



**John Lewis Partnership Foundation**  
**Nature Fund**  
2025 Application Guidance Pack

Please use this document to understand if your organisation is eligible to apply to the John Lewis Partnership Foundation Nature Fund, and to assist you in making a successful application.

**John Lewis Partnership Foundation**

**Registered office:** 1 Drummond Gate, Pimlico, London, SW1V 2QQ

**Registered Charity number:** Registered in England and Wales (1118162)

**Registered Company number:** Registered in England and Wales (06058796)

**Email:** [trustsandfoundations@johnlewis.co.uk](mailto:trustsandfoundations@johnlewis.co.uk)

## How to apply

Applications are now open. Please access the application form [here](#). The deadline for application is **Thursday 23rd of January 2025, 5pm**. We invite applications for around £20,000. For the 2025 funding round, we have a two-stage application process. The first stage will ask for a high-level description of your project. This will be evaluated before some applicants are invited to submit more detail and a measure of success, which will lead to final decisions.

NB: When an application window is open, the application form link will be accessible from [this web page](#). Applications are open to registered charities, Community Interest Companies, or organisations that can demonstrate that their project is a charitable activity and **not** for profit. Your project must focus on an area of need within UK nature, the funding will target projects that support Nature Access and Careers for all.

## What we fund

The John Lewis Partnership Foundation's Nature Fund supports the understanding, protection and restoration of the natural world, in a socially just way, through grant-giving, awarding the John Spedan Lewis Medal, and funding research studentships. We do this by supporting organisations and individuals who can deliver our purpose for the long term. Applications are invited in the region of £20,000 in value.

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## Is your project eligible?

Your project must benefit the Natural Environment in the UK or the Channel Islands.

- Your project must focus on an area of need within UK nature, the funding will target projects that support Nature Access and Careers for all.
  - Projects that support access to nature, and/or
  - Projects that support employability and skills related to nature.
- Your organisation must be a registered charity or a community interest company, or you can demonstrate that your project is a charitable activity.
- Your project must be inclusive
- We will prioritise applications whose income is under £500k average over the previous three financial years.
- The JLPF Nature Fund prioritises applications where they will be the majority funder (50% or more.)

Additionally, we cannot fund:

- Religious organisations, where the donation is used to support a particular faith or belief. Applications could be considered if the organisation is undertaking charitable or community work where receipt of support is not conditional upon religious affiliation.
- Negatively discriminatory organisations in the allocation of their support according to race, sexual orientation, gender, religion, or disability.
- Political parties, or those acting with the express purpose of seeking changes to the

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law or political policy unless explicitly aligned with the strategy of the business.

- NHS or other public sector bodies for general running costs.
- Any organisation that, by association, could have a detrimental effect on the John Lewis Partnership's goodwill or reputation.

**You also need to be able to demonstrate answers to the following:**

- Chances of project success: what's the likelihood of success based on previous projects, background studies, and the proposed work plan?
- Project management: can you demonstrate how your project will be managed, benchmarked, and evaluated?
- Impact: The Committee will prioritise projects that deliver the maximum positive impact to the greatest number of beneficiaries.

**Measuring your Success - Objectives**

The Foundation is interested in the metrics you will apply, the evaluation and reporting frameworks, and the time period over which you will create impact. One way to ensure that your objectives include everything we need is to use the SMART framework:

Specific - does the objective describe the end result that is desired in a detailed way?

Measurable - what is the specific outcome that your project will achieve?

Achievable - can you achieve this goal in the time frame?

Relevant - is the objective linked to the purpose of the wider project?

Timely - when are you aiming to have achieved this objective?

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We reserve the right to request further information or to suggest changes to your proposal such that it better meets our criteria.

### **Measuring our Impact - Connections**

At the John Lewis Partnership Foundation, we measure our impact through Connections.

***Connections happen when the Partnership gives time, money, space or goods to support people in the community via charity or other social impact activity.***

We have developed a single metric that we can use to track our Social Impact across all of our programmes. We measure Connections which will help us to demonstrate the role that the Partnership is playing in advancing the happiness of the communities we work with. Please note, that connections are not part of the award making process and are purely for measuring purposes.

**A direct community connection is defined as one connection per beneficiary.**

#### *Examples*

- Your project will support 20 young people in rewilding green spaces. Therefore you have created 20 connections.
- You have created a QR code for outdoor walkers to scan and complete a wildlife survey, and you gather 200 responses. Therefore you have created 200 connections.

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- You host hands on working groups to assist individuals in gaining relevant conservation skills whilst positively impacting the natural world and have 50 people attend. Therefore, you have created 50 connections.

If you require support with understanding connections, please contact [trustsandfoundations@johnlewis.co.uk](mailto:trustsandfoundations@johnlewis.co.uk) when completing your progress reports.

## Timelines

Applications open - Monday the 13th of January 2025

Applications close - Wednesday the 29th of January 2025, 5pm

Outcomes from initial application form - Wednesday the 5th of March 2025

Deadline for part two of application - Monday the 17th of February 2025

Committee Meeting - Monday the 3rd of March 2025

The result of your application will be communicated to you as soon as possible, within eight weeks of the meeting.

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