# Keele Key Fund: Application questions

This document lists all the questions you are asked as part of the Keele Key Fund online application form. We’ve listed them below simply to help anyone wishing to print off the questions or draft the application in a Word document before submitting it online.

**Please note, applications will not be accepted in this format – please complete the Microsoft Form available at** [**keele.ac.uk/keelekeyfund**](https://www.keele.ac.uk/about/givingtokeele/howcanigive/keelekeyfund/)

1.Full name

2.Your organisation, department, club or society name

3.Email address

4.Phone number

5.Project title

6.**Please describe your project in no more than 500 words. This needs to include a full budget as part of this, (i.e. a detailed breakdown of costs).**

**This is the question requiring the most detailed answer (Maximum 500 words).**  
If your budget breakdown is in a table format, please upload this as a word file (next question)

7.If your budget breakdown is in a table format, please upload it here.

8.Who, and approximately how many, will benefit from this project? (50-100 words)

9.How will your project enhance the activities and/or the reputation of the University more widely?

(50-100 words)

10.Please give brief details on how the project could appeal to, and interest, Keele Key Fund supporters (i.e. Keele alumni).

When completing this section, please consider how the project might recognise and be reported to donors, informing them how their money could be spent.  
(50-100 words)

11.Project start date

12.Estimated project end date

13.Amount of funding you're applying for

14.Total project cost

15.Have you applied for any other sources of funding for this project? Yes/No

16.If yes to Q15, what other source(s) of funding have you applied for?

17.If yes to Q15, how much funding is expected from these other sources?

# Staff questions

*18. If you are a member of staff:* are you making this application on behalf of a school or department?

If so, please ensure that this form is signed by your budget manager. In the case of more than one application being made on behalf of a school or department, the Head should indicate the school or department priority among the bids submitted.

If your project involves refurbishment or change to a University room or building, please ensure that Estates are fully aware of your intentions and provide formal supporting documentation with your application that Estates have approved.

*19. If you are a member of staff:*evidence of approval by budget manager (if applicable)

The budget manager within your directorate/school needs to be aware this Key Fund application. Please ensure that they confirm their support of your application by asking them to email alumni.hq@keele.ac.uk, stating that they have reviewed and support your application. This approval email must be received to the alumni inbox before the deadline..

20*. If you are a member of staff*: Print name of budget manager (if applicable)

# Student questions

21. *If you are a student:* evidence of approval by your staff advocate

All students need a member of staff in support of the application. For many, this is a KeeleSU / AU Sabbatical Officer, or for others it could be a personal tutor or other member of staff.

Please ensure that your chosen staff member confirms their support of your application by emailing alumni.hq@keele.ac.uk, stating that they have reviewed and support your application. This approval email must be received to the alumni inbox before the deadline.

22. *If you are a student:* Print name of your staff advocate

*23. If you are a student:*Are you making a KeeleSU or AU application?

For example, an application from a student sports group, club, society or JCR. If so, this form should be supported by the relevant KeeleSU Sabbatical Officer prior to the deadline.

24.Additional upload (if required)

If you need to add any additional evidence of approval for your project, e.g. approval from Estates, please do this here.

Upload file

25.Your signature

By signing, you agree to provide a thank you message to donors, and 'outcomes report' once your project is complete. Further info will be provided about this at a later date. Alongside these requirements, Keele Day is **28 June 2025**, and we will be asking as many Key Fund recipients as possible to support the day.

Please type your name below - there's no need to upload a file of your signature.

If you have any questions, please contact [alumni.hq@keele.ac.uk](mailto:alumni.hq@keele.ac.uk)