



Guidance for BYC Members on how to
successfully apply for a Think Big O2
grant

November 2010

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What types of projects can apply?

Think Big funds all sorts of things. The only limit is young people's imagination.

We've identified six project categories. Young people will be asked about their project category when they apply. It's up to young people how they categorise their project – there is some overlap between categories so encourage them to choose the one that suits them best.

The categories are listed below. We've included an example of a real project from each category. You can search and view projects by category at www.o2thinkbig.co.uk

1. Think Campaigning – *make a stand and push for change*

Many young people have strong beliefs about right and wrong in this world. They may want to change something they don't like. Or start a movement. This project category is for all those young people who want to use Think Big to change their world.

Projects could include:

- anti-knife crime campaigns
- healthy eating or lifestyle campaigns
- campaigns to change society's perception of young people
- campaigns to make young people more politically aware
- see **Why Do?**, a national campaign to bridge the generation gap (www.whydo.co.uk)

2. Think Neighbourhood – *improve the local area*

Many young people take pride in their community. This project category is for those who want to change something about the local area. This is a broad category, including everything from creating places to go, to giving old facilities a much-needed facelift.

Projects could include:

- setting up a youth café or youth club for local young people
- local-area clean-up initiatives
- refurbishing run-down facilities
- see **FoodCycle Edinburgh**, a brand new project based on a simple idea. A team of young people want to take some of the 400,000 tonnes of perfectly good food which supermarkets waste each year, combine that food with a team of enthusiastic volunteers in a community kitchen and produce delicious meals for those who need it most

3. Think Planet – *work for a better environment*

This project category covers anything green. Young people who feel strongly about the planet might want to start an environmental project.

Projects could include:

- building a community garden
- planting trees or flower beds
- preservation of the environment – woodland, wildlife or urban green spaces
- energy usage campaigns*, for example encouraging people and businesses to turn off lights when they're not used
- see **Recycling Project**, an initiative to promote recycling in schools

* If the young person's project focuses on environmental campaigning, it doesn't matter too much which category they choose (Think Campaign or Think Planet); just encourage them to choose the category with which they'll be most happy.

4. Think Learning – *share knowledge and ideas*

Young people might want to run projects that deliver new skills or knowledge to other young people. In a multi-media world, this could take many forms.

Projects could include:

- training workshops
- setting up educational websites, podcasts or blogs
- creating flyers, t-shirts, or booklets that promote learning
- film-making with an educational message
- see **outreach tv**, a media project for young people in Hull. It educates them about the media business, and young people make a monthly television show about community issues.

5. Think Expression – *help people discover their artistic talents*

If you work with young people who have artistic ideas, they may want to run a project that allows them to express themselves.

Projects could include:

- running a DJ workshop for young people
- music, dance and band events, e.g. gigs, competitions, or fundraisers
- events and shows, e.g. talent shows, fashion shows, comedy evenings
- *establishing a place** to do something artistic, for example setting up a music practice venue, or an photography studio for local young people
- setting up a radio station. See **Fife Youth Radio**, a youth-led project providing an interactive "what's on - especially for young people guide"

live on the radio waves to get young people off the streets and into local youth projects.

* Many young people want to use Think Big project funding to set up *a place to go*. What the place is actually used for will define the project's category.

6. Think Well-being – inspire people to lead a healthier life

This category covers everything: body, mind and soul. It's as much about setting up a football club as it is providing yoga or Thai cooking classes.

Projects could include:

- starting a team or club
- providing activity sessions for local young people
- information, advice or guidance services to young people
- see ***addiction dance company***, a project that makes Hip-Hop and street dance accessible to young people in SW Scotland.
- see the ***Daddy Cool Project***, which aims to reach out to young fathers living and working in London to give them guidance and recognition for their good fatherhood. It aims to disperse negative stereotypes such as "baby father" and "weekend-dad"

What we can't fund

There are some types of project that we can't fund:

- projects connected to political parties
- projects that use overtly religious preaching or conversion practices
- projects that are risky or potentially dangerous to self or others

Other project applications may be turned down if:

- they don't show any evidence of planning
- they will have little or no impact on young people or their local communities
- don't address either a social issue or the needs of young people

Tip

How a project idea is articulated can really change its emphasis.

Project A: "We'll be taking a group of young people to Alton Towers".

Project B: "As part of a programme to build relations between two groups of young people in the local area, we plan to provide an event that will bring them together, get them talking and understanding each other".

This could be two descriptions of the same project idea. Yet Project B plans to address a local issue. In many cases, it's not about the 'what' of the project. It's about the 'why'. So encourage your young people to sell their project idea to its full potential; we can only make a decision based on what young people tell us.

Thinking Bigger - moving from £300 to £2500

Some projects could go a lot further, given more support. Young people who show great potential with their first project can apply for further funding of up to £2500.

Existing Project Founders can apply for further funding if their £300 project:

- has been completed, and the founders and members actively used the Think Big website
- has the potential to grow into something much bigger
- has made a big impact in the local community
- has addressed a real social issue in a meaningful way

However, if a young person has achieved their £300 project, and there is little else they can do to expand it, you can encourage them to think up another project idea. They might form a new project team for this project idea, depending on the project's aims.

You may decide to run the application process for further funding in the same way as you did for £300 project applications.

Project Teams

There is no limit to how many young people can be on a project team. The project application does have to come from *someone*, though.

We call that person the **Project Founder**.

This person is our main point of contact for that project, and should know all about the project's aims.

Project Founders can invite their friends to join the project team through the Think Big website. We call these friends **Project Members**.

If a young person is running a project on their own, that's fine. They don't have to have a team of people working with them. But they should have some type of support to ensure they can succeed, and we'll be looking for this support when we review their project application.

Applying for projects (and the questions you are asked)

Young people must complete a project application form for each separate project idea.

The application form is on the Think Big website at:
www.o2thinkbig.co.uk/startaproject.

Screen grabs of the online application form can be found on pages 20-26.

Here's the full list of questions included in the application.

Note: Question 23 asks the young person if they are being referred by a youth organisation. They must answer **YES** to this question, and when prompted, enter BYC's unique Youth Partner code (BYC0). This code identifies them as being supported by BYC

1. Name
2. Email
3. Create your password
4. Mobile number
5. Address
6. Post code
7. Date of Birth
8. Gender
9. Ethnicity (select from a drop-down list)
10. What have you achieved so far in your education and training? Select from:
 - No qualifications at the moment
 - Some GCSEs or NVQ1, or similar
 - 5 or more GCSEs grade A-C (including maths and English), NVQ2, or similar
 - A Levels (or Scottish Highers), NVQ3 or higher, or similar
 - NVQ4 or 5, Foundation Degree or Diploma or similar
 - A degree or higher degree or similar professional qualification
11. Are you in part-time or full-time education or training at the moment?
12. Are you in full-time employment at the moment?

13. Are you a registered disabled person?
14. Do you have a disability (or illness) which stops you from doing the things you want or need to do?
15. What's your project called?
16. What category does your project fall under?

Select from:

- Think Expression
- Think Learning
- Think Well-being
- Think Neighbourhood
- Think Planet
- Think Campaigning

17. Where will your project happen?

Select from a drop-down list of regions

18. Tell us about your project. What's your project about? How many people will it affect? What issue is the project addressing?
19. Upload video or photos to support your application (this is optional)
20. How will the money and training help your project?
21. Give us some key words that describe your project. This will make your project easier to search for on the website. Separate each word with a comma. For example: garden, youth, Manchester.
22. Are you being referred by an O2 employee?
23. Are you being referred by a youth organisation?
24. Enter Referee details x 2 (Name, Position, Email, Phone)

Pro-social questions

As part of our commitment to young people, the Think Big team is working with [Teesside University's Social Futures Institute](#). Their role is to independently audit the social impact of Think Big. They have designed a set of pro-social questions to help this process. They ask young people these questions at the application stage, during and after the project:

1. In most social situations I talk and behave in the right way
2. There are lots of things I can do well
3. In a group I help others to get things done
4. I would like to change things in my life

Select from: strongly agree / agree / disagree / strongly disagree

There are no right or wrong answers to these questions.

What happens to the project application?

Once your young people click 'Submit', we pick the application up via the website.

A decision panel meets around the 10th of each month. The panel comprises the Think Big team, our Safeguarding Lead Officer, and members of our Young Advisor team.

We carry out telephone interviews with each young person, to find out more about their project. This is an informal chat. It's not a test.

We ask questions like:

- how did the idea for the project come about?
- what's your involvement in the project?
- what do you want to achieve through this project?
- how will the money be spent?
- what sort of impact do you think the project will have on your community?
- how many people are involved in the project?
- have you thought about possible risks?

Project Referees

We ask young people to nominate two **Project Referees** when they apply. These are people who can vouch for the project. It could be someone from your organisation, or from the local community. We do call them, so make sure that the people named as referees know about the project and can answer questions about it and the young people.

Project application decisions

Successful applications

If a young person's project application is successful, they'll be told by email.

This email goes to the Project Founder (our main point of contact for the project).

We also send a copy of that email to the project referees. So, it might be a good idea to nominate someone from your organisation as a referee, so you'll know when young people have been successful.

In the email is an invitation to attend a Think Big training event. Young people can click on the link in the email, and they'll be taken to the training area of the Think Big website. See Section 11 below for more details.

Unsuccessful applications

Occasionally, we might turn a project application down. See Section 4 above for more details on why this might happen. If a project application is turned down, young people will receive an email telling them why. And they'll be told how to improve their application next time. They can submit an improved version of the same project application two months later. They can, however, apply with a new idea at any point.

Training

Think Big is not just about giving money to young people. It's also a development programme. Think Big provides training for young people to help them develop their project ideas, and develop themselves.

Every young person who has a project application approved is invited to a training event by email. They must attend a training event in order to get the money for their project.

For £300 projects, training takes place in venues across the UK, including O2 stores. We do try to make training dates available at weekends for those young people in formal education.

For £2500 projects, we provide a tailored package of training and support for young people. The training is delivered on a residential basis. As well as preparing young people to develop their project ideas, it also features a 'uniquely you' element that empowers young people to identify their own strengths and development needs.

Young people also get support from an O2 Helper. This is a member of O2's staff who has been specially trained to provide one-to-one mentoring to young people. All O2 Helpers are subject to an enhanced CRB check.

This training will be delivered from early 2011. Full details of dates, venues and course content will be sent to you separately.

Booking onto a training event

Two people from each project can attend the training; the Project Founder and one other. They must both be between the ages of 13-25. When the Project Founder receives the email inviting them to training, they can follow the link through to the training area of the Think Big website and book their place(s).

Young people can book onto a training event up to 7 days before it takes place. This is because we have to register each project's mobile phone against the Project Founder's name, and send them out to the training venue. If young people booked onto training any later, we could not guarantee that their goodies would be ready on the day.

Tip

When accessing the training area and booking onto training, make sure that your Project Founders have spoken to the other person who will go with them. If they know their availability, it will be much easier to book a training day. Places are limited for each training day, so if a young person finds a suitable venue and then has to check their friend's availability, their place(s) could be snapped up while they're waiting for a response from their friend.

What does the training cover?

The training is designed to get young people thinking about how they can get the most from their project. It covers all sorts of things, including project planning, gaining publicity and understanding the local community.

It also offers young people the chance to present their ideas to other like-minded young people, and to create a support network.

An outline of the training is provided on page 27.

The Think Big website has a social networking element to it, where young people can talk to other Project Founders about their projects, so this initial meeting at the training event could develop into a longer lasting friendship.

Young people will receive a mobile phone for their project at the training event, as well as instructions on how to apply for their O2 Money card.

Travel to training events

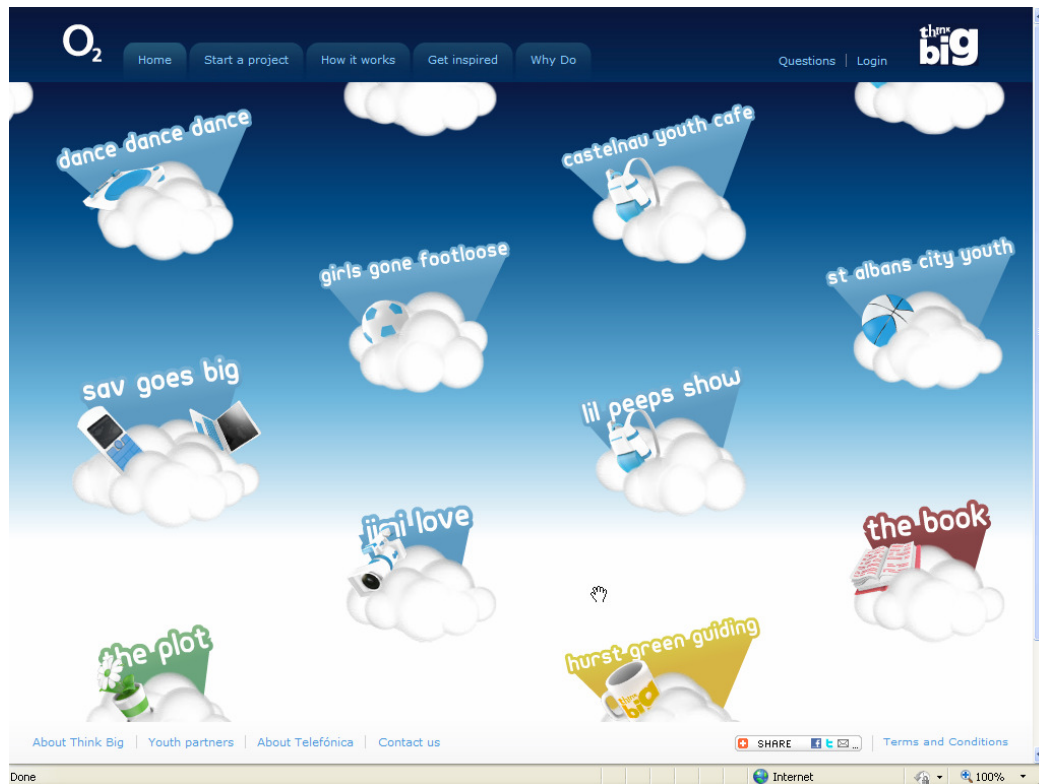
The training area of the Think Big website has a section where young people can choose from a range of venues, and book their train tickets. Tickets can be collected from pre-paid ticket collection machines at stations, or sent directly to them.

Think Big pays for the cost of getting them to training. If a young person has particular requirements, for example they need be accompanied by a carer or signer, Think Big will fund their train fare as well.

The website

The Think Big website is designed to give young people the chance to shout about their achievements. It also provides support through an online Q&A facility, and a social network that plugs straight into other social networking platforms such as Facebook and Twitter.

When you visit the Homepage, the first thing you'll see is a sky full of little clouds.



Each of these clouds represents a young person's project. You'll see that they all look different.

Colour, decoration, size.

Young people are able to build their cloud using a unique configurator. So, if a project features sport, there are icons of sports equipment that can be selected for the cloud.

The size of the cloud depends on how actively the young person uses the site and how they progress with their project. If they've posted updates, achieved their project milestones or gained followers and fans, their cloud will grow. So too will their ranking; everyone begins as a 'newbie', and they can achieve 'immortal' status.

Click on a cloud and you'll be taken to the project's own page.

Again, this page is designed for the project team to use. From here, they can:

- upload photos and video content, for example before and after photos, podcasts
- post updates on their project
- set their project milestones, for example 'clean area', 'paint walls', and 'put up new sign'
- list the team members
- post messages and ask questions to O2 Helpers
- gain followers and fans for their project
- link to Facebook, Twitter and other social networks

Again, the more they interact with the website, the greater the effect on their cloud size, status and score.

Phones & O2 Money

Phones

Every project gets a phone to help them stay connected. And £30 credit. The phone is given out at Think Big training events, with full instructions on how to register the phone and top-up their credit.

O2 Money cards

The money for projects is provided via an O2 Money card. This is a pre-paid debit card that can be used at ATMs and in chip & pin machines. It is sent out with full instructions for use.

Project Founders are sent their O2 Money card directly after the Think Big training event. This means that Youth Partner organisations don't have to worry about handling the money.

Cans and can'ts

The O2 Money card can be used to buy anything related to the project. It can't be used by young people to pay themselves.

O2 Think Big recommends that young people keep receipts for the things they buy for their project.

Support

We are committed to giving young people all the support they need to make their project a success. There are a number of ways young people can get support.

Ask an O2 Helper

O2 Helpers are members of staff who have been trained to give online support through the Think Big website. If a young person has a question about their project they can post a question via the website. For £300 projects, Helpers are available online. For £2500 projects, young people are given an O2 Helper for face-to-face support and mentoring.

Young Advisors

We have a team of Young Advisors who represent the programme as ambassadors. They too check the website for questions from young people. They're based across the UK and can offer advice and support to young people's projects and Youth Partner organisations.

Helpline

Young people can call the O2 Think Big Helpline:

0800 902 0250 on Mon-Fri, from 8.30 to 5.30.

Troubleshooting

If you have a question about something specific, please use either the **Helpline 0800 902 0250** or the following email addresses.

General questions: visit www.o2thinkbig.co.uk/questions/ or email: hello@o2thinkbig.co.uk

Training Questions: training@o2thinkbig.co.uk

Youth Partner questions: partners@o2thinkbig.co.uk or contact Andy Callard: andy@o2thinkbig.co.uk / 07739 499 807

Complaints: complaints@o2thinkbig.co.uk

Safeguarding and safety questions: welfare@o2thinkbig.co.uk

start your project

Applying for Think Big is a three step process which should only take a couple of minutes. We just need to know a bit about you, your project and how you'll use the money and training.

Clicking on the "Start" button below will take you through to your personal project page.

If your project has more than one founder, don't worry, you can add users on your project page once you've been approved.

You can login and return there at any time to see what stage your application is at.

Start your project

Already started?

Carry on...

Already have an account?

Email address

Remember your Think Big Project has to

- Involve people aged between 13 to 25 in the UK
- Help a community or address a social problem
- Take place within the next 3 months

We won't support projects that

- Want to convert people to a certain religion
- You can't apply if your project is something you do for a living
- Promote a political party
- Could be dangerous

Done

Internet

100%

print ->

* First Name

* Last Name

* Email

* Create your password


* Mobile (so we can text you):

* Address

* Post Code

* Date of Birth

* Gender Male Female



* Gender Male Female

* Ethnicity

* What have you achieved so far in your education and training?

Are you currently in part time or full time education or training at the moment?

Yes No

Are you currently in full time employment at the moment?

Yes No

Are you a registered disabled person?

Yes No

* Do you have a disability (or illness) which stops you from doing the things you want or need to do?

Yes No

Next

start your project

print -->

* What's your project called?

* Which category does your project fall under?

- Think **Expression**
- Think **Learning**
- Think **Well Being**
- Think **Neighborhood**
- Think **Planet**
- Think **Campaigning**

* Where will your project happen?

* Tell us about your project.
(What's your project about? How many people will it affect? What issue is the project addressing?)

Done Internet 100%

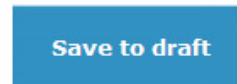
- ★ Tell us about your project.
(What's your project about? How many people will it affect? What issue is the project addressing?)

Video or photos to support statement

- ★ How will the money and training help your project?

Give us some key words which describe your project. This will make your project easier to search for

These tags need to be separated by commas eg football, Manchester, equipment, training



start your project

About you

Your project

Referees



To find out more about your referees please refer to the [question section](#):

print →

★ Are you being referred by an O2 employee?

Yes No

★ Are you being referred by a Youth organisation?

Yes No

Referee 1:

★ Referee Name

★ Referee Position

★ Referee Email

★ Referee Phone



Done

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★ Referee Email

★ Referee Phone

Referee 2:

★ Referee Name

★ Referee Position

★ Referee Email

★ Referee Phone

★ I have read and accept the [terms & conditions](#)

★ I authorise O2 to contact me

Prev **Save to draft** **Next**

Done Internet 100%



£300 projects Training Day

- 10.00am- 10.20am: Intros and Icebreakers
- 10.20am – 10.30am: Group Agreement
- 10.30am – 11:30am: Background and Aims, Changing negative perceptions and who's involved. Tell us about your project.
- 11.30am- 11.40pm: Energiser and Comfort Break
- 11.40pm – 12.15pm: Activity: Media Stereotypes
- 12.15pm – 12.35pm: Activity: Your Strengths and Weaknesses
- 12.35pm – 12.45pm: Knowing your community
- 12.45pm – 13.25pm: Lunch
- 13.25pm- 14.10pm: Action Planning
- 14.10pm – 14.30pm: Barriers or Support
- 14.30pm – 14.40pm: Break
- 14:40pm – 14.50pm: Think Big Website and Project Areas
- 14.50pm – 15.30pm: Activity: Project Presentation
- 15.30pm – 15.50pm: Your Think Big Discussion
- 15.50pm – 16.00pm: Info, Evaluation, Certificates and goodies
- 16.00pm: Finish