

Living Essentials – Autumn 2025

Example Application

This example is provided to help you understand why we ask certain questions in the application form and to guide you on how to craft strong responses.

Please note:

- The organisation featured is fictional and used solely for illustrative purposes.
- Not all questions from the actual application form are included in this example.

Charity/Organisation Details

Name of charity/organisation

Oxfordshire's Bridge to Better (OB2B)

Organisation website

Oxonb2b.org.uk

Please provide a postcode which represents the geographic you will benefit (e.g. OX1, OX12, etc):

OX4

Your Organisation's Work

Please describe the overall aims and objectives of your organisation and the activities or services your organisation provides.

Oxfordshire's Bridge to Better (OB2B) exists to break the cycle of poverty in Oxfordshire. We help individuals and families facing financial hardship build the stability and confidence they need to access employment and thrive. By providing immediate support for necessities (such as food and daily essentials) and helping jobseekers in our community access stable employment with liveable wages, we prevent low-income households from slipping into greater need.

Our aim is to reduce the stress caused by unmet basic needs, enabling people to focus on long-term goals like finding and sustaining work.

We are committed to:

- Providing practical, dignified support to those in crisis.
- Empowering individuals to move from survival to stability through employment.
- Strengthening community resilience by offering inclusive, welcoming spaces and tailored support.

OB2B delivers a range of integrated services designed to meet immediate needs while supporting long-term progress:

- **PRACTICAL JOB START SUPPORT:** We help individuals prepare for and access employment by providing interview clothing and job start essentials, which we source from donations and partnerships with local charity shops.
- **DROP-IN EMPLOYMENT HUB:** on Fridays from 9am-2pm, we hire and use the Community Centre as a welcoming space with free access to laptops, internet, and volunteer advisors who assist with CVs, job applications, and digital skills.
- **RECRUITMENT CONNECTIONS:** our volunteer recruitment team links jobseekers with local employers, training providers, and recruitment agencies to open up local opportunities. Our team consists of talented recruiters who have large local employer networks, and are committed to finding employment with liveable wages for our beneficiaries.
- **ESSENTIALS SUPPORT:** Through partnerships with local food hubs and larders, we provide food parcels, hygiene products, and daily essentials to individuals and families without a steady income, reducing stress and enabling them to focus on job searching.

We receive applications from many organisations, including ones we may not know yet. This question introduces you to us, helps us understand what you do, and helps us assess whether your aims and activities align with our funding priorities for this grant.

In this answer, the organisation describes a problem in the community related to the desired outcomes of the grants round, and what their solution is. They make a robust case for how this solution delivers positive impact.





To help us understand the difference you make, please tell us how you have helped an individual in the past and the change your organisation has made to their life. This should be anonymised.

BACKGROUND:

When Sarah (not her real name) first came to OB2B, she had recently lost her part-time job and was struggling to support two young children. She had no savings and there were delays in accessing benefits, so she was skipping meals to make sure her children could eat. She told us she felt “overwhelmed, anxious, and unsure of what to do”.

SERVICES OB2B PROVIDED:

- At OB2B’s drop-in centre, Sarah was welcomed by a volunteer who helped her access a food and essentials package the same day, and provided her a quiet space to rest and talk.
- The volunteer then connected her with our recruitment team
- Our volunteer recruiter Emma was able to meet Sarah the following week. Emma wanted to speak more to Sarah to not only learn more about her skills, but also her home situation so that they could search together for a job that aligned with her experience, potential, family responsibilities, and household expenses.
- Over the following weeks, Sarah returned regularly to use the centre’s laptops and received one-to-one support with job applications and updating her CV.

OUTCOME:

Through OB2B’s recruitment volunteer network, Emma connected Sarah with a local employer who was hiring for a flexible admin role. From their meeting, Emma knew Sarah would be a great fit, and that the job would be a great fit for her. Sarah was provided with smart clothing for the interview and a return bus ticket to get there, and after the interview, she received a job offer.

Sarah is still working there part-time today, and she regularly refers jobseekers she knows who are struggling to us. She says the support she received “gave her the space to focus on moving forward, instead of just surviving.”

This anonymised story helps us understand the changes the organisation makes in people’s lives, by providing an easy-to-understand overview of:

- ***The situation one of their service users found themselves in***
- ***The actions OB2B took that directly resulted in a positive change for them***
- ***The positive outcome***



Your Grant Application

Funding request: what does your organisation need this funding for?

- ☐ Project costs
- ☒ Core costs
- ☒ Capital costs

Requested funds: how much are you applying for?

£8,760

Please provide a budget breakdown of how you will spend the proposed grant below.

COMMUNITY CENTRE HIRE = £5,200 (£20 per hour x 5 hours x 52 weeks)

This would allow us to hire the community centre for an extra day each week for a year, doubling access to our drop-in employment hub.

4x REFURBISHED COMMUNITY LAPTOPS = £2,000 (£500 each)

To replace our current laptops which are 8 years old and struggle to handle document processing, writing emails, and other basic tasks.

QUALIFIED CHILD MINDER = £1,560 (£10 per hour x 3 hours x 2 days per week x 52 weeks)

By hiring a child minder for three hours each day that the drop-in employment hub is open, we aim to make the hub more accessible to parents whose children are too young for school, giving them some space to focus on job-hunting while knowing their children are being taken care of.

TOTAL: £8,760

This budget is itemised and detailed; it includes each item the funding will be used for and the way the cost has been calculated. The total of each item adds up to the total requested funds.



Funding Purpose: How will you spend this grant to deliver one or more of the 'desired outcomes' outlined in the grant criteria? Please include what activities you intend to deliver, and why you think they will lead to the desired outcome i.e. a positive change:

OB2B will use the funding to expand and strengthen our drop-in employment hub, making it more accessible and effective for individuals and families facing financial hardship. The initiatives funded will directly contribute to providing preventative solutions that help individuals build financial stability.

We will:

- Hire the community centre for an additional day each week, doubling access to our employment hub. This will allow more jobseekers to receive tailored support with CVs, job applications, and digital skills, helping them move toward stable employment.
- Replace outdated laptops with four refurbished devices, enabling users to complete applications, write emails, and access online job platforms without technical barriers.
- Provide on-site childcare through a qualified childminder, allowing parents—particularly those with young children—to focus on job searching without distraction or worry.

These activities will help individuals build financial stability by removing practical barriers to employment and increasing their confidence and readiness to enter the workforce.

Additionally, the grant would help free up funds and donations that can then be put towards providing more emergency food and supply parcels, addressing immediate need and preventing those in crisis from slipping into greater need. These services are essential to our jobseekers as they reduce stress and ensure that individuals can focus on long-term goals rather than immediate survival.

Assessors want to know that your initiative aligns with the desired outcomes of the Living Essentials round, and that the grant will be used to create measurable, positive change. This is an opportunity to describe the activities or initiatives the grant will fund, and your rationale behind why they will lead to impact.

This answer clearly links the way the organisation will use the funds with the desired outcomes of the Living Essentials grants round, showing that the funds will make the organisation more accessible and effective, and therefore be able to help more people build financial stability.

Which of these outcomes will the funding meet?



- ☒ Preventative solutions that help individuals build financial stability
- ☐ Support for community resilience, including mitigating summer heat or autumn/winter cold
- ☒ Basic services for those in crisis to prevent them slipping into greater need
- ☐ Schemes that improve home comfort and efficiency and address housing insecurity



Future Plans: Monitoring and Targets

Outcomes: Please set 1 outcome you will deliver if you receive funding. An outcome is the result or change caused by the funding, usually the benefits that individuals or groups receive from your activities. E.g.: young people experience better mental health [by attending weekly sessions].

Outcome: Financially disadvantaged individuals are better able to access and sustain employment after accessing our service.

Indicators: For your chosen outcome you should propose at least one indicator. An indicator is something measurable which can track whether your intended outcome has happened. E.g.: the number of young people who report better mental health after 1 year of participation.

Indicators: Number of service users who secure a job within 3 months of using the service;
Number of service users who remain in the job after 6 months

The organisation has set out one clear outcome they would like to achieve with funding, and two indicators which measure success in achieving that outcome.

This keeps both your organisation and OCF on the same page and accountable and helps us ensure the project/activities are effective and deliver value.

