LandAid’s Emergency Covid-19 Appeal

After considering detailed survey feedback from charity partners and conversations with a number of corporate supporters, we plan to launch an Emergency COVID-19 Appeal for youth homelessness charities working on the front-line (probably) on Thursday 9 April.

The Appeal will have two components:

1. An emergency fund (to be launched immediately) enabling charities to access emergency, rapid funding as and when they need it, and for whatever they need, and
2. A facility for charities to request specialist pro bono support from the property industry (to be launched as soon as possible).

The longer-term structural funding needs of the youth homeless sector will be considerable, and will require our attention in due course, but they are not the focus for this fund.

This version of the paper sets out the purpose and mechanics of the Emergency Fund. A second version will do the same for the specialist pro bono appeal.

The Emergency Fund

The purpose of the fund is to meet the basic, emergency and humanitarian needs of young people (food, a safe space to isolate, money to pay the bills, and vital mental health support) and of the front-line key workers keeping them safe (PPE, cleaning equipment and products).

It will be a crisis fund and will operate right across the UK. Funds raised will be distributed through registered charities with which we already have a relationship. We hope the fund will raise between £500,000 and £1m.

The fund will support any of one of the approximately 70 youth homelessness charity partners with whom we currently work ensuring a broad geographic spread, while minimising the administrative and bureaucratic burden. It will offer grants of up to £10k.

Charity partners working in multiple regions of the UK can apply for a grant of up to £10k in each of the regions that they have a presence.

At this present time, we want to ensure a fair spread of our funding and so charity partners can only receive one grant from this campaign (unless they work across multiple regions).

Grant-making Process

In order to support the new fund, we have agreed a new (and temporary) grant-making process to ensure a minimum of delay in getting funds to charity applicants.

- Charities will complete a simple on-line application form.
- Following weekly cut-off (12.00 pm on Wednesday), applications will be reviewed, assessed and summarised for Emergency Grants Panel.
- Finance team provides CAFG summary by 12pm on Thursday.
- Emergency Grants Panel (see below) meets on Thursday at 2pm to review recommendations with ‘Reject’, ‘Defer’ (until money comes in) or ‘Fund’ decisions.
- Charities are informed on the Friday about the outcome of the panel and are sent the funds by BACS payment if the decision is taken to fund.


- Decisions proposed by the Emergency Grants Panel will be passed to and signed off by LandAid’s CEO (or Deputy CEO) before applicants are advised of the outcome.
- Once approved, grants paperwork will be passed to the Finance team and payments set up on-line. The CEO will approve all grant payments (up to a limit of £10k).
- A summary of weekly decisions will be shared with the team and with Grants Committee.

If necessary, we can run this process twice weekly.

The Emergency Grants Panel will comprise:

- Head of Programmes and Impact and
- One member from each of LandAid’s teams (Fundraising, Comms, Grants and Pro Bono and Finance).

London Funders:

We are in discussions with London Funders about joining the consortium behind their newly announced London Community Response Fund, which might make it easier for London youth homelessness charities to find the one place to go for funding, while also giving us absolute control for us of who and what we fund. The LCRF is essentially a portal allowing any charity meeting its criteria to apply for emergency funds, but then enabling any funder to review a filtered list of applicants that meet its own specific criteria and fund an applicant from its own pot. Subject to final sign-off by the Chair of LAGC, we may participate in the London Community Response Fund for funds to be disbursed within the 32 London boroughs and the City of London, if deemed more efficient.

Due Diligence

Despite being familiar with every applicant charity, we propose basic and minimal due diligence to provide limited further reassurance. We propose:

- Checking on 360 giving website (https://www.threesixtygiving.org/) to see what funding the charity has received from other funders in the past three years. Other funders will have carried out their own due diligence checks on charities and we can cautiously assume that a funding relationship is a sign of a charities’ positive health.
- Requesting one page from charities most recent bank statement.
- Conducting website search including of the Charity Commission (for charities in England & Wales), the OSCR (for charities in Scotland) and CCNI (for charities in Northern Ireland).

Applicants must be a registered charity, registered Community Interest Company (CIC), registered Charitable Incorporated Organisation (CIO), or charitable company (limited by guarantee), and funding applications must be for the purposes set out above.

Monitoring/Impact Reporting

We will ask for one ‘piece of evidence’ from each charity we fund detailing how the money has been spent and the impact that the funding has made. This ‘piece of evidence’ could be but is not limited to a receipt, a case story or a video.