

2024

IMPACT PROGRAMME APPLICANT GUIDE



KENNEDY WILSON

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We welcome applications from people of all backgrounds and we are committed to providing equal opportunities regardless of gender identity, marital status, family status, age, disability, sexual orientation, race, ethnicity or religion.
(Equal Status Acts, 2000-2018).

Eligibility Criteria



Please read our eligibility criteria to ensure that you are eligible to apply to the Impact Programme.

- You (and your organisation partner(s)) must be aged 18 years or over at the time of applying for the programme.
- You must have identified a social or environmental problem and have an effective solution to address it.
- Your project/organisation is legally incorporated, registered with a recognised legal structure or as a sole trader.
- You must be the person (or people in the case of a partnership) leading on this idea – the main driver(s) and decision maker(s) such as founder, CEO, project lead or general manager.

Note: Social Entrepreneurs Ireland does not support research projects, party-political projects, or projects with an explicit religious or faith-based agenda – as opposed to projects that are driven by a personal belief system but are open to all the community.

Please Note: We **DO** accept applicants governed by other organisations including academic or third level institutions.

However, it's essential that you are the decision maker and main driver of the project/organisation regardless of this relationship. If you are governed by another organisation (by this we mean another legal entity other than your Board of Directors) we may request agreements or written statements from the board, director or CEO of the governing body confirming the decision-making processes.

- The primary activities of your organisation are in Ireland.
- You have read the expectations of the programme and agree to the commitment as outlined in Section 10: Programme Structure.
- Your project/organisation is currently operational, having progressed beyond the initial pilot stage. This means that you can demonstrate that you carried out a pilot, evaluated the results, and are now actively delivering your solution.
- You have concrete evidence demonstrating the measurable impact of your project/organisation on your target beneficiaries/audience. This may include case studies, verifiable impact data, testimonials, or other substantial proof that you are beyond the piloting stage with activities up and running.
- You are willing and able to commit to the following:
 - working a minimum of 20 hours a week on your project/organisation for at least the duration of the Programme.
 - attending mandatory Selection Process events outlined in the Programme Guide.
 - engaging with Programme for the equivalent of 2 to 4 days per month.

Introduction

Welcome to your applicant guide for the Social Entrepreneurs Ireland Impact Programme 2024.

Over the past 20 years, Social Entrepreneurs Ireland has supported more than 600 social entrepreneurs across Ireland, tackling issues in areas such as mental health, diversity and inclusion, the environment, housing and education. Our alumni have directly impacted millions of lives.

People-powered social change is at the heart of everything we do.

Our mission is to harness the cumulative power of people to accelerate social change. We do this through seeking out people with unique insight and ideas to social and environmental problems and offering support to increase their impact. That's where YOU come in. Over 9 months we will provide successful applicants to the Impact Programme with the support and direction you need to help you take the next steps to tackling the problem.

Apply to the 2024 Impact Programme to join us in creating accelerated social change in Ireland today.

Social Entrepreneurs Ireland's Core Beliefs



The potential of people to create change



The power of human-first relationships



The force of community to accelerate impact

Overview of the Impact Programme

Do you have an organisation that is tackling a particular social or environmental problem in Ireland? Are you looking to grow your impact?

We are looking for 5 high potential social entrepreneurs to take part in our Impact Programme. Over 9-months the five awardees will be supported to increase their impact by allowing them to focus on the needs of their individual journey.

Those individual needs may include:

- building your own confidence and resilience as a leader;
- continuing to deliver your solution more consistently/in more locations/to a broader range of target markets;
- building your organisation (your team, governance, decision making processes, policies, funding plans, marketing, communication and impact measurement);
- building and deepening relationships with other key players that are needed to effectively tackle the problem;
- starting the process of changing the cultural, institutional or political systems within which the problem and your solution exists

What does it offer?

At Social Entrepreneurs Ireland, we understand the exciting yet challenging and sometimes lonely journey of a social entrepreneur. Our programmes are designed to provide you with support and empowerment every step of the way.

Often, the initial stages of this journey demand your passion, creativity and bravery to take those difficult and crucial first steps. However, for social entrepreneurs at the Impact Programme stage, we recognise the need to develop and lean on other strengths such as planning, teamwork, collaboration, bigger picture thinking and decision making.

We provide €20,000 in unrestricted funding for each awardee



"As a recipient of Social Entrepreneurs Ireland's support, my achievements have been significantly amplified in ways I could not have accomplished otherwise. The inclusion in a new peer group has provided invaluable support and training, fostering an environment where collaboration and shared learning thrive."

Susan Adams, Founder and CEO, Education for Sustainability, Impact Programme Awardee 2023

Impact Programme Pillars

The Impact Programme has been designed around a number of key pillars:

Group Learning: We bring together individuals at similar stages and with shared needs in structured group sessions, fostering learning from both experienced mentors and peers. These will typically take place once a month.

Group Sharing: Conversations and connections with fellow social entrepreneurs are crucial. Normalising challenges and learning from one another can significantly enhance a leader's resilience.

Individual Support: We offer monthly individual support sessions to ensure that each social entrepreneur's needs are heard, allowing for bespoke interventions throughout the programme.

Funding: We provide €20,000 in unrestricted funding, empowering entrepreneurs to invest in critical areas within their organisation.

Community: SEI's 20-year-strong community of supporters offers invaluable advice, support, mentoring, and connections from people who understand the challenges of this journey.

"If you are trying to solve a problem in society but feel you do not have time, don't know enough, or are apprehensive to engage with a programme from Social Entrepreneurs Ireland then you're exactly the type of person who needs this. It is impossible to have all the answers. It is so fantastic to have people who are there just for you with a broad interest in trying to help you and expertise and contacts in every industry. Social Entrepreneurs Ireland's support can deepen your impact, can challenge you and bring you along the right path for the change you want to make."

**- Therese Coveney, CEO Together Academy,
Impact Programme Awardee 2023**



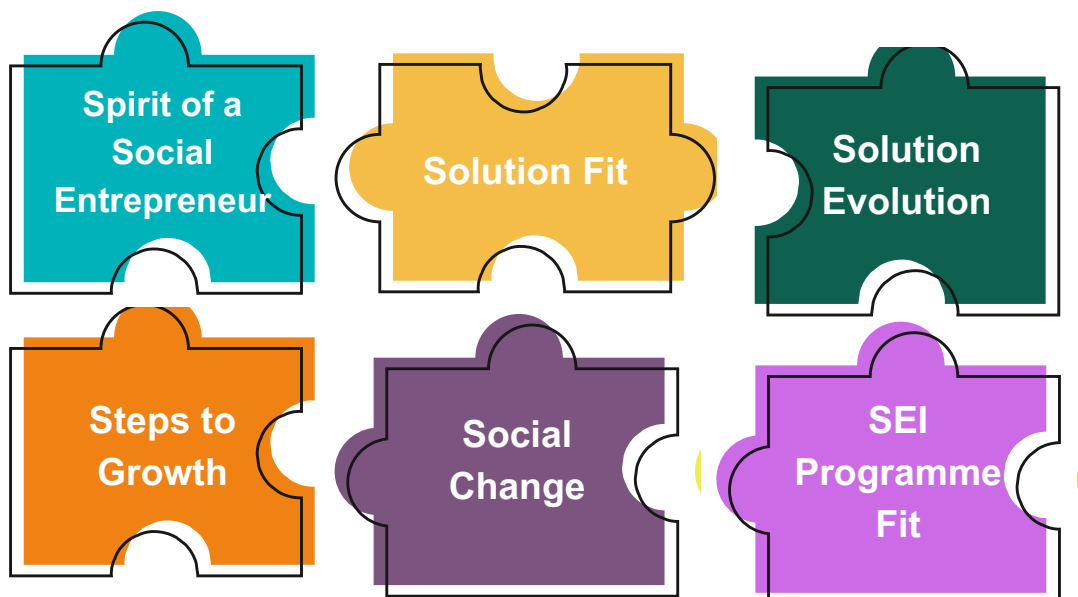
What are we looking for?

Social entrepreneurs are society's problem solvers. They are people with courage, insight and ambition to put forward a solution to a social or environmental problem, and act on it. Broader than social enterprise, we see social entrepreneurs as people who are driving new approaches to solving social problems, regardless of the business model being used. Social entrepreneurs are mission driven rather than profit driven.

The Impact Programme works with ambitious social entrepreneurs ready to move their projects forward. Does that sound like you? We hope so!

Throughout the application process, we aim to understand your story, delving into your understanding of the social or environmental issue, the evolution of your solution, plans for team and impact growth, why now is the right time for you to apply to the Impact Programme at Social Entrepreneurs Ireland, and your long-term vision for an Ireland where the problem you are tackling has been solved or significantly changed in some way.

The six key areas that make up our evaluation criteria are outlined below:



Our Evaluation Criteria



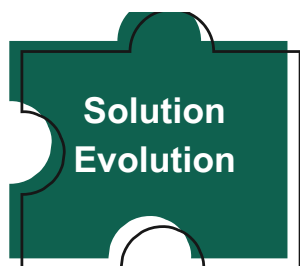
1. Spirit of a Social Entrepreneur

We want to understand your story and what motivates you to create social or environmental change. We are looking for applicants who demonstrate passion, determination, and a clear vision for their solutions. We want to know why you are well-suited to tackle this solution and lead this organisation.



2. Solution Fit

Our emphasis on 'solution fit' stems from the belief that you cannot have a viable solution without an in-depth understanding of the problem. We want to see a strong understanding of both the broad problem and the specific aspect you're addressing, the specific group(s) you aim to help, and how the problem directly affects them. Understanding the obstacles hindering your identified social or environmental problem in Ireland today is key. Your solution should demonstrate a clear plan to address the identified problem in light of those obstacles.



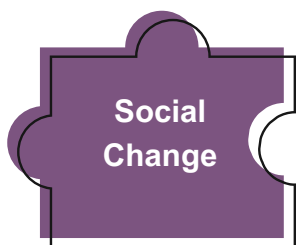
3. Solution Evolution

We want to understand how you have implemented your solution and the steps taken thus far. Crucially, we're interested in how your solution has evolved in response to feedback or lessons learned. Sharing this journey highlights your ability to adapt and improve your approach for greater effectiveness. We are also curious about your team's growth in line with the evolution of your solution and the impact you've made as you've grown, emphasising how you evaluated these changes at each stage.



4. Steps to Growth

We're keen to understand your practical plans for expanding in the future. While other sections highlight visionary aspects, here we want to know more about the details on how you plan to grow—what resources you need, how you'll make money, and how you'll keep going long-term.



5. Social Change

We aim to understand your vision of what Ireland would look like if the social or environmental problem you identified was solved or significantly changed. We want to know what other players in your field are doing and how your solution improves what's already being done and fills gaps that others might miss. It is unlikely that any one organisation can effectively address a problem, therefore, we want to know about your collaborations with other stakeholders and how you think broader changes in behaviour, culture, policies, or institutions might be brought about. This helps us visualise your plans to make lasting change in Ireland.



6. Social Entrepreneurs Ireland Programme Fit

We want to know why now is the right time for you to join the Impact Programme. We're interested in your commitment to working closely with Social Entrepreneurs Ireland and other social entrepreneurs. We're interested in how you plan to engage with our supports and what your desired outcomes are from engaging with the programme.

Selection Timeline

Open Applications: 13th March to 24th April

You can apply to the Impact Programme by filling in an online application form. Details on how to apply are outlined in the section 'How to Apply'.

Review of Applications: May to beginning of June

Throughout May and the beginning of June, we will conduct a comprehensive review of all applications to select the 40 applicants to attend our Assessment Workshops, which are a prerequisite for the Final Interview.

Assessment Workshops: 25th June OR 2nd July

Applicants selected for the second round will be invited to attend ONE Assessment Workshop. When you apply, you will be given the option to choose your preferred date and location. Please Note: While we will do our best to accommodate your location preference, we cannot guarantee your first choice. These workshops are designed to allow the review team to learn more about you through a day of individual and group exercises, while also giving you an opportunity to connect with other social entrepreneurs and build your community of support. More details coming soon.

- **25th June, Dublin:** The first workshop will be held in Dublin. Full day commitment (10 am – 4 pm)
- **2nd July, Location TBC:** The second workshop will be held in a location to be confirmed. Full day commitment (10 am – 4 pm)

Final Interview: 25th July

Following the Assessment Workshops, 15 applicants will be invited to submit further information and take part in an in-person interview which will take place on 25th of July 2024 in Dublin.

Impact Programme Awardee Selection: August

Awardees will be informed of the final outcome of the selection process in August.

Impact Programme Launch: 21st August

Awardees will be invited to take part in the Impact Programme Launch event in Dublin on the 21st August 2024.



Selection Preparation

Before you apply:



1. Read all about the Impact Programme:

Ensure you're well-informed about the Impact Programme by thoroughly reading this guide and reviewing our website. Familiarise yourself with the time commitment required, as participation in events during the selection process and the programme itself is mandatory.

2. Understand our Eligibility Criteria:

Verify that your application aligns with the eligibility criteria provided in this guide. Learn about the individuals we aim to support through the Impact Programme on our website.

3. Take your Time with the Application:

Give yourself plenty of time to complete your application form before the deadline on April 24th at midnight. The online system allows you to save your progress so you can return to it later. Once you sign up and save your application for the first time, it will automatically save any changes you make from that point on. We strongly advise seeking feedback from a friend, family member or colleague before submission.

4. Consider attending our Information Event - 20th March

We will be hosting an information event to help you understand if the Impact Programme is suitable for you. We'll be discussing the eligibility criteria, the characteristics of the stage of an organisation suitable for the programme and explore the different kinds of support we offer.

You will also hear from current awardees about their journey and how the Impact Programme is supporting them to grow their impact.

A recording of the session will also be made available on our website for those who cannot attend. Follow us on social media for event details.



5. Consider attending our Application Webinar - 27th March

We will also host an online application webinar on the 27th of March.

This webinar aims to help you navigate our online portal and understand what we are looking for in our application. Additionally, it will offer dedicated time for individuals to ask questions and seek clarification. A recording of the session will also be made available

on our website for those who cannot attend. Follow us on social media for event details.



Programme Discovery & Launch

Pre-programme

- **Site visit:** Once final decisions have been made, the Programme Manager will schedule a half-day site visit with each awardee in August 2024. These site visits are an opportunity for us to learn more about how you work, meet your team, meet some of your beneficiaries (if appropriate) and explore your needs and goals in more detail.
- **Co-design Day - August 21, 2024:** All awardees will participate in a co-design session to identify shared needs, collaborate on group session formats, and collectively map out the programme's structure.



Programme Launch - August 21, 2024

- All awardees are also required to attend the official Impact Programme launch event which will coincide with the Co-Design Day on the 21st August.
- This event will provide an opportunity for our network of supporters and alumni to hear from the awardees and learn more about their initiatives. You will be expected to give a brief presentation about the problem you are addressing, your solution, and your aspirations for the programme.
- As part of the launch, we will publish a series of press releases featuring photos of the awardees. These press releases are an opportunity for us to showcase the work of you and your organisation and the reasons why you have been selected to be on the programme. As such your presence at a photoshoot will be necessary, which we will strive to arrange on the same day as the launch event.



Programme Structure

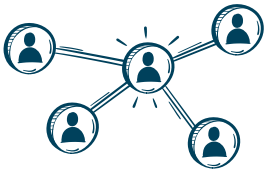
Throughout the nine-month programme duration (September 2024 - May 2025) you will be expected to commit to the following activities:

Individual sessions:



- Monthly calls with the Programme Manager - an opportunity to review needs, goals and progress. Days and times to be agreed based on each awardee's schedule.
- Individual supports - based on your needs and goals we will identify individual supports such as mentoring, advice and consultancy with expertise from within the SEI team and wider SEI community of supporters and alumni.

Group sessions



- Group supports - these sessions may take the form of online and in-person training sessions, workshops or expert panel discussions and will be determined based on the overlapping needs of the group identified during the Co-Design Day.
- Work Discussion Groups - an opportunity for reflection, listening and sharing within a confidential group space. These will take place online.



Programme Close

To celebrate the awardees who took part in the programme we will bring together our team, supporters and alumni for an evening Closing Event in May/June 2025 (Date TBC). During this event, you will be expected to briefly share your learnings and experiences from the programme.

**Note: Days and times of group sessions to be determined during the pre-programme period based on availability of all awardees.*



What we expect from you

Social Entrepreneurs Ireland invests significant time and resources to provide a range of opportunities to all awardees in our Impact Programme. As with so many programmes and training opportunities, the more effort you invest in the Impact Programme, the more you will reap the benefits. Everything we do is to help you enhance your skills as a social entrepreneur and grow your impact. We really want you to succeed!

In return we expect the following commitments from you:

- Full participation and attendance on all aspects of the programme outlined above;
- Open-minded, professional, and collaborative engagement;
- Willingness to participate in group events and share knowledge, experiences and learnings.
- Surveys: during the programme you will be expected to complete a number of surveys primarily the pre-programme, mid-programme and post-programme surveys.



How to apply

All applications must be submitted online using our online application form.

Please access socialentrepreneurs.grantplatform.com to login/register and create your application. You can find all the details you need to enter the application process on our website at socialentrepreneurs.ie.

You will be asked to create a profile and login details, you can then log into your application at any time during the selection process period (13th of March to 24th of April 2024). **Please note:** watch the video guides below to help you register and login.

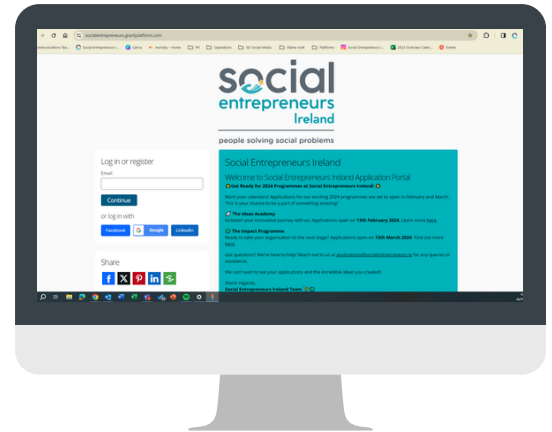
1. [How to Register on Good Grants](#)
2. [How to Apply on Good Grants](#)

After submission you will not be able to amend your application, so please ensure you have reviewed your work carefully before submission.



Please check out the [Frequently Asked Questions section on our website](#) for any queries on the programme or the application process.

If you have a problem with your application or a specific question not answered in this guide, you can email applications@socialentrepreneurs.ie or call 01-685-3919 and we will do our best to answer you.



What supports does Social Entrepreneurs Ireland offer to help with the application process?

Information Session - Tuesday, 20 March at 1pm
Application Webinar - Tuesday, 27 March at 1pm



Application Questions

We will be taking your whole application into consideration. Please ensure you fill in all questions to the best of your ability.

Question 1 - Spirit of a Social Entrepreneur

1a. What is motivating you to solve the social or environmental problem you have identified?

1b. How do your (life/work/educational) experiences and strengths make you the right person to bring about this change?

Question 2 - Solution Fit

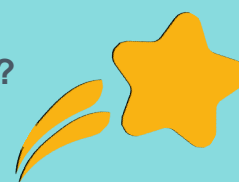
2a. What social or environmental problem are you trying to address?

In your answer please include:

- i. the broad social or environmental problem;
- ii. the specific aspect of that problem that your solution addresses;
- iii. your target group/beneficiaries and how this problem directly impacts them
- iv. the key obstacles preventing this problem from being solved in Ireland today

Note: to highlight the scale of this issue, please provide supporting evidence where possible.

2b. Describe the solution that you have developed to address the problem. In your answer, please include how it addresses the key obstacles you outlined above. Please note: if your solution includes a number of different elements, please explain how each one targets the problem.



Question 3 - Solution Evolution

3a. Please demonstrate how your solution has evolved?

Your answer might include:

- i. Piloting or prototypes created to validate the effectiveness
- ii. Instances where feedback or lessons learned led to adaptations
- iii. Failures and iterations

3b. Please explain the outcomes of the delivery of your solution, the impact you have had so far and how you have measured it.

Your answer might include:

- i. Short-term (3-5 years) and/or longer-term (10 years) impact
- ii. How people have benefited from the activities/services you delivered
- iii. Information or insights that lead you to believe your work is making a difference
- iv. Impact measurements including quantitative, beneficiary survey feedback or qualitative assessments



Application Questions



Question 4 - Steps to Growth

4a. Please describe your current organisational structure.

In your answer please include:

- i. Your team – including your employees, contractors, volunteers
- ii. The skills and knowledge within your team and any gaps that you have identified

4b. The means by which you currently fund the delivery of your solution including personal finances, traded income, grants, loans and donations; and your current expenses.

4c. Acknowledging the challenges for organisations to grow and bring in income, please tell us about the practical growth you envision for your team and organisation within the next 2-3 years and the steps you need to take to achieve this growth.

Your answer might include:

- i. Number of beneficiaries you plan to reach
- ii. Expanding the number of activities/services you deliver
- iii. Recruitment of staff, volunteers or interns
- iv. Training and capacity building
- v. Community engagement and outreach
- vi. Monitoring and evaluation framework



4d. How do you plan to effectively fund your plans for growth outlined in question 4c?

Please outline all possible income types and sources



“..the programme has given us the space to figure out our next steps. We have arrived at a time when we need to turn the struggle to bring an innovative idea into existence into a thriving enterprise with strong impact. The Social Entrepreneurs Ireland team has helped us step back from the day-to-day work of the social enterprise, see it clearly and chart a path for its future.”

**Catherine Cleary, Co-Founder, Pocket Forests
Impact Programme Awardee 2023**

Application Questions



Question 5 - Social Change

We understand that many social entrepreneurs who apply to the Impact Programme may have identified a unique solution to a previously hidden problem or identified a solution that fills a gap. However, within the broader problem/sector there will be other stakeholders locally and nationally, who have a direct interest or influence in the issue, are delivering solutions to similar beneficiaries or are addressing some related aspect of the problem.

In this section we want to gather insights into your understanding of the wider system and other relevant stakeholders.

5a. Please tell us your understanding of the system, key stakeholders and how your solution enhances what others are doing or fills a gap.

Your answer might include:

- i. other key stakeholders operating in this area and the solutions/services they are delivering
- ii. where your solution fits in relation to other key stakeholders
- iii. any connections and collaborations you have made or foresee as necessary to drive lasting change in this social or environmental problem

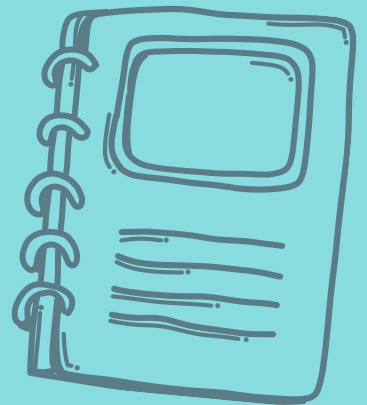
5b. Imagine that the problem you have identified has been solved or significantly changed in Ireland – what would that look like?

In your answer tell us about the changes your organisation seeks to ultimately bring about (either alone or in collaboration) in societal behaviour, culture, policy or institutions (e.g. educational, governmental, religious, health care).

Question 6 - Social Entrepreneurs Ireland Programme Fit

6a. Why do you feel like now is the right time for you to apply to the Impact Programme?

6b. What do you aim to achieve by the end of the 9-month programme for both you personally and your organisation? What would success look like?





Social Entrepreneurs Ireland

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