

## **Goodstart Fellowships – Asia (2025)**

### **Call for Proposals**

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**Are you a heart-centric leader who wants to make your world a better place? Do you have a plan that could make an improvement to health, education, the environment or the overall well-being of your community?**

Goodenough College is delighted to announce the Goodstart Fellowship programme, a new initiative created and funded by one of our Alumni to support other Goodenough Alumni in delivering projects that have a positive impact on communities around the world. Perhaps you have the skills and connections to deliver a project that can make a difference but need the first or second tranche of funding to get it underway? If so, a Goodstart Fellowship may be what you need.

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### **Purpose**

The College is excited to introduce this innovative programme to members of the Goodenough Alumni community. Applicants for funding must be Alumni of Goodenough College, although the programme itself is a fully independent entity. Goodstart Fellowships will support Goodenough Alumni – especially, but not exclusively, those who are living and working in the least developed countries – in implementing socially beneficial projects. The programme's goal is to help Alumni make a difference in their home countries, deploying the knowledge and ideas they gained while studying in London.

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### **Benefits**

- The Goodstart Fellowship programme will support individual grantees financially for one to three years to enable them to develop and deliver their dream project to a point at which it becomes financially sustainable. Goodstart Fellows will receive grants of \$20,000 to \$50,000 annually from the programme's creator, and they will also be assigned a coach to help hone their approach and impact objectives.

- The programme aims to create a network of Goodstart Fellows who can share their experiences with current Goodenough Members and inspire them in turn to give back to their communities.
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## Funding details

The Goodstart Fellowship programme invites Alumni of Goodenough College to submit applications for grants ranging from \$20,000 to \$50,000 (renewable for up to two years) to help launch or scale up their project. Successful applicants will be living and working in the communities they intend to benefit and able to show that there are limited opportunities to secure this level of funding elsewhere. For 2025-2026, its first year, the programme is looking for projects in Asia.

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## What a project might look like:

### Healthy Eating Initiative (Lahore, Pakistan)

*After completing a PhD in public health at UCL, SK returned to Lahore, taking up a senior hospital management position alongside teaching. Wanting to address growing obesity rates before hospitalization, she started a fresh-fruit juice chain to promote healthier eating habits. With a \$30,000 grant, she expanded the model, hiring mothers from low-income communities, attracting a bank loan and bidding for a contract to sell juices in schools.*

### Community Farming (Kuala Lumpur, Malaysia)

*JY, a graduate of University of East London's program in landscape architecture, worked to ensure the Myanmar migrant community could grow their own vegetables. Partnering with local leaders, he secured municipal land for household farming. A \$40,000 grant helped him purchase kitchen equipment and rent a truck to distribute produce, demonstrating proof of concept and attracting philanthropic funding.*

### Preserving Vocal Traditions (Indonesia)

*BK, a Guildhall School of Music graduate, sought to revive women's customary vocal traditions. She documented and performed traditional songs in fringe urban venues but sought to expand her impact by producing an album and training music teachers. A \$20,000 annual grant for two years enabled her to scale her initiative, with backing from the Ministry of Education.*

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## Application process

### Step 1: Statement of inquiry

Submit a short statement (up to 400 words) describing:

- Your project and its inspiration.
  - Why it is important to you and your community.
  - Your skills and background as relevant to the project.
  - Who would benefit and how success will be measured.
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### Step 2: Full application (only for shortlisted applicants)

1. **Personal track record** – What is the origin story of your project, and who or what inspired you? How does your background demonstrate the skills to make it work?
2. **Impact on beneficiaries** – Social objectives and target audience. Consider health, education, housing, environment, culture, and beyond. Surprise us! What data supports your argument?
3. **Innovation and learning** – How does your project draw on global knowledge while adapting to local contexts? Might your project have implications or lessons for elsewhere? Does it relate to your studies in London?
4. **Sustainability beyond funding** – How will the grant help scale and sustain your project? With whom will you need to partner to make this happen? What will happen as a result of your project? How will others learn about your project?
5. **Goodenough network** – How can this grant help you connect with or contribute to the Goodenough College community?
6. **Budget** – How will a \$20-\$50K grant be used? How will this investment help generate income or additional funding?

**Deadline:** for shortlisted applicants only, deadline by 15 September 2025.

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## Timeline

- 30 April: Zoom Q+A at 09:00 – register [here](#)
- 1 June: Deadline to submit Statement of Inquiry to [Goodstart@goodenough.ac.uk](mailto:Goodstart@goodenough.ac.uk)
- 4 August: Notification re shortlisted status
- 15 September: Deadline for full applications
- October: Interviews and announcement, first tranche of grant.

## Programme expectations of grantees

- Participate in regular **coaching**
  - **Share your story** in events and social media
  - **Network** with fellow grantees and Goodenough College
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## Values of Goodstart Fellows

- **Heart-Centric leadership** – A leadership approach rooted in empathy, compassion, and emotional intelligence. Heart-centric leaders prioritise relationships, foster inclusive and supportive environments, and lead with authenticity and care. Their goal is to uplift and empower others while driving meaningful change.
  - **Entrepreneurial mindset** – A blend of adaptability, resilience, and initiative. Entrepreneurs identify opportunities, take calculated risks, and create value for their communities. This mindset drives innovation and long-term impact.
  - **Impact-oriented approach** – Focused on creating tangible, scalable, and sustainable change. Whether in business, social initiatives, or community development, impactoriented leaders prioritize actions and strategies that lead to meaningful and often measurable improvement.
  - **Collaborative partnerships** – Moving beyond competition and self-interest to foster cooperation and shared success. Effective partnerships connect community activists with local governments, blend public and private sector funding, and bridge academic disciplines to create lasting solutions.
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## Apply today!

Online Q&A on 30 April at 09:00 London time: Register [here](#)

Send your letter of inquiry (400 words) by **1 June** to the Goodstart Fellowship team c/o [Goodstart@goodenough.ac.uk](mailto:Goodstart@goodenough.ac.uk)