

# Reaching for Gold

## *Guidance notes for applicants*

What is Reaching for Gold?

Who can enter the competition?

How will the competition work?

What support is available?

Completing the application form

Terms and Conditions

### *Voluntary & Community Sector Delivery Partners:*



### *Developed and supported by:*



## What is Reaching for Gold?

Reaching for Gold is a competition designed to encourage innovative ideas from groups of young people that can make a **practical difference** to society in the South East, whilst making international connections.

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

Finalist will receive hi-tech 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 from a voluntary and community sector organisation, or a school.
- Aged between 14 and 19
- Groups of up to 10 young people (minimum of 2)
- Your organisation must be located in the South East Region (see website, or list 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.

For early entries you need to register your interest on our website [www.reachingforgold.org.uk/about](http://www.reachingforgold.org.uk/about) - we will send you a application form which opens in word a link for an online application when you register

Or the online application form will be available at the start of September direct from our website.

The deadline is **5pm on the 29<sup>th</sup> November 2010** for all applications.

### ***Reaching for Gold Stage 2 - 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 29<sup>th</sup> March

At the final each group will pitch their projects to a 'Dragon's Den' style panel. The 'pitch' sessions will include a 10 minute presentation followed by 10 minutes of questions. This will be judged by a special guest panel, who will be revealed during stage 2 of the competition.

### ***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 Gold, Silver or Bronze 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.

### *During stage 2*

- A voluntary sector mentor and a corporate mentor, who will provide structured and intensive business development support at sessions scheduled with you between January and April 2011
- A package of empowerment prizes.
- A small grant to your organisation to contribute towards travel to final event



## Completing the Application Form

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

### Group Details

- Please complete the questions to let us know about the young people 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.
- This information will help us link a third sector partner to the group, if the application is successful.

### Idea details:

1. Please use this space to 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 address the issue and how or why it is new and different).*

2. Please describe what you expect the benefits of your innovative idea to be. Please include who will benefit and how.

*In your answer you should state whether this will help young people, a community or creates innovative access (or a mixture). You should make it clear who these people are, how you know about them and how they are or might be involved in developing the idea. Don't forget to say what the benefits of your idea will be.*

3. How many people approximately will your innovative idea ultimately benefit?

*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. Please describe how your innovative idea could be delivered. Is it practical, achievable and sustainable?

*We want to know how realistic your idea is – please tell us how you can make this idea into something real (what money will you spend?). The winning project will be something that can last or will have a long term effect. You should tell us how your idea can be maintained over time.*

5. Do you have any existing international links to competitor countries?

*Your project should involve young people from another country in some way – it could be any country but it would be great if the country was entering the Olympics in 2012.*

a. If yes, please describe what these links are and how you will use these links to create, compete or collaborate.

*You should outline how you are in contact and how your idea will be affected.*

b. If no, are you happy to develop new links abroad as part of this project? We can support you to do this.

*Making links with people abroad can be supported through the mentoring sessions during stage 2 of the competition.*

### 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 (i.e. so they can get rooms booked etc).
- 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 shall directly 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 29<sup>th</sup> November 2010**

## Terms and Conditions (and points to note)

- The idea must be from young people aged 14-19
- The idea must benefit people disadvantaged, living in the South East of England and within the areas of Youth, Community or Disability
- The project must have an international element
- The group should be committed to realising the project should they be overall winners.
- 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 April. With an additional two sessions 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 29th March 2011.

Reaching for Gold has been developed by the South East [Corporate Cabinet](#), a groundbreaking approach to collaborative working between corporate companies, the [South East England Development Agency](#) (SEEDA), public and Voluntary & Community organisations. By drawing on combined expertise, knowledge and resources the joint ambition is to improve the quality of life in the South East.

PricewaterhouseCoopers, BT, Accentuate and Create Compete and Collaborate, in partnership with SEEDA and Groundwork, are members of the Reaching for Gold Steering Group.

**Good luck!**