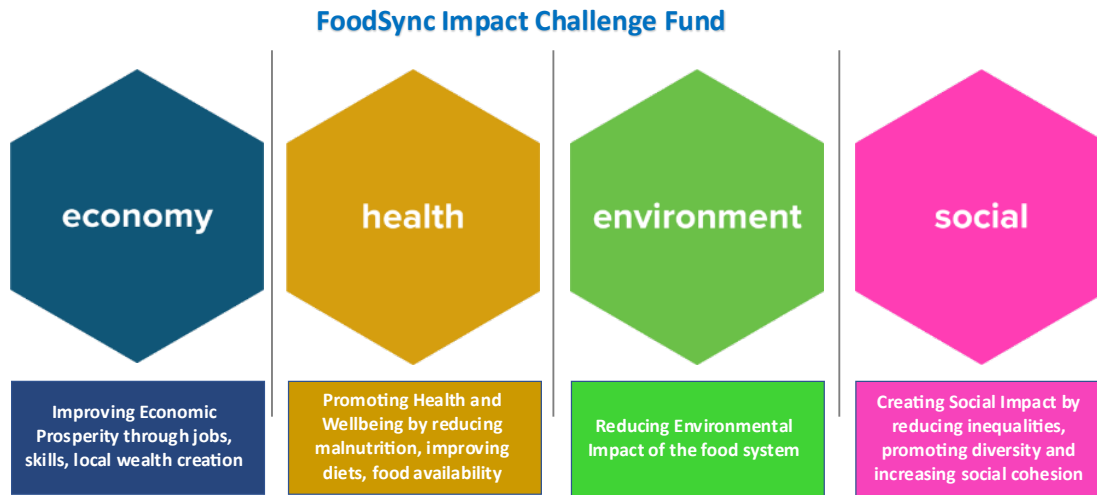


## FoodSync Impact Challenge Fund Guidance Notes



### About us

FoodSync was established in 2016 as a food system consultancy firm, with a focus on improving economic, environmental, health, and social outcomes related to the ways in which we produce, supply, and consume food. We deliver projects and services for the commercial sector, local authorities, and the community, voluntary and social enterprise sector. We aim to move beyond traditional boundaries to achieve positive impact, with our four pillars of economy, environment, health, and social gains at the heart of all outcomes.

By facilitating change within the food system, we enable providers to move away from ingrained unsustainable practices towards achieving positive outcomes for the places and people we work with.

We want to promote opportunities to increase diversity and inclusion for food system professionals. We want to enable and empower people to change processes at all levels of the food system through innovation and a passion for achieving long term sustainable development.

There are many great people, groups, organisations, and businesses who are doing some very impactful work and have great ideas but lack the funds and support to implement those ideas. Funders are typically socially or economically focused and often restrictive to charitable outcomes. FoodSync aims to bridge the gap and take a different approach. We are offering an opportunity to one lucky individual, group, business, or community enterprise to develop their innovative ideas. There are many barriers to a more sustainable food system, but through innovation and collaboration we can bring change.

We wish to fund one strong impactful idea which has potential to scale beyond the funding.

In addition to this funding, the winning applicant will receive expert advice, mentoring, and support for up to 12 months to ensure economic viability and success of the venture.

This funding is part of the FoodSync wider social impact work beyond our day-to-day projects and services.

## **The FoodSync Impact Challenge Fund**

Are you in the food and beverage industry? Are you a supplier working within the food supply chain? Or are you involved with the food industry in a different way, creating innovative tech solutions to food related issues? Do you want to make a difference in your community, and do you have a great idea for a new venture and just need some help to get started? Then we want to hear from you.

The FoodSync Impact Challenge Fund (FICF) has been launched to positively impact the food system and the ways in which we produce and consume food. It is a competition that aims to support one individual, business, enterprise, or venture with grant funding, advice, and mentoring for up to 12 months. We are looking for an exceptional food related idea or venture that has the power to positively drive change at any stage within the food system, whether it is food growing, production, food and beverage supply, or food waste processing.

We want to empower entrepreneurs to get started by providing up to £20,000 to launch a business or new venture that will create lasting change. Ventures should have longevity in how they are designed; they need to be viable beyond the funding, so that they are sustainable longer term. They should also be impact driven. Your idea/venture should focus on one or more of the following areas:

- Improving economic prosperity (jobs, skills, local wealth creation)
- Health and wellbeing (reducing malnutrition, improving diets, food accessibility)
- Reducing the environmental impact of the food system
- Creating wider social impact such as reducing inequalities, promoting diversity, and increasing social cohesion

## **What to expect**

The FoodSync Impact Challenge Fund (FICF) will launch in September 2021 with 10 weeks for you to prepare your submission. We will ask you to tell us about your idea or venture.

What you want to achieve? Why do you want to do it? What are your financial plans? Who will be involved?

We will also ask you to tell us how your venture will contribute positive economic, environmental, social, and health-related impacts. Finally, we will want to know your plans for ensuring this venture continues when the money runs out.

## **What is the offer and the commitment?**

- There is one award of up to £20,000 for a start-up venture
- We will provide mentoring support as required through FoodSync or through our partners
- We will codesign some impact evaluation, which will run through the length of the funding period
- We will provide some communications support to tell your story

If you have a great idea and a passion for driving change then we want to hear from you!

### **Criteria for Funding**

We are looking for business ventures and/or social enterprise initiatives that will grow beyond the 12 months of funding and support.

- Your idea must align with at least one of the four FoodSync pillars
- You must be able to create impact within Greater Manchester
- You must be an individual or organisation involved within the food system, and be committed to making a difference and having a positive impact in your area of operation
- Your idea must have longevity beyond the funding, and we will provide guidance or mentoring for up to 12 months alongside the funding.

Applications are open from 6<sup>th</sup> September.

Closing date 1<sup>st</sup> November 5pm. Applications received after this time will not be accepted.

If you require any further information, please contact [hello@foodsinc.co.uk](mailto:hello@foodsinc.co.uk).

### **Application process**

Stage 1: Application form. This will include basic details about you, your business venture, and your action plan. This is your chance to tell us how you plan to do things differently to make a positive difference and create impact within the food system.

Stage 2: We will assess your application and may ask for further information about you, your organisation, or your venture.

We will ask you to provide a full breakdown of costs and for your plans to continue this work after the funding ends.

We aim to work with the winner over the next 12 months to ensure they receive the support they require and achieve successful outcomes. Funding will be paid in instalments depending on need and successful reporting at each stage.

We will require ongoing monitoring and a final evaluation at the end of the 12 months.

## **Who can apply?**

Individuals, Businesses, Social enterprises, Community Groups

## **What will the funding cover?**

We will fund up to £20,000 total start-up costs including:

- Equipment costs
- Rent and/or other overheads
- Salary costs

We do not fund:

- Feasibility studies in isolation
- Foreign travel
- General marketing appeals or sponsorship
- Projects that promote religious or political parties
- Running costs not directly related to the project
- Short-term projects such as events, conferences, trips, or galas. Food and drink festivals could potentially be funded.
- Bodies seeking to distribute grants/funds to individuals or other organisations
- Local, regional or government institutions and organisations with core statutory responsibilities (e.g. NHS, local authorities, parish councils, and town councils)
- Organisations currently in receipt of funding from other grant funders for the same venture
- Organisations that appear to have excessive unrestricted or free reserves
- Schools, parent-teacher associations, nurseries, preschools, playgroups and universities/colleges

## **FoodSync Impact Challenge Fund (FIFC) Application form Guidance notes**

Please use this guide to assist in the preparation of your answers before starting the application.

Application forms are available to download from the FoodSync website

<https://www.foodsync.co.uk>

### **Application form structure**

#### **Section 1** – Existing business organisation details

This section asks for the basic information about your organisation. Its name, income and description.

#### **Section 2** – New Venture organisation details

If your organisation/venture is new and the funding will be used as start up capital this section takes the place of Section 1.

### Section 3 – Proposed venture information

We require an idea about how the funding will be used. Please include timelines of where the money will be spent and evidence of the venture having a clear demand.

### Section 4 – Compatibility with FoodSync vision

Please state how the venture fits with the FoodSync Pillars.

### Section 5 – Costing and financial information

### Section 6 – Marketing plan

### Section 7 – Longevity

Please include how the venture will be funded and continue to provide its service after the FoodSync grant is spent.

If you require consents and permissions for your venture, please tell us what they are. These may include, but are not limited to, planning permission, relevant licences, and appropriate insurance.

We may require some of these things to be in place in order to consider your venture.

## **Supporting Documents**

We will ask you to provide:

- A business plan and a 12 month action plan to demonstrate how the funding will support your venture.
- Annual Accounts and your Governance documents (existing business/ group/ enterprises only).
- Proof of Business bank account.
- CV detailing your experience

## **Referees**

We require the details of two contactable referees for your project.

These can be from any of the below:

- a partner organisation/ employer that you have worked with
- a professional who is supporting you
- a contact from a third sector support organisation

**Please submit any queries regarding your application by email to:  
hello@foodsinc.co.uk.**

Download the application form here: <https://www.foodsync.co.uk/FICF>