



INFORMATION PACK

2025



WELCOME

Hello and thank you for your interest in Choirs For Good's annual Charity of the Year award for 2025. We are delighted that this award is now in its fourth year, and to date has raised thousands of pounds for good causes across Wales, as voted for by our choristers.

This year has been a big one for Choirs For Good: being nationally recognised for our work with mental health and wellbeing across Wales and Bristol. As such, we are not only interested in the work your charity does across Wales, but across the South West of England too.

Please read through this information pack carefully as it contains all the information you need to submit a great application. If you need any help with your application, please contact hello@choirsforgood.com and we will be happy to assist. Good luck!

The Choirs For Good Team



WHO WE ARE

**CHOIRS
FOR GOOD**

FEEL
GOOD

DO
GOOD

FOR
GOOD

OUR MISSION

We run Community Well-being Choirs and our mission is to promote the importance and benefits of community singing, not just upon an individuals' physical and mental wellbeing, but also the many wonderful ways that choirs can unite people and contribute back to their local communities and realise their potential in wider society. We do this through our work as a social business.

Read more about our work [on our website](#)

OUR VISION

Our vision is to create a world where choirs are placed at the heart and local communities, fostering lifelong learning & education. Where they give back and are recognised for their value to society and where choirs form part of a sustainable approach to helping people live more connected, fulfilling lives.

In short, we exist to help people
Feel Good and Do Good, For Good.



12 CHOIRS
485 CHORISTERS

ABERGAVENNY CONWY
MERTHYR TYFDIL **BRISTOL**
CARDIFF LLANIDLOES
WREXHAM SWANSEA
BRIDGEND HAVERFORDWEST
PONTYPRIDD **ABERYSTWYTH**

CHARITY OF THE YEAR

Choirs For Good's Charity of the Year award is a key part of our mission and vision for our organisation. It has the power to help us do good and feel good, for good causes. After submitting an application, the successful charity is voted for by our network of more than 485 choristers across Wales and the South West of England. However, Charity of the Year has the potential to be much more than just financial support: it can create life-long supporters of your work, a network of new volunteers for your organisation, and the chance for you to reach whole new audiences by collaborating with us in exciting and innovative ways.



Our second Charity of the Year in 2023 was Wales Air Ambulance, who deliver advanced medical care to people across Wales when and where they need it.

2023



We're looking for our next Charity of the Year for 2025. Could it be you? Read on for more!

2025

2022

Our inaugural Charity of the Year for 2022 was Blood Bikes Wales who provide a free courier service for the NHS of blood, breast milk, and more.



2024

Our current Charity of the Year 2024 is the Alzheimer's Society who are working towards a world where dementia no longer destroys lives. They help those living with dementia today and provide hope for the future.



FREQUENTLY ASKED QUESTIONS

WHAT ARE YOU LOOKING FOR IN A CHARITY OF THE YEAR APPLICATION?

Our choristers are looking for charities that do good locally and/or nationally, and by doing good, help people to feel good. We are wellbeing community choirs, but you don't have to be an organisation focussed on wellbeing. As long as you're doing work that puts good back into the world, we'd love to know more about you through your application. Charities should be actively working pan-Wales or throughout the UK and will be asked to evidence this in their applications.

WHAT TYPE OF ORGANISATION IS ELIGIBLE TO APPLY?

Registered charities are eligible to apply. Private enterprise and government, local authority, and public sector organisations are not eligible. Charities must be based in the UK and provide services either Wales wide, or across the UK.

HOW DOES CHARITY OF THE YEAR WORK?

After you submit your application, it will be considered by a Shortlisting Panel made up of our choristers. If you are ranked by them as one of the top 5 organisations, you'll be up for consideration with a mass vote from all our singers. The top voted charity will be named Charity of the Year. (The vote of our choristers will be final, and unfortunately, we are unable to provide feedback to any organisation that is unsuccessful.)

If you are selected as Charity of the Year, Choirs For Good will perform concerts and gigs to raise funds for you. Each choir in our network will take part in at least one event in the year that is all about supporting your cause. But there is much more to be gained from being Charity of the Year, if you're willing to get involved with us! We will work with you if you need performers for fundraising events, will circulate information about your work to all our singers, feature you on our social media, and invite representatives from your organisation to make presentations at select performances and rehearsals. You can help us organise bucket collections, raffles, bake sales, and more! Your level of involvement will help us raise more money for your very worthy cause.

You'll receive the full award amount at the end of your year as Charity of the Year.

HOW MUCH IS AWARDED TO THE CHARITY OF THE YEAR?

Typically, a donation might be in the region of £5,000. However this number will vary based on the year and any support we can get from you to help us raise more: the more support and engagement we have from you, the higher the donation is likely to be. Each choir is committed to one event for the successful charity each year, but the more collection tins, website content, and informative literature you can provide to us will mean more income for you, and if you have an event or an idea for a performance opportunity that might result in a windfall of donations, we'd love to discuss how we can make it happen for you!

WHAT EVIDENCE & REPORTING DO WE NEED TO PROVIDE FOR HOW WE SPEND THE MONEY?

The award you receive from Choirs For Good will be unrestricted, so you can spend it within your organisation however you see fit. However, you must submit a report 6 months on from receiving the money from us, that tells us how you have spent or are planning to spend the money. We will put this on our social media and website, so it doesn't need to be long and formal. But it should grab attention and let our networks know how their dedicated fundraising work in the year have aided the work of your organisation.

HOW DO WE APPLY?

Applications usually open in January of each year. You can apply through our online form which will be available on the Charity Of The Year page, when we are open to receiving applications. **We do not accept emailed applications: your application will not be considered if it is not submitted via our online submission form.** You must apply online through the dedicated form and before the application deadline. We require the online form to be completed by an employee of the registered charity (unless the organisation is run entirely voluntarily) - regretfully, we cannot accept applications written by supporters on behalf of an organisation (for example, by an ambassador or service user).

WE HAVE PREVIOUSLY BEEN SELECTED AS CHARITY OF THE YEAR. CAN WE APPLY AGAIN?

If you have previously been successful we ask that you wait a minimum of three full years from receiving your donation before you apply again. If you apply before this time, your application won't be shortlisted. You are still more than welcome to book your local choir for gigs and fundraisers during this time.

GOT MORE QUESTIONS?



Email us at hello@choirsforgood.com

THE PROCESS



APPLICATIONS

OPEN

Our submission portal will be live for submissions from 1 January 2025 at midday.

SHORTLISTING

Applications will be shortlisted by 2 chorister representatives from each of our 12 choirs. This will take place from 3 - 14 February 2025. We will notify you if you have been shortlisted.

2024 WINNER

Once votes have been counted, we will contact the winning organisation with the good news! This is likely to be by the end of February 2025.

Fundraising will commence from the day of the public announcement until 31st December 2025.

APPLICATIONS

CLOSE

Our submission portal will close on 31 January 2025 at midday. We are unable to consider late applications or any submitted outside of the submission portal.

VOTING

The successfully shortlisted applications will be put forward for voting on by our network of choristers. The voting window is from 17 - 28 February 2025.

ANNOUNCEMENT

Once we have met and T&C's have been signed, we will publically announce our Charity of the Year for 2025.

WHAT MAKES A GOOD APPLICATION?

SHOW YOU UNDERSTAND

It's our choristers who have the casting vote, so try to show us that you understand why choirs are important and how working alongside your organisation can help our choristers to Feel Good and Do Good, For Good.

KEEP IT LOCAL

Imagine you are a chorister that lives in rural mid Wales. How are your services relevant to them and their local community? Why should they vote to raise all this money for you? Think about how what you do can strike a chord with every single one of our choristers & choir locations.

OFFER WHAT'S REALISTIC

We love hearing about the amazing ways we can work together, but make sure to only include what is realistic & achievable for your organisation. It would be amazing to do a fundraising concert in the Sydney Opera House... but how!?

A LITTLE BIT OF MAGIC

We receive hundreds of applications each year, so don't just copy and paste answers from other funding applications or say 'as above'. Carefully consider each question and give your application a little bit of magic to help it stand out.



APPLICATION QUESTIONS

- Contact details
- Describe the work of your organisation including your activities, services, and community work (max 5,000 characters)
- What are the values of your organisation? (max 1000 characters)
- Approximately how many people per year benefit from the work of your organisation? What are the ages and demographics of the people who benefit? (max 3,500 characters)
- Tell us about your specific activity in North Wales - (max 1,000 characters)
- Tell us about your specific activity in Mid and West Wales - (max 1,000 characters)
- Tell us about your specific activity in South Wales and the South West of England - (max 1,000 characters)
- While the funds from Choirs For Good's Charity of the Year are unrestricted, please give us an idea of what your organisation might use the funds for (max 3,500 characters)
- What ideas do you have for maximising your fundraising opportunity with us? (This could revolve around existing campaigns/events or new ideas you might have that could involve our choirs) (max 3,500 characters)

Please note that each answer has a specific character limit. This includes spaces so please formulate your answers carefully.

WHAT NOW?

Once you've read through this document, [sign up to our mailing list](#) to be the first to hear updates on Charity of the Year. You can also follow us on social media (@choirsforgood). The application portal will open from 1 January 2025 at midday and will be available on our website.

TERMS & CONDITIONS

1. Award Conditions

- a. The Choirs For Good Charity of the Year Award is awarded, administered, and managed by Choirs For Good Ltd (registered company number 13017954).
- b. Awards will only be given to registered charities.
- c. Awards are given entirely at the discretion of Choirs For Good's Shortlisting Panel and Panel (the 'Panels'). The Panels' decisions are final, and no correspondence is guaranteed regarding unsuccessful applications, including feedback.
- d. Applications to be Choirs For Good Charity of the Year will only be considered if:
 - i. The organisation applying to be Charity of the Year is located in the UK and the money will be spent in the UK;
 - ii. Both the individual completing the Application Form and/or individual(s) responsible for managing the money once it has been awarded act entirely on behalf of and with the authority of the Applicant;
 - iii. The Applicant is applying on behalf of a registered charity, and is not a private sector organisation or an organisation funded by public monies (i.e. schools).

2. The Application Process

- a. All applications made in compliance with the conditions specified in Clause 1 above will be considered for the award. During the selection or review process, Choirs For Good may contact Applicants by email or telephone to request additional information, if necessary.
- b. Upon determination of an award, Choirs For Good shall notify the Applicant of the outcome of their application, but will not provide any feedback to unsuccessful applicants.
- c. Choirs For Good must be formally notified via email as soon as practical and wherever possible if any change occurs after submitting an Application Form in relation to the following (whether prior to the awarding of the money or afterwards):
 - i. The Applicant;
 - ii. The individual(s) identified as acting on behalf of the Applicant, either in making the application or identified as being responsible for managing the money;
 - iii. The financial standing of the organisation making the application.
- d. Any changes must be agreed by Choirs For Good in writing before commencement of any such changes.

3. The Grant Award and Reporting

- a. The successful organisation may be contacted firstly by phone and will then be sent a formal Award Offer by email, which will be accompanied by the 'Charity of the Year Acceptance Form.' The Award will be confirmed subject to the Grant Applicant's acceptance of the Terms outlined, which is confirmed by signing and returning of the 'Charity of the Year Acceptance Form,' within one month of receipt.
- b. Upon Choirs For Good's receipt of the Applicant's completed 'Charity of the Year Acceptance Form,' the Applicant will be regarded as the Award Holder for the purposes of these Terms.
- c. The successful organisation will be required to participate in up to 4 quarterly meetings with Choirs For Good during the Year. These meetings are to encourage regular communication between Choirs For Good and the Award Holder, and to foster local community fundraising connections. It is expected that the Award Holder will be represented at these meetings by the most relevant senior members of staff.
- d. The Award funds are delivered in one lump sum at the end of the 'Year' (the period under which the Charity is named as the Charity of the Year, usually commencing in February and concluding at the end of the following January). Six months after the Award funds are delivered, the Award Holder will submit a written report of how the money has been spent or of plans on how the money will be spent. This report will be informal, but will be made public on Choirs For Good's social media channels and website, so it should be written in an engaging way that updates the Award Holder's supporters of the things they have achieved with the funds.

4. Termination, Withholding, or Recovery of the Award

- a. An Award, or any part of it, may be withheld, terminated, or recovered at any time by Choirs For Good, or additional conditions to its continued payment may be applied by Choirs For Good at any time in the event that:
 - i. Any information provided by or on behalf of the Award Holder to Choirs For Good during the Application Process is found to be untruthful or unsatisfactory by Choirs For Good;
 - ii. The Award Holder and/or the Charity of the Year itself are found to be in disrepute or involved in illegal activities, or to undertake unsavory business practices;
 - iii. Any of the conditions of the Award specified in these Terms (or in any other governing documents such as the Award Offer), are no longer satisfied by the Award Holder or the Charity of the Year.

5. Project-related Expenditure

- a. The Award funding is unrestricted, but it must be spent for the purposes and operation of the Charity it is meant to benefit.

6. Branding, Intellectual Property (IP), and Data Protection

- a. All publications, media coverage, or social media engagement in relation to the Award must:
 - i. Only be created and used subject to Choirs For Good's prior approval, and duplicate copies provided to Choirs For Good, and in accordance with the Choirs For Good Branding Guidelines (a copy of which will be included in the Award Offer);
 - ii. When referencing the Award, include acknowledgement of Choirs For Good's involvement with the inclusion of our logo (provided in the Award Offer), and appropriate reference to the Charity of the Year scheme.
- b. The Award Holder must:
 - i. Participate in or contribute to such publications, media coverage, or social media engagement as Choirs For Good reasonably requests from time to time;
 - ii. Be GDPR compliant.

7. Limitations of Liability and Indemnity

- a. Without prejudice to its rights to terminate, withhold, or recover the Award (or any part of it) under these Terms, Choirs For Good's liability shall be limited in any event to the total sum of £1,000.00.
- b. Choirs For Good has no liability to the Applicant for any delay in receipt of the Application Form.
- c. Choirs For Good shall have no liability for the performance or lack of performance of any fundraising tasks, events, or initiatives, other than one gig per choir within the Year.
- d. The Award Holder agrees to indemnify and keep indemnified Choirs For Good against any and all claims, damages, losses (including without limitation any direct or indirect consequential losses or loss of reputation or goodwill), demands, expenses, fines, judgements, penalties, and proceedings and any other losses and/or liabilities (including without limitation legal costs on a full indemnity bases) suffered and/or incurred by the Choirs For Good and arising from or due to any breach of contract, any tortious act and/or omission and/or any breach of statutory duty by the Award Holder.

8. General

- a. The Award is specifically made to the Award Holder and the Award Holder shall not assign, charge, subcontract, or otherwise attempt to transfer or deal in its interest in the Award or the Terms governing it without the prior written consent of Choirs For Good.
- b. None of these Terms shall be enforceable by any person who is not a party to them.
- c. These Terms and the Award given subject to them are governed by and interpreted in accordance with the English law, and the parties agree to submit to the exclusive jurisdiction of the English and Welsh courts.
- d. Successful Award Holders should wait a minimum of three full years from receiving your donation before applying again. If you apply before this time, your application won't be shortlisted. You are still more than welcome to book your local choir for gigs and fundraisers during this time.



CHOIRS FOR GOOD

GOOD LUCK!