



COMMUNITY GRANTS FUND APPLICATION

PROJECT (In no more than 25 words)	Breakfast in the Community	GRANT AMOUNT REQUESTED	£2,676
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Contact Details

Q1 Name of organisation making application:

We Are Listening

Name of contact for this application

Title: **Mr**

First Name: **Terry**

Surname: **Williams**

Position held in the organisation: [REDACTED]

Contact Address, including full postcode:

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Contact Telephone Number: [REDACTED]

[REDACTED]

Email address: [REDACTED]

About your organisation

Q2 What type of organisation are you?

Tick (✓) relevant category:

Registered Charity: (✓) Charity Registration Number **1206228**

Voluntary Organisation: ()

Company Limited by Guarantee: () Company Number

Other – Please specify:

Q3 When was your organisation established?

15 December 2023

Q4 Briefly describe your organisation.

Describe your organisation, including how many members/users you have, whether there is a subscription fee and the usual activities/services you provide.

If you are a new organisation, describe the services/activities you plan to provide.

Created to provide an alternative befriending service for older adults, isolated and vulnerable people who may feel socially excluded, our mission is to help relieve their isolation and to assist their integration back into society by providing a weekly telephone and/or correspondence based befriending service. We now have more than 100 volunteers and clients using our Good Call or Postbox telephone or mail based befriending services. The services are entirely free to the clients.

In addition, we have been expanding our support to the local community by funding breakfast events for elderly residents of Shrewsbury. Breakfast in the Community is open to all over 50's, to provide a free, healthy breakfast with live music for any local resident who may feel lonely, isolated and in need of an uplift in wellbeing. We have promoted our events on our website and on social media.

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Q5 If you are a subsidiary of a larger organisation, please state which one.

N/A

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Q6 Does your organisation have an agreed Constitution or Memorandum of Association?

Yes – Constitution (attached)

Q7 What is your primary source of funding?

Our main funding is from trust and foundation funds including the National Lottery. Over the last 18 months we have applied to more than 140 trusts and have been successfully funded by 9. We have had local support from McCarthy & Stone (Residential Homes) and Telford&Shropshire Support Fund. Small local contributions include the Shrewsbury Rotary Club and Woodfield Tennis Club in Copthorne.

Details of the project or activity you are planning

Q8 Describe the projects/activity you plan to use this grant for.

- i. Try to be specific about what you will do and how you will do it.

We Are Listening is seeking funding to provide continued support to Breakfast in the Community, hosted at the Community In Good Hands Music Café in Frankwell, Shrewsbury. This follows the success of our pilot breakfast event on Monday 12th May, which brought together around 30 local elderly residents. As a charity already focused on reducing isolation through befriending services (telephone and letter-based), we see this project as a natural and much-needed extension of our work—bringing people together in person to experience human connection, warmth and community spirit.

- ii. Please state how you have identified this need and how the project will benefit the people of Shrewsbury, together with the estimated time span. If you are seeking continuation funding for this project, please provide evidence for this continued need.

Many in our local community experience food insecurity, social isolation and limited access to inclusive, uplifting spaces. We aim to run monthly community breakfasts for 12 months. Each session will include a nutritious, free breakfast and live music and a safe and welcoming environment for all, particularly those at risk of isolation or hardship. We are requesting £2,676 towards a £5,352 project total to fund the project for one year (£446 per session, monthly). This will cover food and refreshments, venue support, music/entertainment costs and volunteer and staffing expenses.

Some feedback from our pilot event:

“Simply lovely way to start the week”

“Great being with everyone and socialising”

“Amazing atmosphere, good company and fab entertainment. Good food too!”

- iii. How many people from the Parish of Shrewsbury do you expect to benefit directly from your project or activity?

~ 30 per month

iv. Please indicate which of the key pillars of the Council's Vision are met and how:

Pillars	Met	How
Building Resilient Communities For Shrewsbury Q g	✓	Bringing isolated people into contact with others and increasing confidence to socialise.
Supporting Shrewsbury Residents To Live Active And Healthy Lives Through The Provision Of Quality Services W	✓	Encouraging participation in music related activities and healthy eating in a warm and friendly environment.
Preserving Shrewsbury's Heritage a t		
Creating A Greener And Better-connected Shrewsbury r		
Maintaining A Sustainable, Resilient And Efficient Organisation e		
Taking Positive Action To Tackle Climate Change a		

What will be used to measure the success of the project and how many people from the Parish of Shrewsbury do you expect to benefit from it?

We will use feedback forms from each event to assess the general feelings of wellbeing and how we might improve future events. The number of attendees will also indicate whether the events are seen to be successful.

From the numbers and feedback from our pilot event we would expect at least 30 local elderly people will attend the Breakfast in Community events each month.

Health & Safety

Q10 What, if any, special safety issues are related to your project/activity?

In supporting vulnerable adults, our charity ensures all trustees and befriending volunteers have current DBS check certificates.

Please provide the following information:

i. What kind of insurance does your organisation have?

Employers' Liability	£10,000,000
Public Liability	£2,000,000
Pollution/Products Liability	£2,000,000
Financial Administration Liability	£100,000

ii. Do the leaders have the relevant qualifications and/or experience?

██████████ – Chair Trustees - He has extensive commercial experience of international business development at a high level. He has previously been a trustee for other charities, providing fundraising, volunteer recruitment and befriending. He is Chair of the Trustees and leads work on fundraising as well as being a **We Are Listening** befriender.

██████████ – Trustee - has spent most of her career in the professional and financial services sectors and is a versatile and talented business manager with a strong operational background and proven project and change management skills. ██████████'s recent experience includes 3.5 years as Director of Programmes at Omega, the National Association for End of Life Care, where she was responsible for service delivery of all programmes, volunteer recruitment and retention.

██████████ – Trustee – Most recently Macmillan Cancer Support, UK Lead on Professional Development and Knowledge - Responsible for designing, delivering, and evaluating education and training programmes including e-learning modules, online communities of practice and interventions to Macmillan professionals, the wider health and social care workforce and people living with and affected by cancer. Co-leading on a virtual workbased learning module run in partnership with the University of the West of England, Bristol. Head of Learning and Development, Macmillan Cancer Support.

██████████ – Programme Coordinator - ██████████ brings over a decade of experience in business development and project management, primarily within the education and charity sectors. She has worked with major funding bodies in bid management, volunteer engagement and management of large-scale educational projects and partnerships. As Programme Coordinator at **We Are Listening** ██████████ oversees the development and delivery of the charity's befriending services.

iii. What policies does your organisation have in place (i.e. Health and Safety, Child Protection/Safeguarding, working with vulnerable adults, Equal Opportunities, CRB Checks etc.)? *You may be required to submit copies of your policies.*

Health & Safety

Safeguarding

Recruitment

Volunteering

Equality & Diversity

All trustees and befriending volunteers have current DBS check certificates.

Funding of your project

Q11 Previous Applications

If you have applied for and received funding from Shrewsbury Town Council in the past please provide details of the amount, the year and briefly what the funding was used for.

Year	Project Description	Award £
N/A		

Q12 Project Funding

Please provide details of the amount of funding you need for your project and give us a breakdown of what the money is for (please enclose any relevant estimates or details).

Tell us the amount of grant requested **£ 2,676** and provide a detailed breakdown as to how you have reached this figure

Project Expenditure Please list all items of expenditure for your project	Amount of Project
Community in Good Hands Staff Costs over 12 months 3 staff at £13/hr for 4 hours (12 x £156)	£ 1,872
Community in Good Hands breakfast food costs 12 months (12 x £150)	£ 1,800
Hire of professional musician (12 x £50)	£ 600
We Are Listening Programme Coordinator costs 12 months 1 x contractor at £15/hr for 4 hours (12 x 60)	£ 720
Advertising and social media PR (12 x 30)	£ 360
Total	£ 5,352
Project Income Please list how the project shall be funded	
We Are Listening	£ 2,676
	£
	£
	£
	£
What is the difference?	£ 2,676

This should be the same as the amount of Grant you are applying for	
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Q13 Covering a Shortfall

If the Town Council makes an offer less than the amount requested, how will that impact on the Project and how will you cover the shortfall?

We have funded the first two events from our reserves (National Lottery funding in 2024). We have not received funding for this specific project and we are approaching the following organizations in addition to the STC Community Fund:

Clive Richards Foundation

Axis Foundation

Hedley Foundation

Severn Trent Community Fund

W G Edwards Charitable Trust

Q14 Sustainability

What plans do you have in place to ensure that your organisation becomes more sustainable and less reliant on grant funding, particularly from the Town Council?

Our plan going forward is to ensure income from funding applications ensures we have at least 6 months cash reserves to pay for our contractors and ongoing consumable costs.

Your Accounts

Q15 Please provide the following details from your most recent annual accounts

Total Income	£ 35,833
Less Total Expenditure	£ 931
Surplus / Loss	£ 34,902
Savings (Reserves, Cash, Investments)	£ 0

Since January 2025 we have funded a part-time contractor to act as Programme Coordinator and we have invested in a new CRM system. This has had a significant impact on our cash flow. Our bank balance at 23 May '25 was £22,962.

Please provide a copy of your most recent annual audited accounts or, in the case of newly established organisations, the projected income and expenditure for the next twelve months.

You need to include these documents with this application.

Account Details

Q16 Please provide your bank or building society account details

Account name: [REDACTED]

Sort Code: [REDACTED] Account Number: [REDACTED]

Bank/building society name: [REDACTED]

Bank/building society address

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Who are the signatories and what position do they hold in your organisation?

1	Name	[REDACTED]	Position	Chair Trustees.
2	Name	[REDACTED]	Position	Trustee.

Any Other Information

Q17 Any other information which you consider to be relevant to your application.

The Breakfast in the Community events will be held at :
Community In Good Hands, 88-89 Frankwell, Shrewsbury SY3 8JR

We have support for our application from Julia Buckley, MP for Shrewsbury, who attended our Breakfast in the Community event on 23rd June 2025.
We also have support for our application from Julian Dean, Councillor Porthill (inc.Frankwell).

We have been told by more than one attendee of our events that the Breakfast in the Community have helped them socialise more, renewing local friendships and having an improved sense of wellbeing. Rather than seeking support from their GP as a result of loneliness and isolation they look forward to the next event.

More information on our charity can be found at www.wearelistening.online

Our goal is to create a monthly moment of joy, nourishment and connection that strengthens our community, supports mental and physical wellbeing, and reaches people who may otherwise feel alone or excluded.

This funding will help us make that possible.

Thank you for considering our application.

Declarations

Q18 Declaration

*I confirm, on behalf of **We Are Listening** :*

That I am authorised to sign this declaration on its behalf, and that, to the best of my knowledge and belief, all replies are true and accurate.

I confirm that I have read the Terms and Conditions set out in the Notes which accompanied this application and further confirm that this application is made on the basis that if successful, the organisation will be bound to use the grant only for the purpose specified in this application, and will have to comply with those Terms and Conditions and any others which the Council might attach to the Grant.

Post held in organisation: [REDACTED]

Title: [REDACTED]

First Name: [REDACTED]

Surname: [REDACTED]

Organisation address:

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Telephone: [REDACTED]

Signed: [REDACTED]

Date: 07.07.25

Q19 Signature of Person Completing the Application

This must be the signature of the person named in Q1 as the main contact and **not be the same person who has signed in Q18**

I confirm that, to the best of my knowledge and belief, all the information in this application from is true and correct. I understand that you may ask for additional information at any stage of the application process.

Signed:

[REDACTED]

Date: 07.07.25

Checklist

1. Have you answered every question? ☐ ✓
2. Have all signatures been completed? ☐ ✓
3. Have you included a copy of your constitution? ☐ ✓
4. Have you included a copy of your most recent audited accounts? ☐ ✓
5. Please state any supporting documents you are submitting: ☐ ✓

We Are Listening documents:

- a. Constitution
- b. 2024 Annual Accounts
- c. 2024 Annual Accounts Examiner Statement
- d. Latest Bank Statement May 2025
- e. Letter of Support from Julia Buckley MP
- f. Councillor Julian Dean Supporting email
- g. Photos from our pilot events



We Are Listening is a charity registered with the Fundraising Regulator

Please return your completed application form to:

**Town Clerk
Shrewsbury Town Council
Livesey House
7 St John's Hill
Shrewsbury
SY1 1JD**

Telephone: 01743 281010
Email: Helen.ball@shrewsburytowncouncil.gov.uk