



# Reaching for Gold

## *Guidance notes for applicants*

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Developed and supported by:



## What is Reaching for Gold?

Reaching for Gold is a competition that encourages innovative ideas from groups of young people that can make a **practical difference** to society in the South East of England.

The ideas should particularly benefit people in the areas of Youth, Community and Innovative Access.

Finalist will receive mentoring from a corporate organisation, group prizes and the top three winners will receive cash for their organisation to make their idea into a reality.



## Who can apply?

You can apply if you are a group of young people:

- Aged between 14 and 21
- Groups size between 2 and 10 people
- Your group must be located in the South East Region (see below).

Bracknell Forest, Buckinghamshire, City of Brighton and Hove, City of Portsmouth, City of Southampton, East Sussex, Hampshire, Isle of Wight, Kent Medway, Milton Keynes, Oxfordshire, Reading, Slough, Surrey, West Berkshire, West Sussex, Windsor and Maidenhead, Wokingham.

## How does the competition work?

### ***Reaching for Gold Stage 1 - APPLICATION FORM***

Once you have got your idea and group together, you need to apply.

There is an online application form at [www.reachingforgold.org.uk/application.html](http://www.reachingforgold.org.uk/application.html)

The deadline is **5pm on the 30<sup>th</sup> November 2011** for all applications.

The application cannot be saved or changed once submitted, so you might want to download a word version first and copy and paste your answers!

### ***Reaching for Gold Stage 2 - MENTORING & PRESENTATION***

If you are successful in stage 1 you will be allocated corporate and third sector mentors to create a team. You will also get a package of prizes, which you will receive at your first team meeting.



You will then have up to 5 sessions between January and March to develop your idea and create a 10 minute presentation for the final on 15<sup>th</sup> March

At the final each group will pitch their projects to panel of judges. The pitch be made up of your 10 minute presentation followed by 10 minutes of questions from the judges.

### ***Reaching for Gold Awards Ceremony***

In the evening the overall winners will be announced in a special award ceremony. All finalists will receive a special certificate and a chance to hear the judges thoughts.

The top three finalists will win medals and a cheque to support future development of the winning ideas. The overall winner will also earn the Reaching for Gold trophy to hold onto for the year!

Each finalist group will have a further mentoring session after the final to look at future plans for the project.



## What support is available?

### *During stage 1*

- An online Q&A page on our website
- A dedicated e-mail, where queries will be answered promptly:  
[R4G@Groundwork.org.uk](mailto:R4G@Groundwork.org.uk)
- Mobile phone number where you can text or call with a question  
075313 532 387

### *During stage 2*

- Phone and e-mail as above
- A voluntary sector mentor and a corporate mentor, who will provide structured business development support at sessions scheduled with you between January and April 2012
- Group prizes
- A small grant to your organisation to cover travel to the final event



**IF YOU FEEL THAT YOU OR YOUR GROUP WILL NEED ADDITIONAL SUPPORT PLEASE LET US KNOW HOW WE CAN HELP.**

## Completing the Application Form

The application is made up of 4 parts to give us an understanding of what your idea is and who are the best partners to help you develop your idea.

### Group Details

- Please complete the questions to let us know who is entering the competition. Groups must be a minimum of 2 and a maximum of 10 people.
- Your group name could be a chosen name, or the name of the organisation or school that you are from.
- We would like to have the name of one person in the group who can be the main contact and will share the information with everyone else in the group.
- Details about when you meet will help us link a third sector partner to the group, if the application is successful.

### Idea details:

1. Describe your innovative idea and the practical difference it will make.

*You should tell us*

- *what is the problem you are trying to solve*
- *what your idea is*
- *how it will fix the problem*
- *how or why it is new and different.*

2. Describe what you expect the benefits of your innovative idea to be. Include who will benefit and how.

*You should state:*

- *who is affected by the problem*
- *how you know that they are affected*
- *how they are or could be involved in developing the project*
- *how they will benefit from your project*

3. How many people will your idea benefit and how did you work out the number?

*You need to think about how many people will be involved in the benefits of your idea and tell us how you reached a number. This doesn't need to be exact – it could be 5, 10, 50, 100, 500, 1000 etc*

4. Describe how your idea could be delivered. Is it practical, achievable and sustainable?

*We want to know how realistic your idea is*  
*- how would you spend the cash prize?*  
*- tell us how you can make this idea into something real*  
*- tell us how your idea can be maintained over time.*

5. Do you already have an international connection?

Yes/ No  *- this will not affect the outcome of your application.*

6. What would you like to learn from your mentors?

*This will help your mentors to know what you would like to get out of the competition in addition to your project. These answers will only be used when there is a tie-break situation.*

7. Does your group require any additional assistance or alternative resources?

Yes / No

*This will not affect the outcome of your application but will help us to make sure you have the best experience possible. If you are successful we will contact you to find out what your requirements are.*

#### **Organisation Details:**

- This information will be used for contact details and publicity purposes – it will also give us an idea of where the projects are coming from.
- We also need to know a main contact who will be able to help the group by linking the group to the organisation (e.g. teacher, youth worker, support worker)
- We may use this information to link a corporate mentor to the group, if the application is successful. Arrangement of sessions will include providing a venue and ensuring the young people in the group are able to attend.

Once you have submitted your completed application form, you will see a message confirming that it has been received by us.

If you need an application form in hard copy please write to us or contact us on this email address: [r4g@groundwork.org.uk](mailto:r4g@groundwork.org.uk) and we will send one to you. If you cannot complete the form using the online application form, you can either return it electronically to [r4g@groundwork.org.uk](mailto:r4g@groundwork.org.uk) or via post to:

Reaching for Gold  
c/o Groundwork South East,  
18 – 21 Morley Street, London, SE1 7QZ

If you have a question, and the answer is not on the Frequently Asked Questions (FAQS) section of the website, please email us on [r4g@groundwork.org.uk](mailto:r4g@groundwork.org.uk). We will answer your question promptly and then post both your question and the answer on the FAQS page.

**The closing date for all applications is 5pm on the 30<sup>th</sup> November 2011**

### **TERMS AND CONDITIONS (AND POINTS TO NOTE)**

- The idea must be from young people aged 14-21
- The idea must benefit people disadvantaged, living in the South East of England, excluding London and within the areas of Youth, Community or Innovative Access
- The group should be committed to realising the project should they win a cash prize.
- The competition is particularly targeted at those living or working with disadvantage or disability.
- The competition entrants must be supported by an organisation and have a dedicated adult contact from the organisation.
- Groups and the organisation contact must be willing to work with their assigned team in up to 6 structured sessions between January and March. With one additional session between April and October.
- Groups and organisations must be prepared to provide a venue for the above sessions
- There is a possibility of one trip to the corporate partners HQ or other place for project development.
- Groups & organisation contact must be available for the final event and awards ceremony at Windsor Castle on Thursday 15th March 2012.

**The criteria for short listing applications is as follows:**

1. Does the project idea clearly fit into the themes of Community, Youth or Innovative Access?
2. Is the idea commercially viable, sustainable, realistic and or / practical? Or can the idea be adequately developed within the available timeframe?
3. Is the idea new?
4. Does the overall aim of the idea benefit people in the South East who are disadvantaged by the area they live in, their circumstances or by disability?
5. Have the project beneficiaries been clearly involved in the project design?
6. Will the project beneficiaries be involved in the project delivery?
7. Is the project non political?
8. Is the project non discriminatory in relation to ethnicity, gender, disability, age, sexual orientation and religion or faith?

Good luck!