

CINNAMON INCUBATOR

Churches are constantly pioneering new, creative ways to address the needs they see within their community. Cinnamon Network remains committed to finding those innovative projects and, through the Cinnamon Incubator, developing them to a point where they can be replicated by other churches for the benefit of their communities.

Through the Cinnamon Incubator, leaders of innovative social action projects receive expert coaching, world class professional advice, targeted

marketing support and access to industry and government contacts over a 12 month period. The programme is delivered through a mixture of training and one-to-one consultancy and coaching sessions, so each project receives tailored support alongside encouragement from leaders of social action projects on a similar journey.

In the last 12 months, we've extended the reach of the Cinnamon Incubator to help five church-based initiatives to develop their projects.

Cinnamon Project Lab 2016

In 2016 we launched Cinnamon Project Lab, an exciting new initiative to help find brand new, innovative social action projects and offer them an opportunity to join the Cinnamon Incubator and receive a development grant. We focused on finding projects working in under-resourced areas including: dementia care, care for carers, mental health and domestic abuse.

The initiative was launched with an incredibly effective UK-wide social media campaign. More than 312,000 people saw the campaign, which resulted in 1,527 likes, 769 shares and 283 comments on Facebook. The Project Lab web page was clicked on more than 10,000 times and 250 individuals completed the Project Lab enquiry form. A total of 50 full applications were received.

It was incredible to see so many remarkable churches taking innovative and pioneering approaches to support the most vulnerable within their communities. Following a rigorous application process, five projects were finally selected by a judging panel to take part in the final where they pitched their initiatives in front of a panel, including representatives from Cinnamon, the police, business community, charity leaders and entrepreneurs.

The presentations were outstanding and the judges were left with a hard decision to make before eventually deciding on joint winners: Care Home Friends and Renew37.

The joint winners received a development grant of £15,000 each and automatic entry into the Cinnamon Incubator. In addition, the other three finalists received philanthropic funding from those in the room, enabling them to join the Cinnamon Incubator as well.

Project Lab 2016 in Numbers



CASE STUDY

INVESTING IN INNOVATION

After hearing about Cinnamon Project Lab, Ruth Rice was hesitant about applying. She just didn't believe anyone would invest in her project, Renew37, which tackled the difficult area of mental health. She could not have been more wrong.

Ruth's passion so impressed the judges that she ended up sharing first place at the Cinnamon Project Lab 2016 final. Since winning, Ruth and Renew37 have been part of the Cinnamon Incubator where a team of experts have helped to hone and develop their business plans in preparation to start replicating their project in other churches.

Renew37 has evolved into Renew Wellbeing, which helps churches to support those experiencing

mental health issues. In partnership with local mental health teams, the church provides a cafe-style environment where individuals can participate in a variety of activities to help improve their mental and emotional wellbeing. Four churches are already replicating Ruth's initiative and more are waiting in the wings.

"I'll be leaving my job in summer 2017 to register Renew Wellbeing as a charity. I could never have imagined this would happen," says Ruth. *"Thank you Cinnamon for the input and the advice; thank you for taking me seriously and taking the risk on an ordinary person with an extraordinary idea."*



Mark Kitson briefing Cinnamon Project Lab 2016 finalists.