GOLD CUP 100
COMMUNITY FUND

OUR IMPACT

The Gold Cup 100 Community Grant Initiative is operated by Cheltenham Racecourse (The Jockey Club) in partnership with the Rotary Clubs of Cheltenham and will be awarding grants to registered charities, established groups within the community that promote sport, art, music or health and well-being, schools and playgroups, sporting, art or music groups or societies and not for profit organisations.

These grants will support life-enhancing projects and initiatives operating within the boundaries of the Cheltenham-specific Postcodes: GL50, GL51, GL52, GL53, and GL54.

HOW IT WORKS

Community groups, schools, playgroups, leisure groups and not-for-profit organisations can apply for grants between **£500** and **£2,500**. Each application will be reviewed for eligibility by a panel jointly chaired by Cheltenham Racecourse and The Rotary Club.

OUR PRIORITIES WHEN AWARDING GRANTS

The Gold Cup 100 Community Grant will favour projects that reflect the strategic pillars Cheltenham Racecourse and Jockey Club operate on, these are projects that:

- Empower people to be at their best
- Assist in building a diverse and inclusive culture where people are valued and cared for
- Develop and encourage talent
- Deliver a positive contribution to the community
- Have the potential to inspire and be mirrored by others
- Have robust plans to measure and report on the difference the grant will make
- Can demonstrate sustainability beyond the life of the grant, by building skills of staff and volunteers, provide long-term solutions for the people they are helping
- Are delivered with the environment in consideration and are sustainable

WHO CAN APPLY FOR A GRANT

The Gold Cup 100 Community Grant Initiative is open to the following:

- Registered Charities
- Recognised, and established community groups promoting sport, art, music, or health and well-being
- Schools and playgroups
- Sporting, art, or music groups or societies
- Other not-for-profit organisations.

HOW TO APPLY

Application forms are to be downloaded from the GC100 hub on the Cheltenham website. Completed form to be sent to:

The GC100 Community Grant Initiative

c/o Cheltenham Racecourse, Evesham Road, Cheltenham, GL50 4SH.

WHAT WE'LL FUND

- Activity & Operational costs – such as catering or insurance, costs that help deliver projects or activities but fall outside of the capital, staffing and volunteering costs
- Development costs – that support organisational sustainability, such as training staff and volunteers and external consultancy fees
- Building works and refurbishment costs
- Core costs – running and facility costs
- Staff and volunteers' costs – staff, part-time staff, project delivery staff costs, and other related expenses
- Small-scale capital costs

WHAT WE WON'T FUND

- Individual sponsorship
- Activities generating private profits
- Major/large-scale capital costs for example vehicles, land or property
- Retrospective costs – reimbursement for costs already incurred
- Organisations that promote religious or party-political activities. We will prioritise projects which benefit all possible target beneficiaries irrespective or beliefs affiliations

HOW THE FUNDING WORKS

Funding will be paid via The Jockey Club Racecourses Ltd in the period immediately following selection. Some applicants will be invited to have a representation at a promotional grant awarding ceremony to be held at the racecourse. The first of these will form part of the GC100 celebration at the Festival 2024.

COMMUNITY GRANT CHECKLIST

First things first, you'll need to make sure you're eligible to apply. The checklist below will show you if you're eligible for this programme.

Is the organisation/individual applying one of the below?

- Registered Charity
- Community groups promoting sport, art, music, or health and well-being.
- School or playgroup
- Sport, art or music group, or society
- Not-for-profit organisations.

Do you operate within the boundaries of the Cheltenham-specific post codes:

- GL50
- GL51
- GL52
- GL53
- GL54

If you've answered 'no' to either of the questions above, then, unfortunately, your organisation or proposed project is not eligible for this fund.

WHAT MAKES A GOOD APPLICATION

Lots of factors contribute to a great application, but there are some basics we are looking for:

- A costed project - make sure your project is costed and simple for us to understand
- Clear objectives and outcomes - try to be concise, what are you aiming to achieve, what will the success of the project look like and what impact will this have?
- Know your audience - try not to use acronyms and jargon, and bring the project to life as much as you can.

WHAT HAPPENS NEXT

The GC100 Community Grant Initiative will be launched on September 1, 2023, and will operate until June 30, 2024.

During this period specific events associated with the Gold Cup 100 centennial year will be identified as fundraising occasions for the Community Grant Initiative.

Funds raised at these occasions will form the funding for the community grants.

The Rotary Club of Cheltenham to assist resources on these occasions when possible. Applications will be open throughout the period.

APPLICATIONS

Applications can be received at any time from September 1, 2023 until June 30, 3024.

All applications will be reviewed monthly by the grant making committee.

No decision will be made on the future of the Community Grant Initiative until August 31, 2024.

THIS IS RACING'S GREATEST TROPHY

CHELTENHAM
100 YRS
GOLD CUP