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**KFC Foundation**

**Expression of Interest Guidance**

**GENERAL INFORMATION:**

The KFC Foundation loves its community, so we support grassroots organisations in the heart of KFC restaurant communities. Organisations focused on empowering young people in the UK to fulfil their potential and build a positive future by providing spaces that allow young people to feel safe and secure, by providing mentoring and helping to unlock talent and build life skills to improve their chances to gain meaningful employment.

We want to fund work that helps young people to create firm foundations, by addressing their needs through early intervention.

**Key dates:**

Expression of interest open – **30th August 2021**

Expression of interest deadline – **26th September 2021**

**Grant Size:**

We will make grants of up to £2,000

**Who can apply for a grant?**

The KFC Foundation welcomes funding applications from organisations which:

* Benefit young people aged 11-25 years old
* Supports those in a position of social disadvantage (i.e. care leavers, those experiencing homelessness, young carers, young parents, young people at risk of or with experience of the criminal justice system)
* Empower young people to fulfil their potential and build a positive future by supporting them by providing spaces that allow young people to feel safe and secure, helping them to unlock talent, build life skills, provide mentoring and/ or improve their chances to gain meaningful employment.
* Ultimately empower all young people to fulfil their potential and build a positive future.
* Will demonstrate positive results from their project within 12 months of our funding being received

**Application guidance:**

It is important to also check the information on our [funding criteria](https://www.comicrelief.com/funding/application-guidance) which you will find in our FAQs. Please be aware that any applications outside of these criteria will be turned down.

**THE APPLICATION PROCESS:**

**Expression of Interest (Deadline 26th September 2021)**

* Submit a 2-minute video about your project to be emailed to [uk-kfc-foundation@yum.com](mailto:uk-kfc-foundation@yum.com) (Please use the naming convention: Organisation Name: Project Video), we will only watch the first 2 minute of any video so please keep to time!
* Basic application form including some information about your organisation and 150 words about your proposal on **Microsoft Forms** <https://forms.office.com/Pages/ResponsePage.aspx?id=HQCpK_nXo0OgmGqSescVytUr1MAjNkVFh-Z5cfDyuoVUNTRHRkw1MlFTUFNNWjlOTlkwWDA1Nk5USy4u>

You must complete your application online in one go, unfortunately you cannot save and come back to it, we are providing this guidance and a template of the application form so that you can prepare your application offline (old fashioned pen and paper style) and be prepared with your answers when you come to completing the form online. **Please do not submit the template of the application this must be completed on Forms.**

| **Question** | **Guidance** | **Character count** |
| --- | --- | --- |
| **Eligibility Questions** | Questions 2 – 11 are to find out if your organisation is eligible for funding, please answer honestly because it will just be a waste of your time if you aren’t. If you have any questions just email uk-kfc-foundation@yum.com |  |
| **Contact Details** | Please provide contact details for the person who you would like us to correspond with in relation to your application to the KFC Foundation. | n/a |
| **Proposal details** |  |  |
| **Q20** | Proposal Title – provide a brief title for your proposal that we can use when we are talking about your proposal |  |
| **Q21** | Proposal Details – This is the bit we are excited about! It’s tough in 150 words but please tell us a bit more about your proposal; who are you target groups and what you’ll be doing – check out the criteria below against which we’ll be reviewing your application | 150 words |
| **Video** | Video submission – Please email your 2 minute video to [uk-kfc-foundation@yum.com](mailto:uk-kfc-foundation@yum.com) , if the file is too large you can upload it to a file transfer site (e.g WeTransfer) and email the link to [uk-kfc-foundation@yum.com](mailto:uk-kfc-foundation@yum.com)  When emailing please use the naming convention: Organisation Name: Project Video  This part of the application is Marmite! We love it, I know that this is outside the comfort zone of some but they add real colour and depth to your application.  Think about this as your chance to showcase what you do, it’s your chance to tell us what your organisation is all about! Don’t worry if people don’t want to be filmed (although of course we’d love to see your team) you can use pictures or a PowerPoint presentation with a voice over.  Your video submission:   * Should be no longer than 2 minutes (I know tough, but we have A LOT to watch) we will only watch the first 2 minute of any video. * Videoed in landscape * For any videos or images sent as part of the application, the applicant must ensure they have obtained the necessary written consents from any individuals appearing in those videos or images. * Your video does not need to be highly produced, all singing and all dancing. Something filmed on a phone is absolutely perfect and honestly these are my favourite; you cannot beat passion and knowledge. Substance over style is key! * Tell us about how the project the KFC Foundation would be funding fit into your existing offering. |  |
| **Written or Face to Face** | We are giving something new a try so please bear with us; we want to find out how you would like to complete the second stage in writing or face to face. If it’s in writing you will get a form to complete on Forms like the Expression of Interest, if it’s face to face we will do it on Teams or Zoom, questions will be the same but you can talk to us! (You will still have to complete the safeguarding questionnaire and submit your supporting documents) |  |

**Stage 2 – Application (11th October)**

If you are shortlisted after the first stage you will asked to complete:

* A more detailed application including budget details on **Microsoft Forms** or you might choose to do this **face to face** as we mentioned a moment ago.
* Complete a safeguarding questionnaire and
* Send supporting documents (governing document, latest accounts, a suitable safeguarding policy, a copy of your most recent bank statement and your organisation’s logo), to be **emailed** to [uk-kfc-foundation@yum.com](mailto:uk-kfc-foundation@yum.com)

**ASESSMENT CRITERIA:**

We will be reviewing your application and scoring it in 3 areas:

1. **WHO?**

Who are the beneficiaries of your proposal and how does your project fit within the funding aims of the KFC Foundation?

1. **WHY?**

Why is there a need for this service in your local area?

1. **WHAT?**

What exactly is your proposal, where did you get the idea and what do you want to achieve?

**Timeline**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 30th August | Expression of interest goes live | |  |  |  |
| 26th September | Deadline for expression of interest | |  |  |  |
| 11th October | Feedback to charities on status of 1st stage application | | |  |  |
| 7th November | Stage 2 application deadline |  |  |  |  |
| 29th November | Feedback to charities on status of 2nd stage application | | | |  |
| December | Payment of grant | | | |  |

**Feedback on your Application**

Unfortunately, we are unable to commit to giving feedback after the expression of interest stage of your application beyond a yes/no because we have limited resource, we will however provide feedback following the outcome of the stage 2 shortlisting.