



## Make It Click Fund 2020/2021 - National (3)

### **Introduction**

Good Things Foundation is delighted to invite Online Centres from across the UK to apply for funding to deliver the Make It Click project in partnership with Google.org. Delivery for this round of funding runs from **Friday 1st May 2020 to Friday 30th April 2021**, and we'll be offering five contract sizes that Online Centres can apply for: *£1,250, £2,500, £5,000, £10,000 and £15,000.*

Good Things Foundation, funded by Google.org, have created a new programme to help 30,000 working-age adults learn the digital skills and confidence they need to progress towards, into, and within employment. The programme is aimed at 'limited users': people who already use computers and the internet regularly, but who do not have the skills they need to thrive in the modern digital labour market. They may lack the basic skills they need to find and apply for jobs online, or to carry out simple tasks like completing online timesheets; or they may be interested in developing more advanced skills, for example using office applications like Word and Excel.

We're seeking applications from Online Centres who can engage, assess and support adults in the labour market and small business owners - especially those facing some form of social exclusion - to help them realise positive outcomes in their working lives.

If you're interested in applying for grant funding, please read the following guidance. Applications will **open at 9am on Monday 9th March and close at 5pm on Friday 27th April 2020** [via the Online Centres Network website](#).

To support delivery Good Things Foundation is pleased to launch a new learning platform, the '[Make It Click](#)' website. Learners accessing the website will find a variety of reliable, free resources from around the web, made up of guides, videos, blogs, news articles and much more. These are split into six areas:

• Email	• Documents
• Spreadsheets	• Presentations
• Social media	• Online security

**NB: Over the course of the project the Make It Click website will be continually updated based on feedback from Online Centres and learners about the types of resources learners require.**

We'll be adding additional functionality and resources over the course of the project - e.g. specially curated resource 'playlists' based around a specific outcome or theme (e.g. *applying for a job*) rather than subject. Currently, learners can build their own playlists and save resources they're interested in using more than once or use at a later date.

Learners can be supported on the Make It Click website in a group setting or on a one-to-one basis.

Alongside the grant funding round an extensive marketing campaign will run over the course of the project. The campaign, called Make it Click, will include street level advertisements alongside digital elements. The main aim of the campaign is to direct people to [www.makeitclick.com](http://www.makeitclick.com), the campaign website. On this website, potential learners will be able to see where they can go for support from funded organisations. The campaign will have a national reach, but it will also focus in on some of the area where the regional Make It Click funding rounds are running.

Linked to the campaign and grant programme we'll be providing resources and merchandising for Online Centres on the local Make It Click funding rounds. There will be a selection of these resources made available to the Online Centres delivering a National round.

This is an experimental programme for Good Things Foundation - we'll be developing our approach and resources during its two year delivery with Online Centres and Google to enable us to scale and maximise impact.

## The project

On application, candidates will be required to pick which of the following contract sizes they would like to deliver. If successful, based on the score of an application, a higher or lower contract size may be offered. It is then up to the Online Centre whether to accept.

<u>Contract Size</u>	<u>£1,250</u>	<u>£2,500</u>	<u>£5,000</u>	<u>£10,000</u>	<u>£15,000</u>
Total number of people logging into or registering on Learn My Way, engaging with the Make It Click website and completing the learner survey	31	63	125	250	375
To be counted as a fundable 'completion', each registered learner would be expected to fulfill one of the following criteria.					
There will be a check box next to each resource that learners can tick once they have finished with it to provide feedback (feature still in development), and a way for tutors to feedback how much time was spent on each via a Capture IT tool.					
1) High level of engagement with resources					

<i>Engage with at least 2 resources for 30 minutes or more</i>					
2) Medium level of engagement with resources <i>Engage with at least 5 resources for 30 minutes or more</i>					
3) Low level of engages with resources <i>Engage with at least 10 resources for 30 minutes or more</i>					
In addition, the CaptureIT will collect some basic data about the learner (goals, baseline skills and motivation). 6–8 weeks after initial completion of the CaptureIT, you will be prompted to complete an impact survey with learners, capturing demographics, and changes to skills and motivation.					
<p>NB. This is an experimental project for Good Things Foundation, allowing us to create and test brand new resources and approaches to reaching and delivering learning for this new audience - <i>limited</i> users of the internet.</p> <p>We'll be reviewing the success of all elements of the project at regular stages - including the delivery model, learning resources, centre training and more. As such, the nature of the above deliverables may change during the duration of the contract.</p> <p>You will be fully informed by a member of the Good Things Foundation team should what you are being asked to deliver as part of the project change.</p>					
<i>Number of longitudinal case study leads to be provided about learners supported through the project</i>	1	1	2	2	2
<p><b>All successful organisations will also be required to:</b></p> <ul style="list-style-type: none"> <li>• Participate in Get Online Week 2020 (dates to be confirmed), and promote the Make It Click website to the learners over the course of the week.</li> <li>• Take part in up to three short phone calls with a member of our research team to help evaluate the projects impact and develop the Make It Click website.</li> <li>• Help facilitate the Good Things Foundation Research team to communicate with learners to help us better understand their experience and challenges, either through a focus group or an informal interview.</li> </ul>					

Please note, the criteria listed above is subject to change as we work with Online Centres involved to improve the project over the 12 month period. Should an applicant not be successful for their chosen contract size, in some cases we may offer a smaller contract. It is then the choice of the Online Centre whether to accept this.

### **Payment Schedule**

Payments will be released in four equal stages during the course of the project. These

are as follows and are dependent on performance:

May 2020 - 25% of total contract

August 2020 - 25% of the total contract (subject to performance)

November 2020 - 25% of the total contract (subject to performance)

February 2021 - 25% of the total contract (subject to performance)

## **Eligibility Criteria**

To be eligible to apply for this funding opportunity organisations must be members of the Online Centres Network at least three days prior to the application deadline. To allow time to process your application please make sure your application has been submitted [via the Online Centres Network website](#) one week prior to the application deadline, Friday 20th March 2020.

Applications are welcome from organisations in Scotland, Wales and Northern Ireland.

Online Centres who are delivering the Future Digital Inclusion Programme are able to apply for and deliver this contract. The Make It Click website can be seen as a progression route for learners who have gained essential digital skills through Learn My Way.

If you have any questions about whether you meet the eligibility criteria contact the Network team on 0114 3491666 or by sending an email to [hello@goodthingsfoundation.org](mailto:hello@goodthingsfoundation.org).

Good Things Foundation's **funding rules**

**To ensure that Good Things Foundation can fund as many different organisations as possible, that no centre is over stretched and to mitigate double counting across different contracts, the following funding rules are in place.**

### **No organisation will**

- be able to receive more than £40,000 between 1 April and 31 March of the current financial year\*
- be awarded more than 2 grants per funding round\*
- be able to deliver across 4 or more contracts\*

*\*Unless explicitly agreed by Good Things Foundation before an application is submitted.*

**Terms and Conditions are in place for all project delivery and they must be adhered to by centres and Good Things Foundation.**

## **Project timeline**

Below are the key milestones of the project:

1	Launch of online application	<i>Monday 9th March 2020</i>
2	Deadline for applications	<i>Friday 27th March 2020</i>
3	Application assessment period	<i>Monday 30th March to Thursday 16th April 2020</i>
4	Communication of results to applicants	<i>Friday 17th April 2020</i>
5	Mandatory one hour training webinar	<i>Wednesday 22nd April 2020, 10am</i>
6	Project start and finish	<i>Friday 1st May 2020 to Friday 30th April 2021</i>
7	First payment awarded	<i>May 2020</i>

The above dates are subject to change but should this need to happen we will communicate it to Online Centres by email with as much notice as we can give.

### **Application: Questions & guidance**

To apply to deliver the Make It Click - National (3) project you'll need to be able to answer the following questions.

#### 1. Governance

- 1.1. Who should we record as the key decision maker?
- 1.2. Has this person been in post for more than 12 months?
- 1.3. Is your organisation registered with Companies House?
- 1.4. If yes, please tell us your Companies House number or registered charity number.
- 1.5. Has your organisation been incorporated for more than a year?

#### 2. Contract options

- 2.1. Which of the three contract sizes would you like to apply for? (£1,250, £2,250, £5,000, £10,000 or £15,000)
- 2.2. If you are unsuccessful with your preferred contract would you be prepared to receive a lower one?
- 2.3. Please give us a description of where the learning will take place.

2.4 If you are planning to deliver this project at more than one Online Centre, please provide their names and centre numbers. This will help us promptly nest your organisations on our system if you are successful.

2.5 How did you hear about this funding opportunity? (Twitter) (Facebook) (Google search) (LinkedIn) (Good Things Foundation comms [eg. OCN newsletter]) (Other funding site [eg Funding Central]) (Other)

### 3. Audience

3.1. The Make It Click programme is aimed at adults in the labour market: people currently in work, looking for work, or who may work again in the future. Which relevant groups will your project target? (100 words maximum)

3.2. What experience do you have in supporting this particular group of people? Think about the following in your answer:

- *Provisions that are already in place at your Online Centre to engage this group.*
- *Any real life examples or case studies of people you have supported.*
- *Relevant evidence or statistics to demonstrate your experience.*

*(500 words maximum)*

### 4. Delivery

4.1. Please tell us more about how you will deliver the project, and exactly how the funding received from Good Things Foundation will be spent and what it will allow you to do? We want to know:

- *What you plan to do (activities) and what the effect will be (outcomes).*
- *Who will benefit from your project?*
- *Who, if anyone, will you work with to deliver the project?*
- *How will you use and embed the Make It Click website at your Online Centre, giving an example of how one of the resources could be used to support a learner?*
- *How will you spend the funding, giving estimate amounts where possible.*

*(500 words maximum)*

4.2 Thinking about how you'll engage with new learners, what methods do you plan to use? Think about the following:

- *What marketing strategy you will use and what activities you plan to do?*
- *Which partners do you work with, or which partnerships will you form, to help deliver this project?*
- *Which networks or organisations will you work with to engage new learners?*

- *How you plan to take part in Get Online Week in October 2020 to help you engage new learners?*
- *How do you plan to engage with the Make it Click campaign in the area?*
- *Are you planning to run any of your own campaign to engage with this audience?*

*(500 words maximum)*

4.3 What do you think the challenges will be when encouraging learners to engage with the Make It Click website, our new learning platform?

*(500 words maximum)*

#### Review, submit and confirmation

Before submitting please review the information you've provided and ensure it's in line with the guidance. You can save your application before submitting by selecting 'Save and Continue'. Once you have done this and are happy that your application is ready to submit, scroll to the bottom of the page and click the Submit button. *Please note, once you have submitted your application you will be unable to edit the content.*

You will get confirmation on this page that your application has been submitted and when you can expect to hear an outcome. To review your submission by visiting the 'Manage Your Funding' page and selecting 'Your Applications'. If you need to contact a member of the team about the questions or application process please email [grants@goodthingsfoundation.org](mailto:grants@goodthingsfoundation.org) or call 0114 349 1634.