COMMUNITIES AGAINST CANCER

How to apply for a grant



Funded by Wessex Cancer Alliance

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COMMUNITIES AGAINST CANCER

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Funded by Wessex Cancer Alliance

1. Background

Communities Against Cancer is a cancer awareness project funded by Wessex Cancer Alliance. The project aims to raise awareness of cancer signs and symptoms, help improve early detection, encourage attendance at cancer screening and promote healthy lifestyles and prevention. You do not have to be experienced of these issues as a full briefing will be given.

The funders are particularly interested in awarding grants to organisations supporting particular groups:

- People with learning disabilities
- People on low incomes
- People experiencing mental health challenges
- People from minority ethnic groups who may face health inequity including Black and Asian communities and Gypsy, Romany, and Traveller communities
- Men's groups
- Deprived communities - a 'community' is people living in a certain area or people who have something in common like a health condition, life situation or their age.

This guide is to help you decide what to apply for and to make the best application you can. Please note that it is aimed at organisations in Dorset.

2. What the grant is for

In some seldom-heard communities, awareness of cancer is low. These grants are for work that encourages people to attend cancer screenings (breast cancer, bowel cancer and prostate cancer), visit a GP to get signs or symptoms checked and feel more comfortable talking about cancer.

Barriers such as health literacy levels, language barriers, cultural differences, or stigmas prevent some people from seeking medical advice, so organisations already working with those people and groups can make a big difference.

Your project should be designed to raise awareness of the issues in a way that the people you work with can understand. Whether you translate an information leaflet, work with your audience to develop materials that they find useful, or put on an event at a local venue, your expertise can make a huge difference. This is the sort of innovative work Wessex Cancer Alliance want to fund. You don't have to be an expert on cancer as training is given.

3. Planning your project

There are three levels of funding you can apply for depending on the scope of your project:

- **£750** for a one-off cancer awareness event or a short-term, small-scale awareness initiative
- **£1,500** for a series of events or a medium-term awareness initiative involving a larger audience
- **£2,500** for a more in-depth project including a Health Champion.

3.1 One off events

This could be an add on to something you already do, such as a talk or workshop or a separate event. Examples might be:

- Delivering a healthy cooking workshop
- Hosting a workshop or event where people can learn about cancer awareness in an engaging way.
- Inviting a speaker such as a local Doctor or Nurse Practitioner talk about the importance of getting appropriate checks

3.2 A short programme of events

This could be a piece of work over a few months. Examples are:

- Creating resources and materials with members of your community about a particular element of cancer awareness (e.g. cancer screening) and then using it to raise awareness within your community.
- Planning a series of workshops, each looking at an aspect of cancer prevention such as eating healthily, attending screening and identifying symptoms of common cancers.

3.3 A longer programme

With a larger grant and a trained Health Champion you can do work, such as the examples above, as part of a larger programme. They could, for instance, run pop-up stalls at other events raising awareness of the issues.

For more information on Health Champions, see section X below.

One example of how Health Champions can make a difference is Liz Kite at Dorset Coast Radio. Dorset Coast Radio is a charity which informs, educates, and empowers individuals and communities about their health and well-being.

Liz explains, “we are delighted to be a cancer health champion, because, as a local radio station, we are uniquely positioned to increase awareness about cancer prevention and to share what support is available across the BCP (Bournemouth, Christchurch & Poole) and Dorset area.”

Liz has delivered podcasts about Breast Screening and Cancer Care in her community. Follow this link to hear the podcasts

4. Time frames

Ideally, you will finish your project by 31st December, but there is some flexibility with this. If your plans extend beyond this, you should contact the team at Action Hampshire to discuss it on cac@actionhampshire.org **before applying.** They will consider extending on a case-by-case basis looking at the quality and reach of your project.

Panels to decide on the applications are usually around the third week of each month and so you need to get an application in by about 14th of the month. If you keep an eye the DCA website, we will give the exact dates when we have them After the award is made it will take 2-3 weeks for the paperwork to be completed. Once you have returned the Terms & Conditions, you can start delivering.

Unless you have permission to extend the activity of your project beyond December you will need to take into account the time frames when planning your project. So, roughly, if you apply in late September, your application will go to the October Panel and, barring hold ups, you will be able to start delivering in early November. Similarly, if you apply in late October, it goes to the November Panel and you can start delivery in early December.

This means that you need to have your project more-or-less planned *before* you apply as you will have to start delivery as soon as everything is agreed. You should manage your expectations:

- Applications in October will have 1-2 months delivery (unless extended) suiting a medium-term or short project such as a couple of workshops
- Applications in November will have 1 month’s delivery so would suit a one-off or short project

5. Collecting impact data

The main thing you are measuring is how much more people understand about the importance of cancer prevention and whether this is going to change their behaviour. Measurement needs to be built in to your project from the beginning so that when you come to report back, you have it to hand. See section 9 for what reports are expected.

Options for collecting data are many and include:

1) Before/after measurement. You ask people to score questions on a scale of 1-5 where 5 is agree and 1 is disagree. You could use 5 or 6 statements such as:

    - I know about ways of preventing cancer
    - I am confident that I know when to get medical advice
    - I know about cancer screening programmes that I am eligible for
    - I feel able to access cancer prevention services

    You then ask people to repeat the exercise after the event or programme. You can then use the differences in scores to show the difference you have made.

    You could use a "spider diagram" to demonstrate the difference for individuals and discuss with them what they have learned – which leads on to narrative reporting.

2) Subjective or narrative reports. You ask people to talk about (or draw, or write about) what they have learned and what they will do differently in future. This works well as a brief interview to camera or with a volunteer who takes notes. Everyone is asked the same questions and so you can group responses.

3) The health tree. You have a drawing of a big tree on a wall during and event or programme. People are given post-it "leaves" and invited to write their thoughts on them to hang on the tree. (Maybe helped by volunteers or staff.) Branches could be labelled to invite ideas; for instance "Ways I can prevent cancer", "barriers I face accessing health information about cancer" or "things I need to know".

However you decide to collect data, the method should be appropriate for your audience, ensure that people are given privacy when talking about personal matters and delivered sensitively.

6. Applying for the grant

6.1 Who can apply

Most non-profit organisations and groups can apply, including a registered charity or Charitable Incorporated Organisation (CIO), Community Interest Company (CIC) or Social Enterprises as well as community or voluntary groups.

6.2 What grants are available

- **£750** for a one-off cancer awareness event or a short-term, small-scale awareness initiative
- **£1,500** for a series of events or a medium-term awareness initiative involving a larger audience
- **£2,500** for a more in-depth project. Organisations receiving a £2,500 grant are also *required* to nominate a representative to participate in the Community Health Champions Programme (although see below for more information on this).

6.3 What to do before starting to fill in the form

You should

- Have to hand all of the contact details for two people
- Have a budget prepared and agreed that covers the direct project costs
- Draft the answers to the text-based questions in a Word document, including the project outline and how you will measure the outcomes (about 3,500 words across 7 questions).

Get someone else to read your draft answers to ensure that; a) that there are no typos, jargon or repetition; b) that you have answered the question that is asked and; c) that all the relevant information is there (and not too much).

You will not be able to save your online application and come back to it. It must be done in one go.

If you need any additional help or advice while completing your form, please do not hesitate to contact the Communities Against Cancer team at: CAC@actionhampshire.org

7. Filling in the form

You fill in the form online at Grant Application Form Communities Against Cancer 2025-26. You therefore need to have everything to hand before starting.

This section goes through each page and gives you the questions that are asked. The mandatory ones have a star by them:

Page 1

The page asks several questions:

- Name of organisation*
- Type of organisation (list includes other)*
- Registered address of organisation* *If this doesn't apply, put none rather than leave it blank*
- Organisation's local office email address and phone number (if available).
- Geographical area of organisation's activity* *This has to be in Dorset, Isle of Wight or Hampshire to qualify.*
- Which communities does your organisation work with / who are your main beneficiaries?* *There is a long list of groups here and you will usually need to be working with at least one group to qualify for a grant (although there is also a category for general awareness-raising.*

Question 6: Please provide a brief overview of what your organisations does*.

This is a text box which allows for just over 600 words (around 4,000 characters). However, you should keep it briefer than this. Do not go into the detail of what you do. You should include:

- *Your mission or charitable aims – what you are trying to do*
- *An overview of how you fulfil that mission – the services/events/support you offer to people, any geographical remit*
- *How these service/events/support help people – remembering the target groups*

Page 2 is the contact details of someone connected with the organisation who is the main contact and Page 3 is a secondary contact. They will need to give both an email and a phone number.

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Page 4 This is the page where the majority of the information about the project is needed. There are several text boxes. You should ensure that you have arranged the information in a logical way without repetition, even though the questions may appear to overlap. Each box allow for around 650 words or about one page of text, so you have plenty of space to explain what you want to do. All are mandatory.

Question 16: Please tell us about what you want to do with this grant, including an estimate of how many people you expect to engage with*

This is the overview of the project (it asks for more detail on delivery at question 19). You should give an estimate of how many people you will engage directly. Don't however forget any in-direct engagement; for instance if you are planning to ask young people with learning disabilities to give out 10 of the leaflets they helped design, to their friends.

Question 17: Please provide your project's proposed beneficiaries / which groups you are hoping to engage with

This will be your target audience for the work. This may be all of your usual service-users or a sub-set. Bear in mind the priorities the funder is looking for.

Question 18: Please explain who will benefit from this proposal, and why you think they are less likely to know how to look after their health or are less able to do so

Because the funding is aimed at reaching groups who are less likely to engage with cancer prevention activities, it is crucial that you are clear in your planning on the barriers faced by the groups or individuals you want to work with. This is where you explain that reasoning.

Question 19: Please provide an outline of how you plan to engage with your beneficiaries / deliver the project / meet the aims of the project

This is where you show exactly how the project is going to be delivered. You should be careful to relate this back to the priorities of the funding, making a clear link between these and what you hope to achieve. This could be presented in a number of ways:

- *As activities shown on a time-line*
- *As a series of milestones*
- *A list of activities with the outcomes for each*

You should be aware that when you cut and paste your information, bullet points will remain in place (although the formatting may change slightly) but you cannot include tables or charts.

Dorset Community Action

Action Hampshire

Dorset Race Equality Council

Question 20. How will your proposed work empower and enable your beneficiaries to improve their health outcomes in relation to cancer?

You need to think carefully about that and be specific when you answer. How are you going to give people the information they need to make choices on their own behalf? How will that change their behaviour? This relates directly to what you are monitoring (see section 5 above). It is a good area to think about collecting video-diary feedback or narrative reports from people to illustrate how their perceptions and feelings have changed.

Question 21. Please explain clearly how your proposed activities link to the Communities Against Cancer aim of supporting communities to improve their own health and reduce their cancer risk.

The aims of the funding are:

- *Raising awareness of cancer signs and symptoms*
- *Improve early detection by encouraging attendance at cancer screening*
- *Promote healthy lifestyles and prevention.*

Relate what you have said at questions 16 and 19 to these aims.

Question 22. Explain what work you have previously carried out with your proposed beneficiaries. Please tell us about the depth of your engagement with these people and the level of trust they have in your organisation.

This need not be health-related work. You should illustrate with a couple of brief examples how you support and inform the groups you work with in a way that shows you understand the barriers and challenges that they face.

This page also asks:

Question 23. As part of the wider Communities Against Cancer initiative, we are collaborating on an Autumn 'Know the Signs' cancer awareness campaign. This campaign involves many local minority ethnic groups across Dorset, Hampshire and the Isle of Wight, aiming to increase awareness of the signs and symptoms of cancer and when to speak to a health professional. We are welcoming community organisations to contribute to this campaign, by producing a translation of key cancer awareness messages. Please advise if your organisation would be interested in taking part in the 'Know the Signs' campaign. *This is a yes/no answer.*

Page 5 Question 24: Which level of grant would you like to apply for?*

If you click on £750 or £1,500, several more questions are revealed:

- Please provide an estimated start date for your project*
- Please provide an estimated end date for your project*

For the present funding, the end date for the work and associated expenditure must be on or before 31st December 2026 – although the work, such as you supplying leaflets, can carry on into January although it must all be finished by about 23rd January so that you can produce your final report by 30th January.

This asks about your budget for the event.

- Please provide line items of your planned project budget*
- Total budgeted expenditure*

You should include all the direct costs for the project such as:

- Staff time broken down by hourly rate vs time taken
- Volunteer and staff expenses
- Printing and marketing materials
- Postage and consumables such as post-its or pens
- Venue hire and the hire of equipment or furniture
- Event costs such as refreshments or

You should not include in-direct project costs such as increased management time or office costs. You should be aware of what these are, however, so that you know that it is economically feasible for you to run the project.

If you are applying for £2,500 it also asks for the name of your nominated Health Champion (see section 10 below).

Page 6

- Name of person submitting this application *the person who submits the application must have authority to do so*
- Please enter today's date

You can flip back through the pages for one last check of everything – then press submit.

8. What happens next

Once received, the application will be initially reviewed and processed by Action Hampshire and submitted to the next Wessex Cancer Alliance panel for consideration. The Panels happen every month and so it should be 4-6 weeks before you hear anything.

Action Hampshire, will then notify you of the outcome and next steps via by sending an email of outcome and offer of grant. This will include Terms and Conditions (T&Cs) for the you to accept and sign which you should do immediately. **You can start delivery at this point.** Once the signed T&Cs have been received, Action Hampshire will arrange payment of the grant. If appropriate, your Champion will be told the next training date.

You will also be invited to attend Action Hampshire's next Cancer Awareness workshops which are delivered online.

9. Reporting back

You will be asked to complete interim monitoring reports during your project and an end of grant form. The interim reports may be at the three-month point or half way through.

You will be asked to report back on how you have spent the grant, and the difference it has made. You will need to do this by 30 days after your project finishes. If your project finished on 31st December, this means you have until 30th January. If you got an extension, it will be a little later.

This means that you will need to have collected data on the project as you go along, see section 5 above, and then pull it all together in the month afterwards. They will ask you about:

- What has gone well, what has helped, what difference has it made
- What has not worked so well? Please be honest – all your feedback will be valuable!
- What have been the barriers or difficulties?
- What would you do differently next time?

You can use case studies, photos, videos, written accounts as examples of how the work has increased peoples' awareness of the issues.

Action Hampshire will also need a final report once you have spent all the grant money. Staff time being claimed as expenditure will need to be reflected in the activities carried out.

10. Health Champions

Health Champions bridge gap between NHS and the community. Some communities see cancer as a taboo subject and prefer not to speak about it or get their signs and symptoms checked by a medical professional. For others there may be language or cultural barriers preventing them from accessing cancer information or attending screenings. The Health Champions offer trusted support and are skilled at starting conversations around cancer, a subject which many find challenging to discuss.

Your organisation can apply for a grant to support your work as a Health Champion (it is mandatory for the larger grants that your organisation nominate a Health Champion), but the role will exist beyond 31st December 2026 and so you can apply as a Health Champion, whether or not you are currently applying for a grant. **You should do so as soon as possible.**

10.1 Training and support

As a Health Champion, you will receive ongoing training and support to become a trusted source of cancer related information within your community, helping to bridge the gap between your community and healthcare services. You will be asked to adapt marketing and communications materials (which the Wessex Cancer Alliance supply) to share with your community, acting as a channel for communication and a link between your community and Wessex Cancer Alliance.

10.2 The role of Health Champion

Time commitment: Around 5 hours per month for a minimum of six-months
Based at: Your own organisation
Reporting to: You report to the Health Champions Project Coordinator at Action Hampshire
You will gain: Training and support from the CAC team. Confidence in delivering cancer awareness information to your community. You will also have the opportunity to develop new connections across the Communities Against Cancer and Health Champion network.

The role:

- You will participate in an induction and training programme that will include cancer awareness and impact measurement training.
- You will participate in regular check-ins with the programme coordinator, where you will receive support and share progress updates. You will also receive support and be able to access resources through an online Padlet community.



• You will be part of a wider network of Health Champions, which will provide the opportunity for peer support, building new connections and sharing ideas.
• You will participate in your organisation's impact reporting to share insights and outcomes from your activities.
• Establish communication and work with local surgeries for Community Events around reducing health inequalities around cancer awareness.

10.3 How to apply

Here is the link to the application form for Health Champions.

10.4 What happens next

You will be invited to an interview to discuss the role and assess your suitability. After you are appointed as a Health Champion, you will be invited to the next available induction and training programme

11. Sources of further help

Dorset Community Action offer training, support and consultancy services including:

- Funding surgeries – a short session going through an application or advising on any aspect of fundraising – find the next few dates on our Events Page
- Training on income generation, free consultancy and a monthly funding newsletter covering all types of income – these are included in our membership benefits see Members area
- Support and consultancy, including assistance with impact measurement, volunteer management, policies & procedures and financial management (please note that this may be a charged-for service).

Please contact Caro Hart, Community Training Consultant at caro.hart@dorsetcommunityaction.org.uk with any queries

Dorset Race Equality Council is the race equality charity for Dorset. We work alongside communities that the funder has prioritised, and we can support your application and delivery in a number of ways:

- Community connections – introductions to Black, Asian, Gypsy, Roma and Traveller and wider minority ethnic community, faith and diaspora groups across Dorset, and help identifying trusted venues and hosts for your activity.

- Reaching people who are seldom heard – advice on culturally appropriate messaging, plain-English drafting and translation of cancer awareness materials, including for the Autumn 'Know the Signs' campaign referred to at Question 23.

- Evidencing health inequity – help setting out clearly the barriers your beneficiaries face (Question 18), drawing on our health inequalities and Communities Against Cancer work in Dorset.

- Health Champions – support to identify and prepare a Champion from within the community you serve, and to think through how the role will be sustained beyond the funded period.

- Culturally sensitive impact data – advice on collecting before/after scores and narrative feedback in ways your community will engage with, and on handling sensitive conversations about cancer (see section 5).

- Smaller and community-led groups – if your group is not yet constituted, or does not have the systems to hold a grant, talk to us about partnering or co-delivery.

Please contact DREC at info@dorsetrec.org.uk to talk through your idea before you apply – the earlier the better, as introductions to community groups and any translation work take time to arrange.

Action Hampshire offer a range of support

- Online interactive sessions (currently scheduled until October 2026) book a place here

Or contact the Communities Against Cancer team at cac@actionhampshire.org with queries.

Volunteer Centre Dorset offer training on various aspects of funding and bid-writing. See details here.

Dorset Coast Radio - Community Awareness Campaigns

When applying for funding, you should think about how you will promote your work, engage the community, and let others know about the impact of your project. Think about adding some money into your application to cover this.

To help your funding go further, Dorset Coast Radio offers tailored advertising packages designed specifically for the Communities Against Cancer partners. Partnering with a local broadcaster ensures your message reaches thousands of listeners across the region, building awareness, attracting participants, and showcasing your project's success.

Campaign packages & opportunities

- On air advertising – £100
  - Includes 90 spot plays of your commercial.
  - Flexible scheduling across 30 to 60 days (based on your timeline and goals).
- Community Connect feature & podcast – £150 (Limited to 1 per project)
  - An in-depth interview feature on the Community Connect Programme.
  - Includes a dedicated podcast episode to tell your story in full, perfect for sharing across your own website and social media channels.
- Professional commercial production – £199
  - Full audio production for your advert, including one professional voiceover artist and licensed background music.

How to include this in your bid

You can include any or all of these items as direct costs within your funding budget application. To explore full demographic details, coverage, and sponsorship options, view the Dorset Coast Radio Media Pack or contact the team directly to discuss partnering on your upcoming project at sales@dorsetcoastradio.co.uk