

EMERGENCE FOUNDATION

VIDEO GUIDANCE SHEET FOR APPLICANTS

NB Videos can only be submitted as part of a Full Application. Please do not submit them during an EOI application – they will not be viewed or considered at that stage

INTRODUCTION

In addition to your Full written Application, applicants have the option to provide a short (up to 3 minutes) video to support their written submission.

This video will be available for a group of EF Stakeholders to view, prior to them voting on projects that they want to support.

The stakeholder vote, along with the assessment of the written application, will be important factors considered by the Grants Panel at their meeting.

Please note that the submission of the video is entirely optional. It may help our stakeholders to appreciate the nature of the scheme, the passion and commitment that you/ your organisation have and it may be a useful adjunct to your written application, in providing further/ additional information to stakeholders.

Applicants that do not want to/ are not able to submit a video will not be disadvantaged in the paper assessment.

NATURE OF CONTENT

We do not wish to define the nature of the content of your video but suggest that you might want to consider some of points set out below. Stakeholders will not see your Full Application form (for a variety of reasons including Data Protection), but they will receive a precis of it. So you may consider it important to cover some aspects of your application such as:

- The aims / purpose of your project
- The needs your project addresses and the extent of demand for it
- Details of beneficiaries (in general terms, not names) – be that individuals or communities
- How they (beneficiaries/ communities) will benefit from the outputs and outcomes
- Your experience and if relevant/ appropriate your qualifications (or those of the people delivering the scheme)
- Aspects of quality

Other points

- Your passion, commitment and enthusiasm
- Anything that you couldn't include in your application but wanted to say/ cover/ explain
- If your project does not easily fit into the project categories in the Guidance then you may choose to provide some more information on how the project will help deliver the EF aims.

Please note all the above are just ideas for you to consider.

A WORD ABOUT PRODUCTION VALUES

We are not expecting high production values or qualities in the videos. We are not supporting the production of these videos with any grant or other financial support. So, please bear that in mind, when deciding how to produce your video. Our Stakeholders will be predominantly interested in the content and how EF's aims are delivered, rather than in the backdrops, settings and qualities such as 'high definition'.

DATA PROTECTION

Please do not include any personal names, addresses, and phone numbers in your video other than the name of the applicant organisation / individual and/or the person named as the contact on the full application form. We take the Protection of data very seriously and will not release for viewing any video that incorporates the names or addresses/location of third party individuals. We appreciate that on occasion you may wish to use the name of other organisations and this is acceptable provided that individuals or addresses are not used.

APPROPRIATE BEHAVIOUR AND LANGUAGE

We politely request that the style, behaviour and language is appropriate and reflects your application. We reserve the right not to release for viewing any video that incorporates anything we perceive to be as offensive language or behaviour. Any video that has content or remarks about any third party that are believed to have the potential to be slanderous, will not be released for viewing.

VIDEO REQUIREMENTS

Max length 3min
File format .m4v, .mp4, .mov
Max file size 60MB

If your raw video file does not meet our upload requirements, please convert it first with a software such as Prism (<http://www.nchsoftware.com/prism>). In order to downsize the file you might have to change the compression format to mpeg4 and resize the video to a max-width of 768px with a preferred aspect ratio of 16:9

NAMING

The name of the file you upload should have your organisation name clearly in the title, or if applying as an individual, your own name. Please ensure that this is the case as otherwise we may have no way of referencing who the file is from or which application it relates to. Please also ensure that you have appropriately completed the question about video upload on the Full Application form.

SENDING / UPLOADING VIDEOS

Videos should be uploaded via <https://emergencefoundation.uk/videoupload>. Please do not send them to our email addresses as they are likely to be very large files.

DEADLINE / CLOSING DATE

The deadline for uploading your video is the same as the closing date for your Full Application. Please refer to the website for all closing dates.

PROBLEMS UPLOADING?

Contact us and we will try to assist you with the issues.

Email: Grantenquiries@emergencefoundation.uk

Telephone: 07889 234 340