h. White and Asian
- i. Any other Mixed/Multiple ethnic backgrounds
- j. Asian/Asian British
- k. Indian
- l. Pakistani
- m. Bangladeshi
- n. Chinese
- o. Any other Asian background
- p. Arab
- q. Jewish
- r. Gypsy, Roma and Traveller Communities
- s. Other (*please specify*)

If your organisation does not work directly with individuals, please select "other" and make that known in the form.

Q27. Please describe the organisation's mission. (250 words max)

Q28. How does the organisation serve Black and Global Majority communities in terms of racial equity with a climate or poverty alleviation lens? (250 words max)

Q29. Please describe the enterprise/trading project you are currently working on that you would like us to provide £30,000 grant funding for. (250 words max)

Q30. Please provide details and evidence of previous successes your organisation has had regarding this project. (250 words max)

This can include links to impact reports, press clippings, or anything you feel is relevant.

Q31. If you were awarded funding through this programme, what would you spend it on? (250 words max)

Please note that we are not asking for a budget at this point. Instead we are asking for a general outline of what you want to do. We will work with you later in the process to deliver a proposal and budget that will go to our investment committee.

Q32. Please tell us how our grant will positively impact the quality and sustainability of your project. (250 words max)

Section 5: Declaration



Before submitting, please check this box to show that you have read and understood our privacy policy linked [here](#).

Please [click here](#) to sign up to our newsletter and stay up to date with all news in the DINN network.

Do you give us permission to contact you directly if we have any other funding opportunities that we believe you would be well suited for?

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Stage 2

We'll work closely with you almost like an external consultancy to help us understand your organisation and how our funding can support your future ambitions.

We will take shortlisted applicants through an evidence-based organisational health check that will support their understanding of their organisation and begin prepping them to gather the information required to succeed in a social investment application. These will result in a report that the potential grantees can review in the future to support their further development.

This stage will be completed by **16 December 2023**.

Stage 3

Those that are moving on to the next stage will receive support and training to help them create a proposal for the grants panel in hopes of becoming funded. Funded or not, every applicant will receive access to on-demand training that will support them to build more impactful and more resilient organisations.

We'll work with you to draft an action plan and proposal that we will present to our investment committee for their approval. Once approved, we will complete the final steps of our due diligence process and begin processing your grant funding in February 2024.

Due Diligence

Organisations will be required to share the following documents through our online onboarding form (we will share this once organisations have been approved):

1. A copy of the organisation's most recent annual accounts
2. A scanned copy of the organisation's original bank statement/s
3. The following Policy documents:
 - a. Safeguarding Policy
 - b. Data Protection Policy
 - c. EDI Policy
 - d. Privacy statement
 - e. Financial Reserves Policy or a statement on your reserves

Organisations will also be required to complete an online screening questionnaire through a third party company. Further information will be provided, however, you can expect to provide identification documents for review.

Stage 4

We know that to achieve your goals, capacity building and tailored support is necessary to move you in the right direction. Our compensated capacity building programme will meet you where you are and support you all the way until December 2024.

We will invest in the capacity of grantees by:

- 1. Fostering relational infrastructure between organisations**
We recognise that organisations in times of difficulty tend to sink into silos. This is an opportunity for organisations to engage with each other and learn from each other to catalyse change at the pace required during the cost of living crisis.
- 2. Becoming a broker to further support**
We will create a roadmap to further support organisations whether that is social investment, grant funding or further expertise.
- 3. Build the case for support**
When we believe we have a suitable social investment organisation, we will begin working with your organisation to build your capacity for further funding. This will include supporting you to create a value proposition, marketing material and a proposal document that can be shared with potential social investors to further your entrepreneurial activities.
- 4. Continued support**
We will continue to be available to the organisations throughout the social investment application process. Afterwards, we will help you decipher any learning you gain from the process.
- 5. Key capacity building support**
We are interested in helping each of our grantees achieve stronger financial management, access more funding including grants and social investment and achieve a more sustainable business model.

Need help?

We are available to answer any questions you may have regarding the fund. If there is anything you do not understand or need clarification on, please book onto one of our [1-2-1 support sessions](#). You can also join our weekly drop in sessions which will take place on Wednesdays and Fridays from 12 to 1pm whilst the application is open. Please click [here](#) to join.

Otherwise, contact us on funding@doitnownow.com

Frequently Asked Questions

To support the application process, we have put together this document on frequently



asked questions to provide further clarity to you.

1. I am unsure if the work my organisation does fits into the scope of the fund.

We recognise that it may be useful to discuss your application further with a member of the team. If there is anything you do not understand or need clarification on, please book onto one of our [1-2-1 support sessions](#). You can also join our weekly drop in sessions which will take place on Wednesdays and Fridays from 12 to 1pm whilst the application is open. Please click [here](#) to join.

2. How many grants will you be making?

We will make 12 grants.

3. How much funding can we apply for?

Applicants can apply for a £30,000 grant.

4. Can we apply for less than £30,000?

No. You will notice that in the Expression of Interest, we have not asked for a budget, instead we want an idea of what you will want to spend the money on, not the amounts. We have £30,000 to give your project, so how will you make it big?

5. Do we need to have spent down the grant by a certain point?

You will have to have spent the money by December 2024.

6. Is the grant repayable?

The primary outcome of the grant is to support enterprises with growth and success. The repayable aspect would therefore be an add on as opposed to a necessity. We will work with organisations and support them to set achievable goals.

7. When will we know if we have been successful or not?

Grantees will be informed of the outcome of their application by February 2024.

8. Will unsuccessful applications receive feedback on their application?

Yes, we will be providing feedback to applicants. The depth of our feedback will vary based on the stage of the process the application is in when it falters.

9. Do I have to meet the entire eligibility criteria to apply to the fund?

Yes, but book onto a [1-2-1 support session](#) or come to one of our weekly (Wednesday and Friday at 12 to 1pm) [drop-in sessions](#) to ask the specific question about eligibility as needed.

10. Can I apply if I have received a grant through Do it Now Now in the past?

Yes

11. Will there be Monitoring and Evaluation?

Yes, we will work with our grantees to finalise the requirements shortly after their application has been approved.

12. What do you mean by compensated capacity building?

We know time is money and that we are getting as much as you are out of engaging with you through our capacity building process. So, over and above the grant amount, we will be contributing to your organisation by buying your time during our capacity building sessions. We have a total of £3,000 for each of the 12 organisations we are going to fund.

13. Are decisions made on a rolling basis during the application window?

No, grant assessment begins after the application window closes.

Thank you for your interest in this funding programme. **We wish you luck with your application.**