**Mock Application Form - Social Enterprise of the Year Award 2019**

**Important note: This is a copy of the online entry form that will be available from 2 September 2019 (all entries must be submitted via the online form by the closing date of 2 October).**

**The purpose of this document is to help you prepare your entry in advance of the opening date. From 2 September you can copy your answers from this document into the online form. This application form is a template to help you to tell your story. The answers should flow from one to the other. Keep a copy of this form on file and you will have an impact story ready to use.**

This is the application for the Social Enterprise of the Year Award. Social enterprises are social-mission focused organisations that engage in trading activity in a way to achieve their social mission or to generate a contribution to the cost of delivering their mission.

All entries in this category must be accompanied by a short video. The video must **not be longer than 2 min** and must be hosted publicly on YouTube in order to embed into your application form.

Your video should show your impact and what makes your organisation unique, innovative or creative. We want to hear about the personal impact of your work and the challenge your organisation has overcome.

The term “Impact” simply means making a positive difference in people’s lives. It can be tangible like a much-needed community amenity or service, or something intangible like increased confidence, a sense of community pride or well-being.

**Application questions:**

Remember: Keep your answers relevant, concise, and clear. Think about the audience when you write and use plain English. We want to hear about the personal impact of your work. Make sure to stay in the limit of the character count for each question.

1. **Tell us about the issue(s) this organisation is tackling and why it's important**

Why was the organisation set up? What is it trying to change or do? Why is it important to do this? **(limited to a character count of 800)**

1. **How does your organisation go about tackling these issues?**

Explain your organisation's approach to solving the issues you identified in your previous answer. **(limited to a character count of 800)**

1. **Everyone loves a good story. Tell us about a case where the organisation has made a positive difference. (limited to a character count of 1500)**

Provide a case study to illustrate the impact of the organisation’s work. We will accept anonymous case studies if you need to protect the identity of a service user or individuals under 18 years of age. You can include a quote or endorsement if you wish

1. **What has the overall impact of this work been?**

How will you describe the overall impact of your organisation’s work? Have you been successful? How do you know? You can include some facts and figures if you wish **(limited to a character count of 800)**

1. **What makes your organisation special?**

What is the organisation’s unique selling point? What makes the organisation different from others working in the same field/area? **(limited to a character count of 800)**

1. **Please describe how your social enterprise engages in trading activity in a way to achieve your social mission**

How does the organisation generate income? What percentage of the income is traded income [i.e. income in exchange for a good or service]? How does the income generated contribute to the cost of delivering on your mission? **(limited to a character count of 800)**

1. **How can the public support your work?**

Do you need volunteers? Do you fundraise? Can the public share your story? Give them a call to action **(limited to a character count of 800)**

1. **Describe how your organisation is transparent and accountable**

For example, do you publish your annual accounts online? Are you compliant with the Charities Regulator' governance code? Do you use the fundraising principles? **(limited to a character count of 800)**