

Frequently Asked Questions: Social Innovation Seed Fund

What does the Social Innovation Seed Fund Committee look for in an application?

We look closely at the potential social and environmental impact of a project. Applications that address the following are well-positioned to be funded:

- The proposal is based on comprehensive research about an issue.
- It is a short-term project that has a vision for the future.
- The student or team has demonstrated their ability to complete the proposed project and described areas in which they might need help.
- The project proposal has been sufficiently tested and receiving funding at this point will make a meaningful difference for SFU and/or its communities.
- The proposal includes strong impact goals and indicator measures (more information below).

Successful Social Innovation Seed Fund applicants address challenges with new ways of thinking and support student development of changemaking skills. Social innovation and transformation take time. Your proposal can be one piece of a longer-term process.

What is an “impact goal”?

“Impact goals” are statements that describe the projected overall outcomes of your initiative, venture, product, program, or process. Strong impact goals link the current context to an ideal context and are central to your application’s eligibility as social innovation. While creating your impact goals, you may find it useful to consider the following guiding questions:

1. What challenge am I trying to address?
2. What do I know about this issue? What additional information do I need to address my identified challenge?
3. Which communities are most impacted by this issue and why?
4. What would the world look and feel like if this challenge did not exist?
5. How do I see change happening?

Impact goals are visionary and aspirational. They specify the social or environmental changes that your intervention will achieve. They can be ambitious and not necessarily immediately measurable.

Be careful not to confuse your impact goals with indicator measures.

What are “indicator measures”?

In contrast to impact goals, indicator measures track progress towards meeting your proposed impact. After you state an impact goal, you will describe an indicator measure that maps your progress towards that goal. This is an opportunity to break down how you plan to measure your impact in the short-term. Your indicator(s) should be SMART:

- **S**pecific
- **M**easurable
- **A**chievable
- **R**esults-focused
- **T**ime-bound

Indicator measures may respond to the questions:

1. How many SFU students do you imagine will be engaged in the project, and how many SFU community members (staff, faculty, friends and family, the public, etc.)?
2. How will you measure the impact of your intervention?
3. What information or data will you use and share with us to track your success?

Example	Impact Goals	Indicator Measures
	Create an online community for people living with chronic diseases and disabilities to find peer support and connection.	Tracking and analysis of: <ul style="list-style-type: none"> ● The number of people who create an online profile on our platform. ● The number of people who access the website. - Google Analytics will be used to track visitors and download data.

		<ul style="list-style-type: none"> • Survey feedback from active users, which will be conducted one month after the website is launched.
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What does the Social Innovation Seed Fund not fund?

- Research or research-related travel expenses
- Long-term projects (e.g. several years) with a community presence
- New projects from established groups with strong access to other funding revenues.

I'm funded! Now what?

- Disbursement of funds: We will usually disburse funds in two payments: 50% as soon as we get your signed funding offer back, and 50% after you submit your Learning Report and blog post. Please note that SFU may take 3-4 weeks to issue your cheque; when cashflow poses a serious challenge, please let us know and we will do what we can to support!
- Requested materials: When you choose to accept our funding offer, we'll ask you to send the following to us at your earliest convenience:
 - a photo of your project team (or headshots of project team members);
 - 1-2 sentences describing your project;
 - 1-2 sentences about the team running it; and
 - Links to any websites or social media connected to your project that you would like us to help promote.

If you have any questions about Seed Fund eligibility or the application process, you can contact the SI Seed Fund Coordinator, Jao Dantes at siseedfund@embarksustainability.org.