



SWAG Cancer Alliance Early Diagnosis and Health Inequalities Small Grants Scheme

Funding Request Process and Guidance

Introduction

1 in 2 people in the UK will be diagnosed with some form of cancer during their lifetime. 40% of these cancers are preventable as they are related to people's lifestyles. Not everyone has the same opportunities to prevent, get diagnosed with, access treatment or survive cancer. These differences are unfair, avoidable, and can be tied to a person's life circumstances.

A core aim of the Somerset, Wiltshire, Avon and Gloucestershire (SWAG) Cancer Alliance is to reduce these differences (known as health inequalities) and drive earlier diagnosis of cancer.

We recognise that our local neighbourhood partners are well placed to run projects to support this goal, yet often lack the additional funds required to do this important work.

The SWAG Cancer Alliance has therefore developed a small grants scheme designed to support local projects specifically aimed at reducing health inequalities in cancer and improving earlier diagnosis.

This document outlines the process in place to access these funds.

1.1 Who can access the funding

- Voluntary/Charity organisations
- Community Groups
- Faith Groups
- Social Enterprises
- Not for Profit organisations
- GP practices
- Pharmacies

1.2 What activities or projects is the funding designed to support

Funding requests should support the delivery of projects around early diagnosis of cancer and reducing health inequalities. We want to improve access to accurate, supportive and non-judgemental information/care around cancer symptoms, screening and diagnosis from neighbourhood organisations that people trust and know. We are interested in projects that help people spot cancer symptoms earlier,



encourage people to attend screening appointments and break down barriers to accessing healthcare (See Appendix A).

Below is an explanation of what we mean by supporting early diagnosis and reducing health inequalities.

Early diagnosis:

- Finding cancer as soon as possible, ideally while it is still small and has not yet spread to other parts of the body.
- This makes the cancer easier to treat and increases the likelihood of a positive outcome.
- Early diagnosis is driven by cancer screening, awareness of cancer symptoms and how to access support.
- It is important that we consider the **barriers** to people accessing information/healthcare (see Appendix A) and think about what we can do to stop these barriers.

Reducing health inequalities:

- Not everyone has the same chance to prevent, get diagnosed with, access treatment or survive cancer.
- These differences are known as health inequalities in cancer. They are unfair, avoidable, and can be tied to a person's life circumstances.
- We want to reduce the difference in outcomes between communities and ensure everyone can access care regardless of your life circumstances.
- Some examples of the groups that experience these inequalities and who we would welcome funding requests for are listed below:

<ul style="list-style-type: none"><input type="checkbox"/> People in areas of deprivation<input type="checkbox"/> People who experience ethnic health inequalities *<input type="checkbox"/> People from LGBTQIA+ communities<input type="checkbox"/> People experiencing homelessness or rough sleeping<input type="checkbox"/> People in social housing<input type="checkbox"/> People experiencing substance misuse<input type="checkbox"/> People who are neuro-diverse<input type="checkbox"/> People with long term conditions<input type="checkbox"/> People previously/currently in the military and their families<input type="checkbox"/> Children and young people<input type="checkbox"/> Older people<input type="checkbox"/> People who are refugees / vulnerable migrants<input type="checkbox"/> People in routine and manual work<input type="checkbox"/> People in sex work	<ul style="list-style-type: none"><input type="checkbox"/> People with learning disabilities<input type="checkbox"/> People with mental health issues<input type="checkbox"/> People from Gypsy, Roma, Traveller, Boater communities<input type="checkbox"/> People who have had contact with the justice system<input type="checkbox"/> People in rural areas<input type="checkbox"/> People who have had contact with the care system<input type="checkbox"/> People that are digitally excluded<input type="checkbox"/> People experiencing fuel poverty<input type="checkbox"/> People experiencing food insecurity<input type="checkbox"/> Other communities: please state all _____
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* **People who experience ethnic health inequalities:** Arab, Asian Chinese, Asian Indian, Asian Pakistani, Asian other, Black African, Black Caribbean, Black other, White Gypsy Roma Traveller, White Irish, White other, Mixed White and Black, Mixed White and Asian, Mixed other,



See Appendix B for our 10 tops tips when completing the application.

1.3 How much can we apply for?

- Up to £15,000 per project.
- Bids below £5,000 will be reviewed and a decision made by the relevant SWAG programme lead.
- Bids from £5,000 to £15,000 will be reviewed virtually by a panel and will be discussed where required.
- The monies awarded will be paid directly to the successful organisation.
- If you're applying on behalf of a company or charity, please include your organisation's Charity Number or Company Number in your application. If you don't have one, please include a link to your website, an example of previous work you've done, or the contact details of someone who can provide a reference.
- This is a small grants scheme, if your specific project requires over £15,000, then please contact us.

1.4 What do I need to consider when applying for funding?

- Your project must support early diagnosis and reducing health inequalities.
- You will be required to link in monthly with the SWAG team for an update on progress and finances.
- At least one case study and data will need to be submitted about the impact of your project.
- You will be required to attend one share and learn session, led by SWAG, to support shared learning from the grants allocated across the system.
- Your project may be shared at SWAG, regional and national events.
- You will be required to use the SWAG logos in any communications.
- Your project cannot be an extension of an initiative already funded by SWAG Cancer Alliance funding.
- If you haven't previously received grant money from SWAG, you will need to have an organisational bank account and a named contact person.
- If you're applying on behalf of a company or charity, please include your organisation's Charity Number or Company Number in your application. If you don't have one, please include a link to your website, an example of previous work you've done, or the contact details of someone who can provide a reference.



1.5 Bid request process



Step 1: All requests for funding are to be submitted via the application form which can be found online. Alternatively, you can download a copy of the application form or request a printed copy. All application resources and guidance are available online at www.swagcanceralliance.nhs.uk/small-grants-scheme.

Requests submitted via the word form should be returned to SWAG using this email address swagca@nbt.nhs.uk.

Step 2: All requests for funding will receive a 'receipt of proposal' email within 2 working days of submission.

Step 3: Funding requests of up to £5k will be reviewed within 5 working days of the submission and the outcome communicated to the bid writer.

Funding request between £5k - £15k will be reviewed by a panel made up of the following stakeholders:

- SWAG Early Diagnosis and Health Inequalities Programme Manager
- SWAG Senior Project Manager responsible for Health Inequalities
- SWAG PPV member
- ICB representative
- VCSFSE representative

For applications over £5k the outcome will be communicated within 2 working days of the panel review.

Each application will be scored against the funding parameters in section 1.6.



Step 4: The applicant/organisation will be informed of the outcome of the funding request along with details of how to access the funding/invoicing arrangements.

Step 5: The applicant/organisation will link monthly with SWAG to discuss progress on impact and finances. At least one case study will be collected, and a final report will be produced based on data collected and submitted on completion of the project. The project lead will be required to attend one share and learn session, led by SWAG, to support shared learning from the grants allocated across the system.

1.6 Panel review scoring

What we look at	What this means in practice	How we score it
Is the project relevant?	Does your project help with early diagnosis of cancer and/or reducing health inequalities ?	1 = Not clear 3 = Somewhat 5 = Very clear
Clear goals	Have you explained what you want to achieve and how it will help the local community?	1 = Unclear 3 = Somewhat clear 5 = Very clear
Who will benefit?	Does your project support people who are most in need (e.g. People who experience ethnic health inequalities, people in deprived areas, rural communities, LGBTQIA+, etc.)?	1 = Not clear 3 = Somewhat 5 = Very clear
Can you deliver it?	Do you have a realistic plan (activities, timescales, people involved) to make this happen?	1 = Not really 3 = Somewhat 5 = Very clear
Partners and people involved	Are you working with others (community groups, health services, people with lived experience)?	1 = None 3 = Some 5 = Strong partnership
How will you measure success?	How will you check if it worked (collect data, feedback, stories, case studies)?	1 = No plan 3 = Some plan 5 = Clear plan
Value for money		1 = Not clear



	Is it clear what you want to spend the money on, and does it seem reasonable?	3 = Somewhat 5 = Very clear
Risks & future impact	Have you thought about what could go wrong, and how the project could make a difference beyond the funding?	1 = Not clear 3 = Somewhat 5 = Very clear

**Appendix A**

Barriers to medical care

Lack of transportation	Unstable housing or homelessness	Work constraints	Cost-related barriers	No phone or internet access
Disability or access issues	Language barriers	Living in rural/remote area	Medical mistrust	Hard to navigate systems
Literacy issues	Poor mental health	Cultural or religious beliefs	Fear of diagnosis	Lack of social support
Long wait times	Inconvenient appointment times	Denial or low perceived risk	Bad past experiences	Lack of digital literacy
Inconsistent communication	Negative peer influence	Stigma or societal norms	Caregiver responsibilities	Embarrassment or shame



Appendix B

SWAG Small Grants Fund – Application Tips

This guidance sheet has been designed to help community organisations complete the SWAG Cancer Alliance Small Grants Funding application form. It provides tips on what reviewers are looking for.

1. Keep it Simple and Clear

You don't need to use complex language. Explain your project in your own words. Make sure someone outside of your organisation can understand what you are trying to do.

2. Show the Link to Cancer

Explain how your project will help people to understand symptoms, screening, or early diagnosis of cancer. Make the connection clear.

3. Focus on Communities Most in Need

The fund is especially interested in projects that support communities who may face barriers to accessing healthcare (e.g. People who experience ethnic health inequalities, LGBTQIA+ people, people in deprived areas, rural communities). Be specific about who your project will work with.

4. Be Realistic About Delivery

Outline what you will do, when, and how. Reviewers want to see a plan that is achievable within the timeframe.

5. Work with Others

Partnership is important. If you are working with other organisations or people with lived experience, mention this. It shows that your project has support and local credibility.

6. Show How You Will Measure Success

Think about how you will know your project has made a difference. This might be the number of people attending workshops, feedback forms, or collecting case studies (stories from people who benefited).

7. Value for Money

Explain clearly what you need money for and how much it will cost. A simple breakdown is fine. Reviewers want to know how the money will be well spent.

8. Think About Risks

Every project has risks. Think about what could go wrong and how you would manage it. For example, if people don't turn up to events, how will you manage this?

9. Keep to the Fund's Priorities

Make sure your project clearly supports at least one of the key themes: reducing health inequalities, improving early diagnosis, and/or communication campaigns.

10. Use the Example Application

Look at the [example application form](#) that has been filled in. This shows how to provide clear answers in each section. If you follow these steps, you will give reviewers the information they need to understand your project and its impact.