



The BAFM Impact Award 2021 Application Guidance Notes

1. What is the BAFM Impact Award?

With over 260 member groups, BAFM represents people who love museums, galleries and heritage. Friends support museums through fundraising, voluntary work, helping advocate for museums and helping them make connections to their communities. We want to recognise and reward the exceptional work that Friends groups are doing through our new annual BAFM Friends Impact Award.

We understand that the Covid-19 pandemic has affected the work that many Friends groups have been able to do. In 2021 we want to recognise the great work that you were doing before the pandemic struck as well as during. So this year's Award will take into consideration activities or projects that friends groups have undertaken **since April 2019**.

2. Why apply for the BAFM Impact Award?

- The Award winner will receive a certificate presented at the BAFM National Conference and a £1,000 donation to their group to enable the work to continue.
- Shortlisted groups will receive a certificate acknowledging their work.
- The Award-winning group will be featured in a major article in our national BAFM Journal, showcasing their work and sharing best practice.
- Shortlisted groups will also be featured in the Journal, promoting their groups and inspiring other Friends around the UK.
- The BAFM Impact Award formally recognises the hard work and dedication of your group.
- For those groups applying for grant funding, the BAFM Impact Award would be a great addition to future funding applications for your group and museum as evidence of a track record of success.
- The application process is simple and straight-forward.

3. Who can apply for the BAFM Impact Award?

The BAFM Friends Impact Award is for groups of Friends who are making a positive impact on their museum and benefitting others through their work. We are looking for groups who have taken the initiative to create, organise and deliver activities that support museums and heritage. **There are a number of criteria applicant groups must fulfil:**

- Applicants must be current members of BAFM.
- Applicants can be Friends groups of any size as it is the impact of the work that we will consider, not simply the scale of the project or number of pounds raised. So whether you are a newly formed group consisting of just a few dedicated individuals, or a well-established group with hundreds of members, if you have done some exceptional work since April 2019, we want to hear from you.
- Examples of work recognised by the Award might include;
 - Fundraising that helped the museum achieve a goal
 - Helping to engage a new audience at the museum

- Filling gaps in museum provision or service
 - Preserving local heritage or the environment
 - Raising awareness about issues affecting museums or local heritage
 - Working in partnership with other Friends groups, charities or other organisations to achieve something that had positive impact on museums and heritage
 - Or any other inspiring work.
- The activities can be new projects undertaken since April 2019 that have been completed or ongoing work that started after that date and is continuing.
 - It is expected that applications that are based on fundraising projects go beyond simply appealing for donations, but are creative, engaging and benefit the museum more widely.
 - We welcome applications from groups that are well run, and that have clear aims and objectives in how to support their museum or heritage site.

4. How can we apply for the BAFM Friends Impact Award?

Friends groups can apply themselves or be nominated by the museum or heritage site they support.

Applications are accepted from 1 February 2021 – 30 July 2021.

Whether you apply directly as a Friends group, or whether you are nominated, you will need 3 parts to your application:

- a) Application form - available to download from our website: www.bafm.co.uk
- b) A letter of support from the museum your groups supports.
- c) Supporting evidence that is relevant. This can include photographs or videos of the activity, press articles, newsletter articles, blog posts, short testimonials from beneficiaries of the activity or anything else you think is relevant – get creative.

Any applications submitted without a letter of support from a museum or other heritage site or not evidenced will not be considered.

The Award shortlist will be announced by 31 August 2021

One winner will be chosen from the shortlist and notified, then announced at the BAFM National Conference in Autumn 2021.

Any personal data submitted to us will be processed in accordance with the General Data Protection Regulations (GDPR). Our Privacy Policy can be seen on our website.

You can submit your application online by scanning and emailing your application and evidence to northeast@bafm.co.uk

Or by post to:
 The BAFM Awards Team
 Greenfield,
 Ladysmith Terrace
 Ushaw Moor
 Durham
 DH7 7PB

5. How to complete the application form

BAFM members are passionate supporting museums and heritage, so we look at evidence of the need for the group's activity and its impact on helping the museum or heritage site.

Be concise and to the point, but make sure you give us some facts and figures and tell us why this activity is important. Here are some points you may address in your application:

1. What exactly did your group do and why was it necessary? We want to see evidence of good communication with the museum or heritage site you support.
2. What was impact of the group's activity on the museum or heritage site? How many people benefitted from it, and how? Can you provide any information on how much money was raised, or the number of volunteer hours the activity took to achieve?
3. How did your group's involvement ensure the activity took place? Tell us about how your group took the initiative and overcame any problems.
4. Did anyone in the group, or beneficiaries of the activity develop new skills as a result of the activity, or did anyone receive new training?
5. Did the activity help reach any new audiences for the museum or establish new relationships?
6. Did your group work with any partner groups or organisations to achieve a successful outcome?
7. What are the long-term benefits of the activity to the museum or Friends group?

6. What to include in the letter of support

Together with your application form, groups must submit a letter of support written by the museum or heritage site they support. The letter should include;

- The name and role of person writing the letter.
- Brief details of the museum or heritage organisation itself, what the museum is and what it does.
- How the activity of the Friends group has been beneficial to the museum, who it has helped and how.
- How this activity has helped the museum achieve its goals and any long-term effects.

7. What if the application is unsuccessful?

Unsuccessful shortlisted groups will be notified shortly before the Award winners are announced at the National Conference in Autumn 2021. It is possible that unsuccessful short-listed groups may be featured in the BAFM Journal and that will be discussed with individual groups on a case by case basis.

Groups are welcome to reapply at any time in successive years.

We regret that we cannot give specific feedback or enter into correspondence on the merits of a particular application while it is being considered, or if it does not succeed.

8. Receiving an Award

The Award winner will be notified and will be invited to attend the National Conference for the presentation of the Award. The Winner will be given all necessary details well in advance and it is expected that the winning group send at least one member to attend the presentation.

Shortlisted groups will receive a certificate in acknowledgement of their work.

9. Where to get help

If you need any further advice on how to apply or are not sure if your group's activities are suitable for an Award, please get in touch with our Awards Team at northeast.bafm.co.uk

Good Luck! We look forward to reading your application!