

KFC

YOUTH

FOUNDATION

EMPOWERING YOUNG PEOPLE TO FULFIL THEIR POTENTIAL

EXPRESSION OF INTEREST GUIDANCE

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GENERAL INFORMATION:

The KFC Youth Foundation supports 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 - 13th January 2025

Expression of interest deadline - 14th February 2025

Grant Size:

We will make two year grants of £3,000 (£3,000 in year one + £3,000 in year two).

Who can apply for a grant?

The KFC Youth Foundation welcomes funding applications from organisations which:

- Benefit young people aged 11-25 years old
- Supports those in a position of economic disadvantage (Including at least one of these groups; care leavers, those experiencing homelessness, young carers, young parents, refugees, 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 within 12 months of our funding being received.

Application guidance:

It is important to also check the information on our funding criteria which you will find in our FAQs. Please be aware that any applications outside of these criteria will be turned down.

THE APPLICATION PROCESS:

Applications are submitted through our online portal:

<https://kfcfoundationuk.smapply.org/>

Expression of Interest (Deadline 14th February 2025)

- Submit a 2-minute video about your organisation. 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 how your organisation supports young people in the KFC Youth Foundation's priority groups.

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Eligibility Questions:

These questions are to find out if your organisation is eligible for funding, please answer honestly because during due diligence you will be asked to demonstrate the accuracy of your answers and we don't want to waste your time. If you have any questions, just email thalia.beaty@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 Youth Foundation.

Organisation details

This is the bit we are excited about! It's tough in 150 words but please tell us a bit more about your organisation and who will benefit for the grant; check out the criteria below against which we'll be reviewing your application.

Finances

We are asking for your organisation's latest accounts detailing income and expenditure and if the accounts are over 12 months, your organisations income and expenditure for the past 12 months as well. This is to make sure your organisations income is under our threshold of £400,000. **We will not be able to provide grants to organisations over this limit.**

Video

Please upload your video to the online portal.

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 perfect and honestly these are my favourite; you cannot beat passion and knowledge. Substance over style is key!
- Tell us about how KFC Youth Foundation funding would fit into your existing offering.

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Written or Face to Face

We will ask you 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 the application portal, like the Expression of Interest, if it's face to face we will do it on Teams, questions will be the same, but you can talk to us!

Stage 2 – Application (10th March 2025 - 26th March 2025)

If you are shortlisted after the first stage you will be asked to complete a more detailed application on the application portal, or you might choose to do this face to face as we mentioned a moment ago.

Whether you decide to do a written application on the portal, or join us on a call, you will still need to complete a safeguarding questionnaire and Upload supporting documents onto the portal; (governing document, latest accounts, a suitable safeguarding policy, a copy of your most recent bank statement and your organisation's logo).

ASSESSMENT CRITERIA:

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

1) WHO?

Who are the beneficiaries of your organisation and how would they fit with the funding aims of the KFC Youth Foundation?

2) WHY?

Why is there a need for your organisation's services in your local area?

3) WHAT?

What exactly your organisation does, where did you get the ideas and what do you want to achieve?

Timeline

13th January - Expression of Interest Live

14th February - Deadline for Expression of Interest

W/C 10th March - Feedback on Application and Opening Stage 2

26th March - Deadline for Stage 2

W/C 7th April - Feedback on Stage 2

End of April/May - Grant payments made

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.