



Prince's Trust



Community Cash Awards

Awards of up to £5,000 for young people to design and set up projects that will benefit their local community and themselves.

Who is eligible?

UK residents aged 14 – 25 who:

- Are part of The Trust's four target groups
- Have a project idea that benefits a local community

There are two types of Football Initiative Community Cash projects:

- 1) A project using football to benefit the community.

OR

- 2) A project set up by young people, participating in / progressing from Kickz projects.

Examples of previous projects that fit the eligibility

Stacey's Soccer Skills

Stacey is a young girl of 17 who is unemployed and lives on the outskirts of Birmingham in an area that is affected by anti social behaviour. She did some volunteering at a local school where she taught football and after the role finished she had many requests by parents to carry on teaching out of school.

Stacy saw this as an opportunity to capture the youngster's interest before they start causing trouble and to inspire them to become more active. So she applied to The Prince's Trust for a Community Cash Award to set up an after school football club for the local community.

Stacy was granted the award and has been running the club on a voluntary basis with so much success that she is thinking of expanding the project to become a small business.

Kickz Music

Three boys from the Manchester City Kickz project identified the need for another activity in addition to football that could engage the young people in their community with the aim of reducing crime and anti social behaviour.

After speaking to young people in their area they decided to set up a studio in the local community centre where they would deliver weekly sessions to groups of young people on the production and creation of their own music.

The award enabled them to buy all the equipment necessary to run the sessions and to create marketing materials for advertising the project. Kickz Music has been a success and all the young people have benefited enormously from the initiative.

Over 9,000 young people have received a Community Cash Award to date.

Key programme facts

Recent evaluations of the programme found that:

- 75% of award recipients are now in employment, education or training.
- 87% of award recipients have developed new skills through running their community project.
- 95% of award recipients felt they had achieved their goals