



# September 2024 Application Guidance



The Ignite Fund gives you the access to funding to help you realise your potential through a dream project. Whether it is to purchase equipment, pay for a course, develop your website, set up your business – this is the fund for you. In the current climate where the financial burden is increasing, the fund allows you to pursue opportunities to develop yourself and focus on what matters to you – being the best version of yourself when you graduate and move onto your future career.

If you have any accessibility requirements which you feel would make a difference to your ability to apply, please contact us at [ignitefund@westminster.ac.uk](mailto:ignitefund@westminster.ac.uk) as soon as possible

## How much can I apply for:

- Between £150 and £1,500
- For projects which cost more than the maximum grant amount (£1,500), you must outline how you plan to obtain the rest of the funds.

## Who can apply for funding:

- These awards are open to current undergraduate and postgraduate students (taught and research), studying at the University of Westminster on a full or part-time course.
- Students from partner institutions (on an exchange semester or year) are not eligible.

## What can I apply for:

- Purchase new equipment and materials
- Costs associated with starting your own business
- Develop a project relevant to your studies (A few examples below):
  - Making a documentary film
  - Setting up a music studio
  - Putting together a portfolio of your work
  - Dissertation projects

- External courses related to your degree which will give you the edge once you graduate
- Internships and training opportunities
- Attending conferences and workshops
- Research projects

**What you cannot apply for: APPLICATIONS FOR THE FOLLOWING WILL NOT BE CONSIDERED**

- Apple and Windows Laptops
- Apple and Windows PCs – Desktop Computer
- Any tablet device – e.g., Microsoft Surface, iPad
- Cameras
- General expenses (rent, tube costs, food) - please visit the Living Expenses Support Scheme (LESS) page for more information: <https://www.westminster.ac.uk/current-students/university-life/student-finance/bursaries-and-awards-for-current-students/living-expenses-support-scheme-less>
- Tuition Fees
- Paying for Westminster Working Cultures

We encourage you to think creatively when putting together your application. We also advise to think carefully about how funding you need. Apply for items which are essential to your project rather than ‘nice to haves’ to reach the £1,500 maximum.



## GUIDANCE SECTION

ANY QUESTIONS? EMAIL: [IGNITEFUND@WESTMINSTER.AC.UK](mailto:IGNITEFUND@WESTMINSTER.AC.UK)

**We will not consider:**

- Funding to pay a third party for a service, i.e. funding to pay for a videographer to create a short film
- Funding which will go towards a charity (this is a conflict of interest)
- Funding for food and drinks costs (The Ignite Fund will not cover any food/drinks expenses)
- Applications for retrospective funding will not be considered

**Breakdown of costs:**

In your application you must include a clear breakdown of costs. It is imperative that we know where every penny of donor’s money is being spent. Vague applications which fail to provide a detailed breakdown of funding will not be put forward for consideration.

**Eligibility:**

To be eligible to apply for an Ignite Fund grant, you must be a current University of Westminster student, studying in London, on a full or part time undergraduate or postgraduate (research and

taught) course. Students from partner institutions (on an exchange semester or year) are not eligible.



## FAQS

If your question is not covered below, please email [IGNITEFUND@WESTMINSTER.AC.UK](mailto:IGNITEFUND@WESTMINSTER.AC.UK)

### **My project has received funding from another source. Can I still apply to the Ignite Fund?**

Yes, if you can combine funding from another source this makes our funding go further, which is great news. However, for projects which cost more than the maximum grant amount (£1,500) you must outline how you plan to obtain the rest of the funds.

### **What happens next?**

Successful applicants will be contacted by the Development Office after the application deadline. We will be in contact once EACH application has been reviewed.

### **If you are successful, you will be required to:**

- Sign a terms and conditions form ensuring funds will be spent in line with your application
- Submit a report (with photos and videos where possible) about your project or activity by 1 May 2025
- Attend Ignite Fund events

**Please note:** The number of applications will exceed the amount of funding available therefore regretfully not all applications will be successful. In addition, due to the high volume of applications expected we are unable to provide individual feedback to applicants.

### **Can I put in more than one application?**

No. We will only accept one application for funding per person.

### **What kind of projects can I request funding for?**

The Ignite Fund is an opportunity fund, so the only limit is your imagination. Although we have categories for applications, do not feel you cannot apply if your idea for a project does not match a category exactly. You can apply for anything which contributes to your personal or professional development and increases your employability, so choose the category which best matches your application.

### **What is the maximum grant available?**

£1,500

### **Can I apply for a grant to help my dissertation or PhD research project?**

Yes, you can apply to the Ignite Fund for costs related to your dissertation/PhD research project as this would come under the criteria of developing a project which is relevant to your studies.

However, the funding would need to be for something related to your project, not to cover general living costs whilst you undertake your dissertation.

### **Can I apply for funding to do an overseas placement?**

Yes, funding for placements abroad is something which would be eligible for funding from the Ignite Fund as it would come under personal/professional development. We are happy to cover placement costs, flights, and accommodation. However, general living expenses such as daily transport and food will not be awarded funding.

### **Where is the funding coming from? What is the Ignite Fund?**

The Ignite Fund is the result of donations from alumni, friends and staff who wish to enhance the student experience at the University of Westminster. Since the fund was established in 2016, it has provided funding to almost 800 students. The bulk of the funds have been raised through fundraising telephone campaigns employing students to contact alumni, but we also receive donations because of meetings, events, emails, and social media appeals. The Quintin Hogg Trust have generously pledged to match all donations to the fund, so all donations we receive this year have been doubled.

### **What are the chances of my application being successful?**

Competition for funding from the Ignite Fund is extremely high therefore it is important students do not rely on this funding. It is an additional opportunity fund unique to the University of Westminster, supported by alumni and friends, and funding is not guaranteed. Applications will be entirely judged on the quality of your overall application.



## **CONDITIONS OF FUNDING**

- You must use the funds provided by 1 May 2025
- You must produce a written report by 1 May 2025 to update the Development office and donors on how your money has been spent
- Should your project fall below budget, any funds left must be returned to the Ignite Fund unless agreement has been explicitly given by the Development office
- You will be expected to take part in occasional activities and events involving donors to help demonstrate how their gifts are making a difference
- We ask that you include information about the Ignite Fund in any publicity related to the project (including internal publications)



# PROJECT CATEGORIES

Application categories are as follows and you will need to choose the one which matches closest to your intended project:

- Conference, workshop or training costs
- Internship or work placement costs
- Enterprise Project (Starting your own business)
- Equipment
- Additional course or qualification



## PUTTING TOGETHER YOUR VIDEO PITCH - PLEASE READ CAREFULLY

To give your application the best chance of success, review and remember the following tips:

- State your name clearly
- Make sure your video is in landscape and at least 1080p HD in quality
- Record in a well-lit and quiet environment so we can hear and see your pitch properly
- Make sure your video is between 60 – 90 seconds; If your video is too short, or too long it will affect your application

What to cover in your video pitch:

- What is your project
- How much you need
- What the funding will cover
- How the funding will help your personal and professional development
- If you do not get funding, how it will impact your personal and professional development

Failure to clearly outline these four points in your written form and video pitch, will jeopardise your chances of being awarded funding.

If your project is in the Enterprise (Starting your own business) category, your video should also include the following in addition to the above:

- Description of your business, product or service
- The key market and potential size
- Scale and potential for scalability
- Impact of this funding on your personal and professional development
- How much you need

PLEASE REVIEW THE VIDEO ON [WESTMINSTER.AC.UK/IGNITEFUND/STUDENTS](https://www.westminster.ac.uk/ignitefund/students) BEFORE RECORDING YOUR PITCH, AS NOT FOLLOWING ALL OF THE GUIDELINES WILL IMPACT YOUR OVERALL APPLICATION:



**BEST OF LUCK WITH YOUR APPLICATION**