



Project Incubator 2018:

Guidance for Applications

All applications should meet both the eligibility criteria and the Cinnamon Network values as outlined below.

What projects are eligible?

The Project Incubator 2018 is looking for social action projects that:

- are church-sized
- are simple and replicable
- are bold and want to grow
- have a track record in their local community
- are well led and want to inspire other churches
- have a vision to grow nationally
- have some resources to continue their current work
- are being run by a local church or a group of churches working in partnership
- is run through a not-for-profit organisation or church

The criteria explained

To help you prepare a great application, we've provided some extra guidance to explain what we mean by the different criteria.

Church-sized

Church-sized projects are those that could be adopted and run by an average sized church.



We're looking for church-based projects that respond to need in their local community. Churches come in lots of sizes, but we're looking for projects that could be run by lots of different churches who have a similar need where they are.

Questions to ask yourself:

- *Could a regular-sized church (or a group of churches) run the project easily?*
- *Does your project use resources that most local churches would have access to?*
- *Does your project meet a need that other communities are facing?*

If you're from a big church, you'll need to think about what might need to change for your project to run by a smaller church community.

Examples of other projects which are already running in this way can be found at: www.cinnamonnetwork.co.uk/projects/

Simple and replicable

We're looking for projects that are simple to understand and easy for others to get excited about. It needs to be easy for other churches to see how they could run the project themselves - wherever that might be.

Replication is all about sharing an existing model, which has been tried and tested over time, and helping others to put that model into practice, without reinventing the wheel.

You need to have a vision for sharing what you have learned with others and enabling other churches to do it too in local communities across the country.

Questions to ask yourself:

- *Why would another church adopt your project rather than just doing it themselves?*
- *Does your project need expensive equipment or volunteers with specific skills in order to run?*
- *What's unique about your project?*

Bold and want to grow

We're looking for project leaders who are willing to learn and step out of their comfort zone as they, and their project, develop.



We're looking for projects that want to share what they have learnt with others so more churches can step forward and start practically addressing needs in their community.

We're looking for project leaders who aren't satisfied with just running their project locally, but want to see their project model make a big difference in other places. They not only have a vision for what could happen, but they are willing to step forward to see their small project scale up.

Questions to ask yourself:

- *Could your know-how be shared with other churches communities?*
- *Does your project have a vision to share what you're doing with other churches?*
- *Do your project leaders want to take the step from running a local project to leading a national project?*

A track record in their local community

We're looking for projects that are already running and making a difference in the communities that they seek to serve. We'd love to hear about the impact that your project has had already, and what others in the community say about what the project is doing.

This is why we ask you to include a referee for the project from your local community as well as from your church. Your community referee should be a recognised leader from the wider community (e.g. a civic leader or someone from a partner organisation) who is able to comment on the impact that your project has within the community. This person should not be a close relative or personal friend.

Questions to ask yourself:

- *What difference is your project making in my local community?*
- *How long has your project been running? If your project is just an idea, then you will need to start or run a pilot before being able to apply.*
- *What do others in the wider community e.g. civic leaders say about your project?*
- *How is your project working with other organisations e.g. local government?*



Well-led and want to inspire other churches

We're looking for projects that have great leaders who aren't just passionate about their own community, but have a passion for helping other churches serve their communities elsewhere.

Projects may just be running in their founding church or they may have already begun to grow into a couple of other locations involving other churches.

Questions to ask yourself:

- *Does your project rely on the expertise of one person?*
- *How likely is it that other churches will have the skills needed to run the project?*
- *Do the leaders of your project have the drive and determination to see something new happen?*

This is why we ask you to include a referee from a leader in your church. Your church referee should be a minister or leader which is recognised in the denomination that you belong to and is able to comment on the impact that your project is having within the church as well as the wider community. This person should not be a close relative or personal friend.

A vision to grow nationally

We're looking for leaders who want to see their project run by other churches in different parts of your country.

Growing through franchising is not about 'going large' in one particular town or city; it means that many people in different locations can adopt a project and run it themselves for their local community.

Questions to ask yourself:

- *Do you have a vision for your project to grow into other locations across the country?*
- *Could your project become something lots of churches could run nationally?*



Some resources to continue their current work

Projects should already have funds in place to continue their current work.

Questions to ask yourself:

- *How will your initial project continue to run as you expand?*

Responds to social need

We're looking for social action projects that make a real difference to the lives of individuals by addressing an identified social need. This social need could relate to a broad range of areas: responding to poverty, social exclusion, community breakdown or helping others to overcome barriers to participation in wider society.

Churches get involved in social action to show God's love in the wider community. Projects should be open to people of all faiths and none, and not primarily evangelistic.

Questions to ask yourself:

- *How is your project helping individuals overcome barriers?*
- *How did you identify the needs? What was the evidence?*
- *How can you tell that your project has made a difference in people's lives? Can you measure that change?*

You can look at the full range of projects that are already helping churches to respond to the social need in their community on the Cinnamon website: www.cinnamonnetwork.co.uk/projects/



Cinnamon Network Values

In the case where potential projects meet all of the criteria, Cinnamon will assess the overall fit of the project to ensure it matches the Cinnamon Network's Values which are:

1. **Jesus Centred** – We are faith based but not faith biased in that we are motivated by Jesus to serve people of all faiths and none. This means that projects are fundamentally social action focused.
2. **Local Church Based** – We work through local churches to deliver community projects believing that the network of local churches across the country is one of the UK's greatest social assets.
3. **Relationships** – We value trust based relationships and partnerships as the basis for successful working, and projects which seek to have lasting relationships with beneficiaries.
4. **Professionalism** – We are committed to quality, excellence and best practice.
5. **Transformational** – We are passionate about the holistic wellbeing of individuals, families and communities.
6. **Simplicity** – We prefer simple approaches whilst recognising that the causes of poverty are multiple and complex.
7. **Speed & Scale** – We believe community franchising is a powerful way of responding quickly, efficiently and at scale to urgent social need.

About the selection process

Shortlisting will take place in July. Applications will be reviewed against the criteria. A judging panel, including representatives from Cinnamon and local church denominations will consider which five projects to be put forward to the final.

Please note that those judging want to see great social action projects grow – they are looking for potential, not necessarily the finished article.

Application help

If you have questions about whether to apply, or how to apply, then contact Mark Kitson at markkitson@cinnamonnetwork.co.uk.



How to apply

There are two parts to your application – a written application form and a video submission.

Written application: This should be fully completed and submitted by email in word format by the deadline. Please make sure that the filename includes the name of your project.

Video: The video must be a maximum of 60 seconds long and answer the following question: “How does your project help the church make a difference in your community?”

The video should include the project leader(s) speaking to camera about the project. Videos should be made using a smartphone/tablet video recording app – it doesn't need to be professionally produced. It could include images of the project in action (but doesn't have to) but please make sure you have obtained permission from anyone included before you share the video.

Videos should be in mp4 or .mov format and be shared using DropBox, Google Docs or Vimeo by the deadline. Please make sure that the video file includes the name of your project, and that the start of your video clearly displays the project name.

For your application to be considered, both the written application form and video must be submitted to markkitson@cinnamonnetwork.co.uk by midnight UK time on 30th June 2018.