

## Project Welcome Application Form

**Thank you for being part of Project Welcome.**

This form asks you to outline the long-term strategy for your community, demonstrating how your programming for the year ahead is in line with your vision, mission and values. Details and budgets of key projects are required. We recognise that, in this post-pandemic period, not all communities have yet been able to re-evaluate and implement their community's long-term strategy. As a result, there is also an option to outline the objectives and content of your medium-term plans.

Please do take the opportunity to discuss your application with your Community Partner or member of the Project Welcome team before submitting it. The form and the accompanying budget spreadsheet should be sent back to [project.welcome@theus.org.uk](mailto:project.welcome@theus.org.uk). The deadline for applications is **29<sup>th</sup> April 2022**.

### Section A: Community Information

Name of community:

Name of person completing the form:

Your role in the community:

Your email address:

Your telephone number:

Are you the Project Welcome lead for your community?

Yes  No

***(If "No", please continue. If "Yes", please skip to Section B)***

Name of community lead on Project Welcome:

Email address:

Telephone number:

## Section B: Long-term community strategy

Does your community have an articulated and understood vision, mission and values which inform your long-term strategy?

Yes     No

***(If "Yes" (or mainly "Yes"), please answer the following questions as best you can. If "No", please skip to Section C)***

What is your community vision?

What is your community mission?

What are your community values?

Please explain (in up to 250 words) how these factors will inform your community strategy this year.

Consider:

- a) How you can make progress towards your vision;
- b) What projects (programming, services, education etc.) fit the mission and what don't; and
- c) How your values can infuse all that you do.

***(Please continue to Section D)***

## Section C: Medium-term planning (6-12 months)

*We recognise that post-Covid not all communities have yet been able to re-evaluate and implement their community's long-term strategy. The development of a long-term community strategy is a key outcome of Project Welcome. A member of our team looks forward to working with you to support and enable this work.*

If your community does not yet have an agreed community strategy, please describe your medium-term plans answering the following questions:

What are you hoping to achieve? (i.e. your aims)

How are these aims particular to your community and its current circumstances?

How would receipt of a grant enable change that otherwise would not have been possible in your community?

## Section D: Programming and projects overview

*In the next section (E) we would like you to tell us about all the projects you would like to apply for within Project Welcome, including detailed information for each project with objectives and budget requirements. (Please note ShabbatUK has a separate form which can be found [here](#) and should not be included in the list below.)*

*Before completing this detail for each project, please can you provide us with a brief overview of your community's plans for the forthcoming year (May 2022 - May 2023) to include key events and programmes you are planning. For example, please let us know how ShabbatUK fits into Project Welcome. Please include activities for which you are applying for funding, and those for which you are not:*

## Section E: Detailed information for each project

Please fill in below detailed information for all projects you are including in your Project Welcome application (except for ShabbatUK). We are considering application for all projects which will take place between May 2022 and May 2023.

### Project 1

Name of project:

Description of project:

Proposed date(s) of project, if known:

What are the aims and objectives of this specific project and how does it fit into your community's medium-term plans or long-term strategy as explained previously?

Is this project targeted at a particular demographic of the community? If yes, who?

How many people do you hope to attract?

What is the total expenditure for the project?

What (if any) is the total income for this project?

What sum of money are you applying for from Project Welcome for this project?

Will there be any specific follow-up to this project either as part of Project Welcome or as part of your wider shul strategy?

**Please complete the Excel spreadsheet budget for this project with your detailed costings. This can be downloaded [here](#).**

## Section E: Detailed information for each project

Please fill in below detailed information for all projects you are including in your Project Welcome application (except for ShabbatUK). We are considering application for all projects which will take place between May 2022 and May 2023.

### Project 2

Name of project:

Description of project:

Proposed date(s) of project, if known:

What are the aims and objectives of this specific project and how does it fit into your community's medium-term plans or long-term strategy as explained previously?

Is this project targeted at a particular demographic of the community? If yes, who?

How many people do you hope to attract?

What is the total expenditure for the project?

What (if any) is the total income for this project?

What sum of money are you applying for from Project Welcome for this project?

Will there be any specific follow-up to this project either as part of Project Welcome or as part of your wider shul strategy?

**Please complete the Excel spreadsheet budget for this project with your detailed costings. This can be downloaded [here](#).**

## Section E: Detailed information for each project

Please fill in below detailed information for all projects you are including in your Project Welcome application (except for ShabbatUK). We are considering application for all projects which will take place between May 2022 and May 2023.

### Project 3

Name of project:

Description of project:

Proposed date(s) of project, if known:

What are the aims and objectives of this specific project and how does it fit into your community's medium-term plans or long-term strategy as explained previously?

Is this project targeted at a particular demographic of the community? If yes, who?

How many people do you hope to attract?

What is the total expenditure for the project?

What (if any) is the total income for this project?

What sum of money are you applying for from Project Welcome for this project?

Will there be any specific follow-up to this project either as part of Project Welcome or as part of your wider shul strategy?

**Please complete the Excel spreadsheet budget for this project with your detailed costings. This can be downloaded [here](#).**

## Section E: Detailed information for each project

Please fill in below detailed information for all projects you are including in your Project Welcome application (except for ShabbatUK). We are considering application for all projects which will take place between May 2022 and May 2023.

### Project 4

Name of project:

Description of project:

Proposed date(s) of project, if known:

What are the aims and objectives of this specific project and how does it fit into your community's medium-term plans or long-term strategy as explained previously?

Is this project targeted at a particular demographic of the community? If yes, who?

How many people do you hope to attract?

What is the total expenditure for the project?

What (if any) is the total income for this project?

What sum of money are you applying for from Project Welcome for this project?

Will there be any specific follow-up to this project either as part of Project Welcome or as part of your wider shul strategy?

**Please complete the Excel spreadsheet budget for this project with your detailed costings. This can be downloaded [here](#).**

## Section E: Detailed information for each project

Please fill in below detailed information for all projects you are including in your Project Welcome application (except for ShabbatUK). We are considering application for all projects which will take place between May 2022 and May 2023.

### Project 5

Name of project:

Description of project:

Proposed date(s) of project, if known:

What are the aims and objectives of this specific project and how does it fit into your community's medium-term plans or long-term strategy as explained previously?

Is this project targeted at a particular demographic of the community? If yes, who?

How many people do you hope to attract?

What is the total expenditure for the project?

What (if any) is the total income for this project?

What sum of money are you applying for from Project Welcome for this project?

Will there be any specific follow-up to this project either as part of Project Welcome or as part of your wider shul strategy?

**Please complete the Excel spreadsheet budget for this project with your detailed costings. This can be downloaded [here](#).**

## Section F: Budget

Please remember to fill in the Excel spreadsheet budget, which can be downloaded [here](#), for each project with your detailed costings and to send it back with this form as part of your Project Welcome application.

What is the total sum of money you are applying for across all projects within Project Welcome?

## Section G: Support

The United Synagogue will have some support available to help communities deliver their Project Welcome projects. This could include flyer design, event-planning (for those communities who do not employ event managers) as well as support organising Shabbatonim and heritage trips. If you think this is something your community would find necessary to deliver any of your projects please detail below what type of support you might be interested in and we will be in touch.

Do you require any further support in order to deliver your projects?

Yes  No

If yes, please indicate what specifically you may require assistance with (tick all that apply):

- Event and programming ideas
- Research of activity suppliers and keynote speakers for events
- Catering
- Venue hire
- Marketing/poster design
- Event system support
- Other (please specify):

Thank you for completing this application form. Please email your completed form, along with your Excel spreadsheet budget, to [project.welcome@theus.org.uk](mailto:project.welcome@theus.org.uk).

We will endeavour to come back to you within 28 days of receipt.

If you have any questions please do not hesitate to contact the Project Welcome team using the email address above.