

THE FOUNDATION FUND — TERMS & CONDITIONS

1. OVERVIEW

The Foundation Fund is an initiative by The Foundation to support charities and community organisations by offering up to 25 days worth of in-kind design and creative services. The aim is to help bring meaningful campaigns, identities, and communications to life for the public good.

2. ELIGIBILITY

Applicants must:

- Be a registered charity, non-profit, community interest company (CIC), or similar organisation.
- Operate within Northern Ireland.
- Demonstrate clear social impact and alignment with the values of The Foundation Fund.
- Be able to commit to collaborating on the project within the agreed timeframe.

3. WHAT'S INCLUDED

- Up to 25 days worth of design and creative services from The Foundation including but not limited to: branding, campaign design, digital collateral, and strategy workshops.
- Services are provided in-kind (i.e. no money will be transferred to the recipient).

4. EXCLUSIONS

- The Fund does not cover third-party costs (e.g. printing, media buying, licensing fees, photography, videography, or website hosting) unless explicitly agreed in advance.
- Services outside the agency's typical scope of work may not be included.

5. SELECTION PROCESS

- Applications must be submitted by 31st October via Application Link.
- Shortlisted applicants may be contacted for a follow-up conversation.
- Final recipients will be selected by a panel from The Foundation, based on alignment with fund goals, clarity of purpose, potential impact, and project feasibility.

6. COMMITMENT FROM SUCCESSFUL APPLICANTS

- The selected organisation(s) must be ready to begin work from January 2026.
- They must commit to a collaborative working process, attending necessary meetings and providing timely feedback.
- Any significant changes to scope, timeline, or goals must be discussed and mutually agreed.

7. PUBLICITY

- By applying, applicants agree that The Foundation may feature the selected project(s) in promotional materials, case studies, and PR activities.
- The recipient will be expected to acknowledge The Foundation Fund's support in any relevant publicity.

8. WITHDRAWAL OR CANCELLATION

The Foundation reserves the right to:

- Withdraw or amend the fund at any time.
- Discontinue work on a project if the relationship becomes unproductive, abusive, or violates the spirit of the initiative.

9. CONTACT

For questions or more information, contact:

Cameron James

The Foundation Fund Lead, The Foundation
cameron@thefoundation.agency