



Grant Programme - Guidance for Organisations

Purpose of Reel Impact

Reel Impact will provide support, resources, grants and opportunities to help eligible applicants rise, thrive and achieve their goals. The Programme will also seek to support the creation of a more inclusive, equitable, and anti-racist industry that properly recognises and values the talents of its Black and Global Majority members.

What is a Reel Impact Grant?

There will be three rounds of grants, with 25% of funds being awarded in rounds one and two and 50% in round three.

The **Reel Impact** grant programme has a deliberately broad criteria to ensure that applicants have the flexibility to apply to use funds as needed to achieve their aims, including supporting living costs, organisational development and enhancing their ability to achieve impact.

An intersectional approach will be considered throughout all aspects of the Programme and all aspects of the grant programme should be managed with collective care and mutual benefit.

Who can apply?

If you are a Black and Global Majority owned/led organisations and/or production company who works behind the scenes in film, TV, or cinema, then you may be eligible to apply for a Reel Impact grant of up to £25,000.

What are we looking for?

Black and Global Majority owned organisations that exist to uphold anti-racism practices in the industry.

Existing, new and innovative projects or activities to scale up, build sustainability or enhance organisation's capacity to provide support.

Applications that address current and future challenges such as perceptions surrounding diversity hires, combating job discrimination, and navigating economic, social, and cultural factors

Am I eligible?

To be eligible to apply for a grant of up to £25,000 you will have to meet the following criteria:

- You must live and work in the UK.
- You are applying on behalf of a UK registered company or not for profit organisation*
- Your organisation is Black and Global Majority owned or led and has at least 50% of leadership and governance roles occupied by people from Black and Global Majority communities.
- If you are applying as a joint or co-applicant, at least one applicant must have worked in the UK film, TV, or cinema industry for at least three years.
- The funding will benefit Black and Global Majority individuals, projects, or activities in the UK that improve the lives of Black Global Majority people.

* These are defined as independent organisations whose purpose is something other than to make private profit for directors, members or shareholders. To include Unincorporated Associations, CIC, CIO, Charitable Trust, Community Benefit or Cooperative Society.

What can I apply for?

Here are some examples of what you can apply for:

- Projects or activities that improve the lives of Black and Global Majority individuals in the film, TV, and cinema industry
- Professional, career or organisational development
- Projects or activities that promote anti-racism or combat racism.
- Advocacy for a fair and equitable society, considering intersectionality (e.g. disability, LGBTQ+, Black and Global Majority subgroups, class)
- Training
- Addressing challenges faced by Black and Global Majority

What cannot I apply for?

Here are some examples of what you cannot apply for:

- Production or development costs or any expenses incurred in the process of creating and delivering a production.
 - Projects or activities that promote political or religious beliefs
 - Projects or activities that benefit people outside of the UK.
 - Funding for one-off events (unless linked to a longer-term aim or outcome).
 - Projects that support people working in moving image, animation made for non-entertainment purposes. This includes corporate videography, commercials, music videos, community/campaigning filmmaking, and education/training.
 - Digital content creation, e.g. YouTube
 - Front-of-camera roles. This includes presenters, actors and supporting artists
- Eligibility

How will the applications be assessed?

Applications will go through three stages of review, with every eligible application being reviewed by at least two members of the independent assessment panel. The total assessment period will last up to three months. Successful applicants will be informed in September.

Stage 1 – Checking eligibility

Stage 2 – Shortlisting applications

Stage 3 – Application final assessment

How will the assessment panel prioritise applications?

The panel will assess applications based on:

- Need – most marginalised, experiencing the most barriers, considering intersectionality.
- Diversity of approach – e.g. supporting different methods to tackle challenges, enabling both innovative new approaches whilst building on proven success.
- Impact – e.g. potential to improve equity, promote anti-racism, and create lasting systemic change.

Where possible, we will assess diversity through the following targets:

- Geographical location – Target 60% London, 40% Nations and Regions
- Intersectionality and specificity – Disability, Sexuality, etc.
- Variety of application / project / activity
- Mix of organisations and production companies

How do I apply?

Please complete the form on our website or upload a video to apply for a Reel Impact grant. The first part of the application will be asking for personal details, evidence of your work experience, details of your organisation and evidence of Black or Global Majority ownership or leadership.

As part of your application, you will be asked to provide details of your project, which might include:

- Aims and objectives of the project/activity, what you hope to achieve?
- What is your vision for longer term change
- What is the need for this project/activity?
- What is unique about your approach – is there anything similar out there?
- How has intersectionality and/or specificity been considered in relation to your project?
- What, if any, challenges do you foresee with this project/activity and how might you mitigate them?
- Tell us about your skills and experience and how these will contribute to a successful outcome from the project /activity

You will also need to complete a budget breakdown for your project or activity. This will include details of how the project or activity costs will be allocated.

Project or activity cost	Amount
Materials	
Equipment	
Services/Resources	
Travel and accommodation	
Training and development	
Technology and software	
Overheads	
Contingency	
Miscellaneous/Other	
Total	

Supporting information

To apply for the grant, we need you to provide the following supporting evidence:

- Up to date CV, LinkedIn profile or similar
- Proof of ID - this can include passport, driving licence, last three months' payslips
- Last three months of bank statements.
- Your organisation's annual accounts.

If you wish, you can provide up to two pieces of additional information to support your application (this is not compulsory):

- This can include: a professional reference, evidence or experience of previous work and how it has benefited Black and Global Majority, evidence of experience and positive outcomes, letter of recommendations, reference, case studies or testimonials.

What happens after I apply?

You will receive an automated email to confirm your application has been received. The assessment period will be up to three months and we will be in touch during that period to advise whether your application has been shortlisted or discuss any further information that we might need.

What if I need more support?

If you have any access requirements or need any support to complete your application, please do contact us via email at: reelimpact@filmtvcharity.org.uk