

The Sheila McKechnie Awards 2010



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What are the awards? [\(back to the top\)](#)

We believe that campaigning is an important part of a healthy democracy – but the right type of advice and support on how to tackle the challenges of trying to bring about change is not always available to everyone. The Sheila McKechnie Awards were created to help those fighting for social, economic and environmental change to develop their campaigning skills.

Our awards programme offers bespoke training and development opportunities over six months to help you take your campaign to the next level. Whether you need advice on how to get media coverage, fresh ideas to boost your profile, or tips on how to influence politicians, a Sheila McKechnie Award can provide you with a support package to meet your needs.

We are particularly looking for people at the early stages of working on or running a campaign, who, with advice and support, could achieve much more.

Many campaigners are humble and are put off by the word 'awards'. An SMK Award is a development opportunity to fast track you to the next level of campaigning success, rather than an award that congratulates you on your past. If you win one of our awards, you receive a programme put together just for you, and the costs are covered by the award sponsor. There is no cost to you except for your commitment and time, which can be anywhere from 5-10 days over six months, depending on the programme we agree with you. An average time commitment is equivalent to about one day per month for six months.

What do you get? [\(click to go back to the top\)](#)

The SMK Award support package runs over 6 months, which for the 2010 awards will be from October 2010 to March 2011. We work with you to develop a specific programme to suit your needs and your timing commitments. This can consist of:

- A Briefing day to introduce you to the programme
- An assessment of your campaign
- Coaching sessions with an expert in your field
- 2 x 1:1 Public Affairs training sessions
- 1:1 advice sessions and shadowing opportunities with senior decision makers
- A weekend residential with fellow programme participants

With the right advice and support, this programme fast-tracks campaigners to the next level and helps to develop your skills, knowledge and networks. Please note, that the Shout Out! and International Awards package varies slightly to provide specific support for these categories. Please see the application guidelines for these categories for further information.

Who is the programme for? [\(click to go back to the top\)](#)

The programme is open to both paid campaigners from established organisations and those campaigning on a voluntary basis. The emphasis however is on under resourced and novice campaigners. We want to attract people working in a campaigning capacity right across the spectrum, including those who perhaps do not label themselves campaigners but are working to effect change in their community in some way.

The Awards support individuals who are relatively new to the field of campaigning or who have limited resources to be able to develop their skills. We do not support any given cause over another, but rather look for passionate, focused and visionary

individuals. Your campaign can have a local, regional, national or international focus, but you must be based in the UK to be eligible.

We award individuals, not groups, although you are still eligible to apply if you campaign on behalf of a group or organisation. You can be a paid employee in a campaigning organisation, volunteer, Trustee, or be starting up a campaign on your own.

Are you eligible? ([click to go back to the top](#))

If you answer yes to the following questions then you are eligible to apply for a place on the programme, although please check the criteria for each award category:

- Are you a UK resident? (this doesn't apply to the International awards)
- Do you work on a campaign based in the UK (but the focus can be global, national or local)?
- Have you been campaigning for less than 5 years? This will differ from person to person, but if you have been running campaigns full time for over 5 years then you may be too experienced. If you have been working on a voluntary or part-time basis your experience will be different too.
- You're over the age of 18 (except for Shout Out!).
- The Local Campaigner award is for England-based campaigners only.
- The London Social Justice award is for London-based campaigners only.
- If you're applying for the Shout Out! Award, you're aged between 14 and 18.
- You're involved with a campaign that fits in with one of our categories (please contact us if you need help deciding which category you should apply under).
- If employed, you have permission from your employer to be released to participate in the support programme when required.
- You're campaigning on an issue that affects the wider community, not just one individual.
- You're not involved in a campaign that is offensive or discriminatory.

Within our charitable objectives, SMK makes awards to a range of organisations and individuals to conduct legal and effective campaigns. It is not necessary to be part of a registered charity to apply for an SMK award. However, awards can only support campaigns which further charitable objectives as defined in the 2006 Charity Act. There are 13 charitable purposes defined by the Act and they are quite broad. A list is below, and on the SMK website at <http://www.smk.org.uk/our-charitable-purpose/>. Full details are available on the Charity Commission (England and Wales) website at <http://www.charity-commission.gov.uk/index.asp>. If having read this information carefully you are still unsure if it is appropriate to apply, please contact us and a member of staff will be happy to discuss this with you. In these circumstances, please make sure you ring us well before the deadline for applications.

The charitable purposes defined by the 2006 Act are as follows:

1. The prevention or relief of poverty.
2. The advancement of education.
3. The advancement of religion.
4. The advancement of health or the saving of lives.
5. The advancement of citizenship or community development.
6. The advancement of the arts, culture, heritage or science.
7. The advancement of amateur sports.
8. The advancement of human rights, conflict resolution or reconciliation or the promotion of religious or racial harmony or equality and diversity.
9. The advancement of environmental protection or improvement.
10. The relief of those in need by reason of youth, age, ill-health, disability, financial hardship or other disadvantage.
11. The advancement of animal welfare.
12. The promotion of the efficiency of the armed forces of the crown, or of the police, fire and rescue services or ambulance services.
13. Other purposes currently recognised as charitable and any new charitable purposes which are similar to another charitable purpose.

How do you apply? [\(click to go back to the top\)](#)

To apply for a place on the programme you need to complete an application form and email it to awards@smk.org.uk by 12 noon GMT on Monday 28th June 2010.

Before completing the form, make sure you read the main application guidelines; these can be downloaded from the Foundation's website or on request from the Foundation by calling 020 7700 8231 or emailing awards@smk.org.uk. If you have any questions that are not addressed by these guidelines or our FAQs do not hesitate to get in touch, we are always happy to talk through applications. **Please note that several awards have different guidelines and application forms – e.g. Shout Out!, International Campaigner. These are also available on our website.**

When can you apply? [\(click to go back to the top\)](#)

The Foundation will be accepting applications between Wednesday 17th March and Monday 28th June 2010.

What if you know of someone else you think should apply? [\(click to go back to the top\)](#)

This year SMK has introduced a nominations process for its annual campaigner awards, so if you know someone who is campaigning and would benefit from some additional support send us their details and we'll follow up with them directly.

To nominate a campaigner you know go to our nominations page on the SMK website: www.smk.org.uk/nominate-a-campaigner/

Who are we looking for? [\(click to go back to the top\)](#)

We are looking for committed individuals who are campaigning for sustainable solutions to social, economic and/or environmental issues. We are particularly looking for people at the early stages of working on or running a campaign, who, with advice and support, could achieve much more. The application form is an opportunity for applicants to say who they are, what kind of change they want to bring about, why it is important to them, and how an SMK award will help them achieve their goals.

What kind of campaigns do we support and not support? [\(click to go back to the top\)](#)

We support individuals working on campaigns that promote positive change and justice. We do not favour one campaign issue over another, but take into account the following factors:

- The context of the campaign – assessing the barriers and support for a campaign
- Potential impact – assessing the longevity and the future impact that receiving additional resources and training would have on the campaign
- Quality of future plans – what are your next steps
- Existing resources – differentiating between campaigners attached to well established networks and those working alone

We do not make awards to campaigns that are offensive or discriminatory.

When will you hear from us? [\(click to go back to the top\)](#)

We aim to confirm the receipt of your application within 3 days by email if you supply an email address, or within 5 days by post if you do not have one. Applications will be shortlisted in early July. We aim to let you know whether you have been shortlisted for an interview by Wednesday 7th July 2010.

Do you get funding? [\(click to go back to the top\)](#)

The Awards Programme does not provide financial grants.

What are the 2010 award categories and which is best for you? ([click to go back to the top](#))

There are 9 Award categories in 2010. The table below provides a 'quick overview' of these awards and the main criteria for each one. For more criteria and information please look at the Award categories page on the website for each award that you are interested in.

Name of Award	Location criteria	Age Criteria	Gender Criteria	Application Form to use	Sponsor
Consumer Action	UK based campaigners	Over 18 years	Any	Main	Which?
Environment	UK based campaigners	Over 18 years	Any	Main	Calouste Gulbenkian Foundation
International Campaigner	Non-UK campaigners, based in one of 79 eligible countries	Over 18 years	Any	International	Sheila McKechnie Foundation
Local Campaigner	England based campaigners	Over 18 years	Any	Main	Communities and Local Government
London Social Justice	London based campaigners	Over 18 years	Any	Main	City Parochial Foundation
Social Inclusion	UK based campaigners	Over 18 years	Any	Main	Shelter
Transport	UK based campaigners	Over 18 years	Any	Main	Simon Norton
Shout Out!	London based campaigners	14-18 years	Any	Shout Out!	City Bridge Trust

You will see from the types of campaigns awarded in previous years, that each category covers a broad range of issues to be as inclusive as possible. Your campaign should fit in somewhere, but if you're unsure then give us a call to talk it through. If we feel that your application would be better suited to another category then we will move it for you.

How many applications can you make? [\(click to go back to the top\)](#)

You can only make one application a year. If you have applied in previous years you can still apply for future programmes so long as you still meet the criteria, and you have not previously been shortlisted for one of our awards.

People who have won a SMK Award cannot apply again.

(Erin – we put this text in last year but I don't know that it is still needed)

How do we assess your application? [\(click to go back to the top\)](#)

Once submitted your applications go through a detailed two-stage process. First, it is assessed by Foundation staff to make sure it is complete, you are eligible, and check it against the criteria set out above. Secondly, a shortlisting team use the information provided on the forms to create a shortlist of 3-4 applicants for the Judging Panels to interview in person or over the phone.

Why will we turn down an application? [\(click to go back to the top\)](#)

Applications are turned down for a number of reasons. If you do not complete all the required sections, or answer the questions set out, then your application will be discounted. Our key criteria are laid out briefly above in the 'What are we looking for?' and in more detail in the guidelines for each award. It is worth checking that you have addressed these in your application form, as this is what we will use to determine the shortlisted candidates. Spending the time and making sure you prepare a strong application that gives a sense of who you are, what you want to do, and why you do it can really improve your chance of being shortlisted.

We will be in contact with you by the end of July if you have not been successful in being shortlisted. If you would like feedback on your application then this can be arranged through Erin Turner.

All applications of a discriminatory or offensive nature will automatically be rejected.

What happens if your application is accepted? [\(click to go back to the top\)](#)

If your application is short-listed, you will be asked to come to the Foundation's offices for an interview with a judging panel in July – or we will arrange for a telephone interview if you can't get to us easily. We aim to give you at least 7 days to prepare for the interview.

The judging panel for each category is different as it is made up of a sponsor representative, an expert in the field i.e a journalist or policy expert and a representative from the Foundation (usually senior staff or a Trustee). Interviews are approximately 45 minutes long and our aim is for it to be a relatively informal process.

Results of the interviews with shortlisted applicants will not be disclosed until the Awards ceremony in September 2010.

Complaints [\(click to go back to the top\)](#)

If you feel you have not received a high level of service from Foundation staff, please contact a member of the team to talk through your concerns in the first instance. If this does not bring about a satisfactory resolution then please contact the SMK Chief Executive.