



CALL FOR FUNDING October 2026

Objectives

We want to improve outcomes for people with heart disease around Greater Manchester, and to reduce its impact on lives beyond current NHS provision. To this end, we intend to fund a wide range of projects.

All applications must demonstrate a close alignment with one or more of NW Hearts Charity's funding priorities, namely projects that benefit:

- people living with heart disease (diagnosed or undiagnosed)
- the family and carers of this group
- the specialist staff who care for them
- heart disease diagnosis and systems
- research into cardiac conditions

Eligibility

The application **must** demonstrate a strong connection to Greater Manchester (GM). The application should have an impact on one of the following:

- people or communities who live in GM
- organisations located in GM and their staff / volunteers

We welcome applications from colleagues in:

- NHS primary, secondary and tertiary care
- community groups, CIC's, Registered Charities and other not-for-profit organisations
- research and educational establishments

If you are applying from a community group, CIC, registered charity or other not-for-profit-organisation, you **must** be able to describe your level of expertise in heart disease and/or your existing relationships with NHS services who have this expertise. If you are unsure whether you meet this criteria, please contact NW Hearts Charity prior to submitting an application.

If you are applying for research funding, the principal investigator must have a contract with either a UK research organisation and/or an NHS organisation.

Impact

It is likely that the following projects will be given greater priority:

- projects that cost up to £10,000 (although projects with an upper limit of £25,000 may be considered)
- projects that are likely to demonstrate short-term benefit (within 12 months).
- projects that can demonstrate longevity of impact, beyond 12 months

Limitations

There are a selected number of things that we will not fund:

- the delivery of services that might reasonably be funded by the NHS
- projects that do not align with our charitable objects and funding criteria (e.g. the arts, emergency relief etc).
- individual benefit, unless they are staff members or involved in research / training related to cardiovascular disease.
- costs associated with the purchase or maintenance of automated external defibrillators (other charitable sources exist for this)
- general community fitness activity
- costs of any sort already incurred

In general, we will not

- 'top up' individual grants already awarded by another funder, unless such a grant has suddenly thrown up unexpected opportunity which could be leveraged
- award grants either to private hospitals or to commercial organisations who contract healthcare services to the NHS, unless there is a significant benefit to the wider population.

Beneficiaries and value for Money:

Please estimate your beneficiary numbers thoughtfully. Beneficiaries can include both direct participants and indirect beneficiaries where a clear ripple effect exists. For example:

- Direct: Individuals attending a direct support program or directly benefiting from a grant-funded specialised equipment
- Indirect/Secondary: Service users who benefit because staff or volunteers completed a specialised training course.

To help us assess value for money, we will consider each project's Cost-per-Beneficiary (CPB) ratio, using £250 per unique beneficiary as an indicative benchmark figure rather than a fixed cap. You can calculate this number by using the following formula:

$$\text{Cost per Beneficiary} = \frac{\text{Total Project Cost}}{\text{Total Number of People Benefiting}}$$

We fully recognise that higher per-person costs are often justified, particularly for:

- Niche or high-intensity services with no lower-cost alternative.
- High-impact interventions
- Foundational infrastructure projects that unlock long-term reach and future delivery.

Where per-person costs exceed the benchmark, applicants should briefly explain the rationale in their application.

Additional Information

NW Hearts Charity is happy to arrange a brief discussion with you about your proposed project, prior to formal application, if this may help. Please contact office@nwhearts.org

These guidelines apply to this funding round, but may be changed for future funding rounds.

All funding decisions are made at the discretion of the Trustees on the advice of the independent Grant Awards Committee. Funding applications are made on the understanding that the Charity cannot enter into detailed correspondence about grant applications that are unsuccessful.