



Supporting Parents & Families after a Stillbirth,  
Neonatal Death, Miscarriage or Medical Termination

# The Lily Mae Foundation Grant Application Criteria & Guidelines

January 2021

The Lily Mae Foundation makes grants of up to £1,000 available to Medical Research/Projects in areas associated with Stillbirth and Neonatal Death. We also make grants to other Charitable Organisations having similar objects to ourselves and to other Charitable Children's Organisations.

These guidelines are designed to enable you to decide if your Research/Project may be eligible for an award.

# The Lily Mae Foundation Grant Application

## Introduction

**At The Lily Mae Foundation we have always tried to find ways of putting something back into the community following the stillbirth of Lily Mae Jackson in February 2010.**

We aim to achieve a balanced approach in our relationships with the Medical Profession, other charities and charitable children's organisations and the affect that this will have on bereaved parents and their families and friends who have suffered a Stillbirth, Neonatal Death, Miscarriage or Medical Termination.

The Lily Mae Foundation Grant is the embodiment of this approach – the combination of Donations and Fundraising activities allows us to provide help for the benefit of bereaved parents and their families.

It is an approach, which involves the charities trustees determining how funds are allocated.

We are committed to the objectives of the charity by:

1) To promote and protect psychological, emotional and physical health and well-being of parents, their families and friends when a baby dies in the uterus, at birth or soon after birth, by:

a) Supporting and promoting information to bereaved parents, their families and friends.

b) Working collaboratively to improve and enhance professional practice with health and social care professionals for the benefit of bereaved parents and their families.

2) To promote and assist in research and the implementation of best practice to identify the causes and help reduce the incidence of the death of a baby in the uterus, at birth or soon after birth.

3) To make donations to other charitable organisations having similar objects as the charity that the trustees shall at their discretion deem suitable.

4) To make donations to other charitable children's organisations that the trustees shall, at their discretion deem suitable.

The Trustees represent a broad spread of interests in the local area and use their local knowledge to ensure the money is used to maximum benefit.

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*These guidelines should provide you with the information you need to decide if your research/project is eligible for a grant.*

# The Lily Mae Foundation Grant Application

## The Purpose of the Grant.

The Lily Mae Foundation Grant enables us to invest in a range of Research/Projects designed to promote and assist in research and the implementation of best practice to identify the causes and help reduce the incidence of the death of a baby in the uterus, at birth or soon after birth. The grant also enables us to work collaboratively to improve and enhance professional practice with health and social care professionals for the benefit of bereaved parents and their families. It also allows us to offer support and assistance to other charitable organisations and charitable children's organisations having similar objects as the charity that the trustees shall at their discretion deem suitable.

The Lily Mae Foundation is a registered charity (No: 1149341) and is operated by ten Trustees who decide on how funds will be allocated based on the criteria and guidelines in this document.

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## Criteria

The Lily Mae Foundation Grant will support research/projects in any of the following six areas:

- The advancement of health or the saving of lives*
- Promoting psychological, emotional and physical well-being of parents, their families and friends when a baby dies in the uterus, at birth or soon after birth*
- Raising awareness of Stillbirth and Neonatal Death through education, training and community projects*
- Working to improve and enhance professional practice with health and social care professionals for the benefit of bereaved parents and their families.*

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## Administration of the Charity

The Lily Mae Foundation is administered by:

The Lily Mae Foundation Grant Administrator  
First Floor, The Annex Fernhill Court  
Balsall Street East  
Balsall Common  
CV7 7FR

Tel: 01676 535716

e-mail: [info@lilymaefoundation.co.uk](mailto:info@lilymaefoundation.co.uk)

# The Lily Mae Foundation Grant Application

## Application Guidelines

Some frequently asked questions

### ***How do I apply to The Lily Mae Foundation for a grant?***

Please read these guidelines carefully to determine whether your research/project meets the Grant criteria. If you are unsure about eligibility, you should contact the Grant Administrator who will be able to advise you. If you decide your research/project does meet the criteria, you should contact the Administrator to request an application form.

### ***What sort of project will the Trust Fund support?***

The Lily Mae Foundation Grant will support research/projects in any of the following four areas:

- The advancement of health or the saving of lives*
- Promoting psychological, emotional and physical well-being of parents, their families and friends when a baby dies in the uterus, at birth or soon after birth*
- Raising awareness of Stillbirth, Neonatal Death, Miscarriage or Medical Termination through education, training and community projects*
- Working to improve and enhance professional practice with health and social care professionals for the benefit of bereaved parents and their families.*

### ***Which geographical areas does the Trust Fund cover?***

The grant will support research/projects within the West Midlands and Warwickshire areas as highlighted on the attached map.

### ***What is the maximum grant available from The Lily Mae Foundation?***

In order to ensure a good spread of projects the maximum grant normally made is £1,000. Applicants are encouraged to be realistic and only apply for what they really need. Only in exceptional circumstances will consideration be given to applications for larger grants.

### ***Is match funding required in order to qualify for a grant?***

The Trustees reserve the right to require match funding to be obtained for larger grants.

### ***Can individuals receive grants from the Trust Fund?***

No. We aim to benefit research/projects and grants will not be made to individuals.

### ***Are there any other exclusion?***

Grants will not be awarded to projects already carried out and paid for.

Frequently asked questions (continued)

***Do representatives of The Lily Mae Foundation visit projects?***

Yes. The Trust Fund Administrator or one of the Trustees may wish to visit your project before a decision is taken on your application.

***How often are grants awarded?***

Twice a year – usually in April and October.

***When should we apply?***

Applications can be made at any time. The Grant Administrator can advise on deadlines for the current round of applications. You should not apply before you have obtained any necessary permission for your project.

***How long do you have before any grant must be spent?***

We expect a grant to have been spent within six months of receipt.

***Once an application has been submitted, what happens next?***

Your application will be assessed to ensure it is complete and we will judge whether further information is required or whether it is necessary to visit the project. Applications will be acknowledged and if received in time, submitted to the next Trustees meeting. Proposals received after a deadline will be presented to the next meeting. Following the Trustees meeting, you will be advised by letter of the Trustees decision. Please do not telephone or e-mail as you will not be advised by any means other than by letter.

***Can we appeal if our bid is unsuccessful?***

No. The Trustees decision is final and we cannot enter into correspondence with regard to their decision.

# The Lily Mae Foundation Grant Application

## Conditions

1) The Lily Mae Foundation Grant can assist in a number of ways, for example:

- Part- funding for a specific item*
- By awarding grants to be matched by either the project's own fundraising or by another grant from a recognised funding body. In this case it may be possible to pledge a grant with the funding reserved for up to two years until the match funding is available.*
- Funding for specific items to be presented to the project.*
- The award of a 'conditional grant', where funding will only be released once specified conditions have been met. Conditional grants are valid for up to two years.*
- Awarding a grant for the full amount.*

2) The Trustees will consider research/projects on the basis of merit and benefit to all members of the local community, regardless of age, race, gender or religion and according to Charity Commission guidelines.

3) The Trustees will seek to achieve balance by granting funds that reflect those parents and families affected by stillbirth or neonatal death in our relationships with the Medical Profession, other Charitable Organisations and other Charitable Children's Organisations and the affect that this will have on bereaved parents and their families and friends who have suffered a stillbirth or Neonatal Death.

4) Priority will be given to projects where the grant is at least supplemented by a contribution from other sources.

5) The Trustees require a full break down of project costs including any available invoices.

6) The Trustees will give preference to research/projects that benefit the local community or a substantial section of it and not groups of a less inclusive nature.

7) The Grant Administrator will not submit an application to the Trustees unless it is accompanied by the required supporting information including a breakdown of project costs, the organisation's constitution and financial records.

8) In order to ensure a good spread of projects the maximum grant normally made is £1,000. Only in exceptional circumstances will consideration be given to applications for larger grants.

- 9) The Trustees require a full report to be submitted providing a breakdown of how the grant was spent when requested.
- 10) In order that the Trust can meet its full range of objectives, the Trustees will consider all applications for research/projects. However, the Trust will not commit to recurrent expenditure and running costs.
- 11) The Lily Mae Foundation aims to support projects that benefit wide sections of the local community and grants will not be made to individuals.
- 12) Grants will not be awarded to projects already completed and paid for.
- 13) All Grants will be awarded at the discretion of the Trustees and their decision is final. In making awards, the Trustees will give priority to groups based locally or under local control. Branches of larger national organisations will have lower priority. Those in receipt of, or with access to, substantial support from elsewhere will be given low priority.
- 14) Grants will not be awarded to organisations which have statutory responsibilities such as hospitals, surgeries, clinics or schools unless it is for research/projects that are in any of the following four areas:
- The advancement of health or the saving of lives*
  - Promoting psychological, emotional and physical well-being of parents, their families and friends when a baby dies in the uterus, at birth or soon after birth*
  - Raising awareness of Stillbirth and Neonatal Death through education, training and community projects*
  - Working to improve and enhance professional practice with health and social care professionals for the benefit of bereaved parents and their families.*
- 15) Grants for the purposes of medical treatment will not be supported.
- 16) Grants will not normally be awarded for the purchase of land or buildings. The grant can assist with funding equipment, fixtures and fittings.
- 17) Grants will not normally be awarded for general repair and maintenance of buildings, although a specific item of community benefit may be allowed, such as security or adaptations for disabled use.
- 18) Grants will not be awarded for uniforms.
- 19) Grants will not be awarded for individual's sports kits.
- 20) Grants will not normally be awarded for trips or projects resulting in short term benefits, e.g. events, performances or visits.
- 21) Proposals for projects involving the creation of a physical asset (e.g. a garden) requiring ongoing maintenance must include a maintenance plan.

22) Grants must be used for the purposes set out in the application submitted to the Trustees.

23) In the case of larger grants, the Trustees may require the grant to be made in staged payments, which will be based on the achievement of agreed milestones.

24) Grants must be spent within six months of receipt. If this time scale cannot be achieved, the recipient must notify the Trust Fund Administrator in writing as soon as possible.

25) Research/Projects in receipt of a grant are required to submit a progress report after six months. For projects extending beyond six months, a further report is required after twelve months. Where grants have been used for the purchase of items of equipment, receipts for expenditure must be provided to the Trust Fund Administrator.

26) Recipients of grants are encouraged to use progress reports to outline their experience in carrying out the project as this will help in the encouragement of other projects. Stories may be featured in the local media.

27) Grants will not be awarded to the same organisation more than once in a year. Applicants must wait until a period of twelve months has elapsed before becoming eligible for a further grant.

28) Successful applicants must agree to display a plaque where supplied by the Trustees or otherwise acknowledge the support of The Lily Mae Foundation Grant Fund.

*Should you have any further questions, or for an application form, please contact the Grant Administrator.*