



SMILEY AWARDS (UK)

GUIDELINES 2019

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The Smiley Awards (UK) offer funding opportunities to charities and social enterprises registered in the UK. They welcome applications for projects with a positive social or environmental impact to beneficiaries based in the UK and/or overseas. Finalists will be chosen by the Smiley Movement community, voting for their favourite projects, with winners splitting a prize pot of £100,000 in two categories (£50,000 each).

1. Scope of the Smiley Awards

The Awards aim to support initiatives of a social, civic, educational, ecological or philanthropic nature or other deserving causes in the UK. They provide opportunities for financial and non-financial support to develop and scale up projects which have a positive impact on UK and overseas communities.

2. The Organisers

Smiley Movement organises the Awards ("Organisers") supported by the Smiley Fund.

3. Parameters of Funding

Prize money of £50,000 will be paid by cheque to each of the two winning projects selected according to the criteria contained in these Guidelines. It is the sole discretion of the Organisers to decide who should be awarded the grant's.

4. Eligibility

The awards support organisations with projects with a positive social or environmental impact on the UK. Applicants must ensure that:

- They are a registered UK charity, social enterprise or voluntary organisation
- They have created an *Organisation Profile* on the Smiley network
- Annual turnover is no more than £10 million a year
- Projects falls within the scope of the Smiley Awards
- Projects are of a non-profit nature
- Beneficiaries are of social, civic, educational, ecological or philanthropic nature
- Projects must be active between the judging period
- Projects fulfil a social or environmental purpose and focus on one or more of the following areas:
 - (a) advancement of **education**, including physical education and sports;
 - (b) advancement of physical or mental **health**;
 - (c) social and community **advancement**, including the integration of marginalised and disadvantaged groups;

- (e) protection and/or improvement of **environmental** or **animal** welfare
- (f) promotion of **human rights**, conflict resolution, democracy and reconciliation;
- (g) relief of **poverty**, homelessness, suffering, and other humanitarian needs;

5. Categories

1. 'Most Impactful Social Enterprise of the Year'
2. 'Most Impactful Charity of the Year'

6. Applications

Applicants should apply by following this [link](#) and complete the required information in each section. Charities & social enterprises may submit more than one project if they run multiple initiatives that meet the eligibility criteria.

7. Time-frames: Submission & Announcement

1. **31st October 2019** – applications deadline
 2. 1st November to 29th November 2019 – community & public voting campaign
 3. 2nd December 2019 – Community shortlist announced (Top 10)
 4. 2nd December to 6th December 2019 - Judges deliberation
 5. W/c 9th December 2019 – Public announcement of 2019 Smiley Award Winners
- * Dates are subject to change.*

8. Selection Process

- First round – the Top 10 shortlisted projects will be selected by the Smiley Movement community
- Second Round –the Judges will select the final two winners

9. Judging

Each Application will be evaluated by our Judging Panel consisting of independent private and third sector experts based on the following criteria:

1. Impact. How will the proposed initiative improve lives? How many people will be affected if successful and to what extent? Is the proposal backed by research that identifies the size of the problem? How does the proposed idea help solve it? How will the impact be measured?
2. Feasibility. Does the team have a well-developed, realistic plan to execute the proposal? Have the right partners been identified? Does the team have enough capacity and resources to carry out the initiative (or identified areas they need support in?) How will the proposed initiative collaborate with other stakeholders to have real impact?
3. Sustainability. Is the Project sustainable? If successful, how easily is the initiative and organisation able to remain sustainable and find new modes of funding or partners? Will the initiative continue after Smiley Awards funds run out?

10. Comms Guidelines & Support

1. Marketing Support - Our Marketing team will advertise and raise awareness of project submissions via our network, on social media and partner networks. Shortlisted candidates will be interviewed and featured on our *Smiley News* and *Organisations Doing Good* sections promoted to our international community of changemakers. Additional promotional opportunities will be provided at Smiley Talks and via partners collaborations.

2. Engagement & Self-Promotion - Applicants are strongly advised to proactively promote their Projects to the Smiley Movement community and externally to their social media networks to invite people to sign and cast their vote. Applicants are encouraged to share videos, project updates and positive stories directly on our Smiley News to create meaningful connections to your cause and attract votes. It's important to maintain an up-to-date and inspiring *Organisation Profile* (including their Bio, logo, mission, links to supporting articles and social media campaigns) for credibility and engagement.

3. Smiley Movement Community – Members will be notified when Community Voting opens, instructed how to vote (by simply liking Projects), notified about voting deadlines (29th November 2019); and given a shareable link to promote favourite projects externally.

11. Other

Determinations by the Judges and Organisers are final and binding.

- Shortlisted finalists may be asked to provide additional information to aid the selection process.
- Winners will be required to enter into a Grant Agreement with the Organisers. This agreement will indicate the amount of funding allocated to the Project, as well as any approved terms and conditions, evaluation requirements, implementation plans, etc. When payment is presented, a declaration confirming its receipt by the appropriate and authorised applicant is to be signed.

12. Global Awards

Smiley Awards (UK) are the UK part of Smiley Movement's commitment to providing a total social investment of £300,000 (6 prizes) in 2019. Financial support is split as follows:

- £100,000 total restricted income to UK charities and social enterprises,
- £100,000 total restricted income to charities and social enterprises registered in France
- £100,000 is open to deserving charities and social enterprises located anywhere else in the world.