



2019 Social Enterprise Accelerator (SEA) Fund Application

Grant Deadline: Friday June 21st at 4:00pm

For more information, please contact Jude Brunt, Manager of Community Investment with United Way at jude@unitedwaysibc.com or at 250-860-2356 extension 106.

Evaluation

Your application will be evaluated on the following criteria and considerations:

Social Impact: Demonstrate measurable ways you create change, solutions, and outcomes for a clearly articulated social issue. Demonstrate your local impact. Show how you can deliver a solution that works. Traction is essential. Demonstrate how your product or service is already (or very close to it) making a difference.

Sustainability: Demonstrate your ability to generate revenue (not grants and donations). Show your ability to consistently deliver the solution without exhausting financial and other resources. Improve sustainability compared to the current status quo.

Team: Ideas often fail because of poor leadership. Demonstrate a strong team, relevant experience, and supportive advisors and/or partners. Also consider the team outside of your organization and demonstrate how you collaborate with others.

Innovation: Demonstrate how you address a community, social, or environmental problem in an effective way. Show how your solution works today, tomorrow, and in the future. Demonstrate how you can grow your solution to create more impact.

Presentation: Tell a clear story. Connect to the emotional side of your social issue as well as the rational side of a sustainable solution. Attach a pitch deck or storytelling deck to your submission. This [template](#) may help with that. More information on the Purpppl **Scale Up** Program you would be participating in can be found [here](#)

The Pitch

Shortlisted applicants will be invited to “pitch” their idea to the Selection Panel members in person on July 4th 2019 with presentations from 4-8pm. Please use the attached pitch deck as a reference. Applicants will have 10 minutes to deliver a short, concise pitch. The pitch could cover information relating to your social enterprise; who your customers are, the social impact of your enterprise and how you measure it, your partners, sustainability, what collaboration means to you, how you plan to generate revenue, what you have accomplished or relevant milestones, etc.



The evaluation of your pitch will form part of the overall evaluation of your application. Please note that you **MUST** be available to present to the Selection Panel on the evening of Thursday July 4th 2019 in Kelowna.

Information required in your application

1. Name of Organization
2. Name of Social Enterprise
3. Society/Charitable Number
4. Contact Person
5. Position
6. Phone Number
7. Email Address
8. Full Mailing Address
9. Physical Address of Social Enterprise (if different from above)
10. Chairperson
11. Chairperson Phone Number
12. Treasurer
13. Treasurer Phone Number
14. Are all of your organization's board members and/or directors volunteers?
15. Is any part of the income of your organization payable to, or otherwise available for, the personal benefit of any proprietor, member, or shareholder?
16. In 1,000 words, describe your social enterprise as it relates to the evaluation criteria outlined above.
17. Who are your customers? What is your pricing model? How do you reach your customers?



18. Please break down your major cost items?
19. What impact are you trying to achieve? How do you describe it / measure it? What strategic activities create (or will create) the impact you are trying to achieve? Please keep this brief.
20. ATTACHMENT: Project current financial statements (upload file)
21. ATTACHMENT: If you have a budget for this project/social enterprise, please include a copy of your pro forma budget as well as your current financial statements.
22. What investments have been made into your social enterprise? How will you access more money to invest in the growth of your social enterprise?
23. What do you do with surplus profit? How do you ensure that community and impact are prioritized over personal financial gain?
24. Please include a short description of your leadership team.
25. Number of full time employees

Required attachments

Please note: your application will not be considered if this information is not provided.

1. Current internal financial statement: Current internal financial statement prepared and signed by the individual responsible for finances within the organization.
2. 2018 reviewed/audited financial statement: Previous year's reviewed or audited financial statement signed by an independent designated accountant (CPA).
3. Social enterprise budget
4. Pitch or storytelling PowerPoint presentation
5. Optional additional documentation (if applicable): Maximum three pages.