Social Innovation Seed Fund Cycle 9 (2022/2023)
Application Guide

HOW TO APPLY

❏ Understand if you are eligible for Social Innovation Seed Funding

ELIGIBILITY CRITERIA

❏ Student Social Innovation Projects are initiatives, ventures, products, programs or processes intended to create positive social, economic or environmental transformation for SFU and/or its communities. The primary applicant must be an active SFU student, or a recent SFU alumnus within 6 months of graduating (convocation date).
❏ Review the application questions located on our website or found here
❏ Read this guide to understand what makes a strong application
❏ Go through the application process in Survey Monkey. Make sure to answer the questions thoroughly. If you are unclear, please email info@embarksustainability.org or seedfund@radiussfu.com
❏ Review your answers before submitting the SurveyMonkey application.

What Makes a Strong Application?

A strong application often implies having a *well-planned project outline* that fits into our definition of social innovation, as initiatives intended to create positive social, economic or environmental transformation for SFU and/or its communities. When applying to the fund, make sure to consider the group's capacity to execute the project, and the possible challenges when executing your plans.

Another key component of a strong application is demonstrating you have considered the rights, desires, and well-being of the communities involved in the social impacts of your project through an active engagement with the community seeking to understand their real needs.

The following questions are often considering when evaluating the applications, and may help you while applying to the fund:

- ❏ Does your project fit into our definition of social innovation? What is the main positive impact brought by your project?
- ❏ What previous experience do you have that qualifies you to bring this project to life? What have you researched to plan your project? What network could you seek that would open doors for this project?
- ❏ Are there any other initiatives doing similar work to yours? What is your project differential?
- ❏ How do you plan to execute your SMART goals? Be specific, and consider your capacity to administer you and your team's time and energy.
- ❏ What communities are affected by your project?
- ❏ What have you done to ensure you understand the real needs of the communities impacted? How can you make sure your project respects and honors the communities impacted?
- ❏ Have you considered the rights and well-being of the communities involved in the project?
- ❏ Is it necessary to invest money in a particular equipment or service outlined in your financial breakdown? (i.e., Do you need a professional camera or could you photograph with your phone?)

A Few Tips and Examples of Great Applications:

Having a thorough project plan and outline before applying may help you organize your thoughts while completing the application, and structure your actions to make your project come to life. An effective way to succeed in your project is setting SMART goals that orient you towards the focus of your project.

What is an Impact Goal?

"Impact goals" are statements that describe the projected long-term outcomes of your initiative, venture, product, program, or process. What do you hope will be different in the world, 5 years from now, if your project is a success? While creating your impact goals, you may find it useful to consider the following guiding questions:

- *What will have changed for your target community (or target system) in 5 years?*
- *How will things look or feel different?*
- *What will now be 'normal' which wasn't before?*

Impact goals can be ambitious, aspirational, and do not need to be immediately measurable.

Example: In 5 years, Burnaby will have a complete map of all fruit, seed, and nut-bearing trees and shrubs, and the community will be positively engaged in harvesting and sharing these resources with one another to supplement their store-bought food.

What is a SMART Project Goal?

SMART Project goals are what you want to achieve within the project scope proposed in this application. Likely this means you are looking at a short (3-9 month) horizon. Your project goals should be SMART, and you should limit these to two or three goals:

- Specific
- Measurable
- Achievable

- Results-focused
- Time-bound

Example:
Goal 1 - By December 2022, we will engage 15 homeowners in 4 workshops where we discuss how to document their fruit, seed, and nut-bearing trees. Of those homeowners, at least 12 of them register within our database.
Goal 2 - By April 2023, at least 500 kgs worth of fruit, seeds, and nuts will have been harvested by our network members and logged within our database.

Frequently Asked Questions

1. What does the Social Innovation Seed Fund NOT fund?

- Research or research-related travel expenses;
- Long-term projects (i.e. several years) with an established community presence;
- New projects from pre-established groups/organizations
- Projects with strong access to other funding revenues

2. Who is reviewing my application?

Your application will be reviewed by an internal committee co-chaired by Embark Sustainability and RADIUS SFU. The committee is comprised of active SFU students, recent alumni, and a faculty/staff member. This committee meets shortly after each round deadline.

4. I recently graduated from SFU. Can I still apply?

You are eligible to apply if you are submitting an application within *six months* of your convocation date. You are eligible to apply if you are submitting an

application and are an Embark Associate Member. To become an Associate Member, please visit www.embarksustainability.org/support.

5. 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 Embark 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 you!

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.

Please note that these materials will be shared publicly through RADIUS and Embark's blogs and online networks — we want to celebrate the work you're doing!

Other Questions?

If you have any questions about Seed Fund eligibility or the application process, contact the Embark Co-Chair at siseedfund@embarksustainability.org or the RADIUS Co-Chair at seedfund@radiussfu.com.