

senco TRACTION GRANT

The Social Enterprise Network of Central Ontario (senco) is an initiative of Georgian College's Centre for Changemaking and Social Innovation. senco inspires, equips and connects those looking to engage in social enterprise to face cultural, environmental and social challenges in our region. Learn more at <http://senco.io>

OVERVIEW

senco's TRACTION GRANT offer \$500 - \$5000 to individuals or organizations looking to explore a social enterprise idea or initiative. Funds can be used for feasibility, testing, piloting or prototyping of a new social enterprise idea, product or service. senco's TRACTION GRANT provides early stage funding so that social entrepreneurs can gain momentum or traction through creative economic experimentation in the growing sector of social enterprise.

KEY DATES

senco's TRACTION GRANT will be open for submission throughout 2019 and reviewed by one of seven localized Social Enterprise Sector Development Groups (SESDGs) supporting social enterprise development across regions where Georgian College's campuses are located in Central Ontario. Below are the dates in which the EOI must be submitted for review and award.

SUBMIT BY	REVIEW	AWARD
January 20th 2019	February 2019	March 2019
May 20th 2019	June 2019	July 2019
September 20th 2019	October 2019	November 2019

EXPRESSION OF INTEREST (EOI) APPLICATION STEPS

- #1 - Download and complete this EOI PDF application (we recommend using the program Preview to complete this form; once complete save through -> print -> save as PDF)
- #2 - Email the completed EOI application to info@senco.io (Subject line "senco TRACTION Grant | your name")
- #3 - Additional details will be provided once you have received notification of an award.

MORE INFORMATION ON THE SESDGs

In 2018 senco facilitated the assembly of localized Social Enterprise Sector Development Groups (SESDGs) across all seven campus communities within the counties of Muskoka, Simcoe, Dufferin and Grey/Bruce. Each SESDG brings together a diverse group of individuals who value innovation and creativity in their approach to social enterprise development and each group includes:

- senco leadership
- Georgian representation (faculty, leadership or support staff and student)
- Representation from intermediary business centres and municipalities
- Community and business leaders
- Local social enterprise champions

EOI REVIEW PROCESS

An evaluation matrix will be used by each SESDG to review EOI submissions. Applicants can select which SESDG group they would like to review their EOI submission, only one SESDG will review each submission and we recommend you select the SESDG located closest to you. senco TRACTION GRANT funding can be awarded to social enterprises ideas and initiatives with any business structure or without a formal structure yet in place. It is nevertheless a requirement for senco to allocate 65% of its funding to organizations that are incorporated as not-for-profits.

QUESTIONS

If you have further questions feel free to contact us at info@senco.io

Expression of Interest

TODAY'S DATE (DD-MM-YR)

TELL US ABOUT YOURSELF

INDIVIDUAL / ORGANIZATION BRIEF DESCRIPTION:

YOUR MISSION / OBJECTIVE:

YOUR DEFINITION OF SOCIAL ENTERPRISE:

CURRENT STAFF EMPLOYED

PLEASE CHECK ALL THAT APPLY AND PROVIDE THE NUMBER OF INDIVIDUALS FOR EACH SECTION CHECKED OFF

- | | |
|---|---|
| <input type="checkbox"/> <input type="text"/> Full-Time | <input type="checkbox"/> <input type="text"/> Student Placement |
| <input type="checkbox"/> <input type="text"/> Part-Time | <input type="checkbox"/> <input type="text"/> Volunteer |
| <input type="checkbox"/> <input type="text"/> Contract | <input type="checkbox"/> <input type="text"/> Youth |

CURRENT ENGAGEMENT

PRIORITY GROUPS YOU ARE SUPPORTING AT THIS TIME

- | | |
|---------------------------------------|--|
| <input type="checkbox"/> Marginalized | <input type="checkbox"/> LGBTQ2 |
| <input type="checkbox"/> Rural | <input type="checkbox"/> Low-Income |
| <input type="checkbox"/> Indigenous | <input type="checkbox"/> Physically Disabled |
| <input type="checkbox"/> Women | <input type="checkbox"/> Mental Health |
| <input type="checkbox"/> Youth | <input type="checkbox"/> People of Colour |
| <input type="checkbox"/> Senior | <input type="checkbox"/> New Immigrants |

CONTACT DETAILS

ORGANIZATION NAME

MAIN CONTACT NAME

EMAIL ADDRESS

PHONE

ADDRESS

POSTAL CODE

TOWN

PROVINCE

ORGANIZATION DETAILS

*Please complete this section if applicable

STRUCTURE

E.g. For Profit, Non Profit, Sole Proprietor, Co-op...

YEARS IN OPERATION

OPERATING BUDGET

REGIONAL REVIEW

PLEASE SELECT THE SESDG CLOSEST TO YOU

- | | |
|-----------------------------------|---|
| <input type="radio"/> Barrie | <input type="radio"/> Collingwood |
| <input type="radio"/> Orillia | <input type="radio"/> Owen Sound |
| <input type="radio"/> Bracebridge | <input type="radio"/> Orangeville-Shelburne |
| <input type="radio"/> Midland | |

FUNDING REQUEST

senco's TRACTION GRANT CAN RANGE BETWEEN \$500 to \$5000

REQUESTED AMOUNT



Expression of Interest

TELL US ABOUT YOUR SOCIAL ENTERPRISE IDEA or INITIATIVE

BRIEF DESCRIPTION:

Please include how these funds will help your idea or initiative gain traction and build momentum.

WHAT COMMUNITY IMPACT DOES YOUR INITIATIVE AIM TO HAVE?

How will this idea or initiative have a positive social/cultural/environmental impact and who will be impacted?

WHO ELSE IS SUPPORTING THIS INITIATIVE?

Please include any partnerships, donations, funding, assets provided or other support you will be receiving to move this idea forward.

MARKET

OFFERING

Product

Service

IMPACT

CREATED

Social

Cultural

Environmental

STAGE

WHAT STAGE ARE YOU AT

Idea

Pilot / Prototype

Operation

Feasibility

Launch

Sustainability

WHAT STAGE WILL THIS GRANT HELP YOU TO PROGRESS TO

Idea

Pilot / Prototype

Operation

Growth

Feasibility

Launch

Sustainability

Scaling

IDEA or INITIATIVE BUDGET

HUMAN RESOURCES

EXPENSES

OTHER

TOTAL

ANTICIPATED REVENUE

WHAT EARNED REVENUE DO YOU THINK THIS IDEA or INITIATIVE COULD GENERATE IN 2019?

TOTAL

TIMELINE

FOR IMPLEMENTING YOUR IDEA or INITIATIVE AND USING THESE FUNDS

START
(DD-MM-YR)

END
(DD-MM-YR)

SIGN-OFF

In signing below you are taking responsibility for the accuracy of the information provided. Any inaccurate information could result in dismissal of your EOI application.

SIGNATURE:

DATE SIGNED (DD/MM/YR)




Return this signed form to: info@senco.io (subject line "senco TRACTION Grant | your name")