



Charity Application Package

JUNE 2024

Expanding Food Security Initiatives in Guelph/Wellington

Our community is facing a food insecurity crisis. Oak Tree 9 will help educate, support, and raise awareness about the amazing work Guelph/Wellington charities are doing to help people in our community access nutritious food. Guided by a panel of expert community judges who understand the social, economic and logistical challenges involved, we are inviting local charities to submit applications for our \$20,000 grand prize. Our goal is to expand or create programming that will get healthy and nutritious food to those who need it.

This package has all the info you need to build your application. If you have any questions drop us a note at oaktreeguelph@gmail.com

Our goals for Oak Tree 9 are to:

- Educate our community about the social, economic and environmental impact that food insecurity plays on our community
- Financially support existing and/or new programs that demonstrate innovative and impactful food security initiatives
- Leverage the [Income Security for Food Security](#) initiative from the Poverty Task Force, and increase awareness about the existing work that is happening in our community around food access



Timelines

June 24 | Launch to charities

June 24 - July 19 | Application questions welcome at oaktreeguelph@gmail.com. Ready to apply? Visit OakTreeGuelph.ca to submit your application.

July 19, 5 pm | Applications close

Late July | A pre screening of all submissions to ensure each application is complete

Early - Mid August | Our expert panel reviews all submissions and selects 5 semi-finalists

By August 23 | Announcement of 5 semi-finalists

By August 30 | All semi-finalists will have connected with [Ward1 Studios](#) for the creation of a 45 second video overview of their application and the impact it will have

August 24 - September 6 | Charities are on-site at Ward1 Studios for filming

September 27 | All five videos are ready for posting at OakTreeGuelph.ca

Weeks of September 30, October 7 | All five programs and videos will be profiled at OakTreeGuelph.ca and through the social channels of our partners. Everyone who applied and all semi-finalists will be encouraged to share the videos and the Income Security for Food Security stories created by the Poverty Task Force.

October 15 | The Finale at The Farmers Market with catering by Chef Pi (from [Pi-vate Chef](#)) where the 5 semi-finalists will present their project in a 5 min presentation (plus their Ward1 Studio video).

Application Evaluation

The evaluation of all applications and choosing our winner will be the job of our expert panel. Each member of our panel brings practical insights, lived experience and/or system knowledge that will help us find the most impactful use for the grand prize of \$20,000. Visit OakTreeGuelph.ca to see an updated list of our expert panellists.

Our Grand Prize winner will be chosen by our expert panel based on these metrics:

- **65%** | Expert Panel on original submission
- **25%** | Expert Panel on finale presentation
- **10%** | Crowd reaction through chip 'votes' at finale

New this year: rather than public voting, we will ask charities to invite their supporters to watch and share the Ward1 Studio videos for all five semi-finalists. Our goal is to increase awareness about the food security needs across our community. We also invite all involved charities to share the stories and videos from the recent Income Security for Food Security campaign organized by the [Poverty Task Force](#).

Application Questions

To help prepare for your submission, these are the questions from the application form and the approximate word count we expect. Ready to share your great idea with us? Visit OakTreeGuelph.ca to submit your application by 5 pm on July 19/24.

A reminder that all submissions are being collected for review by the Oak Tree Project team and our expert panellists. By August 23, we will publicly share the names of the 5 semi-finalists and will use the language you share with us to describe your project along with the logo and the web presence you give to us.

Questions about the application process? Drop us a note at oaktreeguelph@gmail.com

Oak Tree 9 Application Questions. Submit your answers at OakTreeGuelph.ca

Please complete all fields and follow the suggested word count

150 words: Describe your project, your ultimate goal and what excites you about the impact you will make.

200 words: What partnerships do you have or will you develop to help maximize your impact?

350 words: What specific needs, stats or information have you identified that will allow you to measure how your project will increase food security for families?

250 words: How will your project reduce the barriers experienced by families in accessing healthy and affordable food?

200 words: How will your project help educate our community about the challenges around food security for families?

150 words: How will this funding and video help your long-term sustainability?

150 words: Anything else you want us to know about your project or organization?

100 words + attachment: How will you use the funds? Please attach a project budget that identifies how OTP funds will be used and what other sources of funding you will be using for your project.

6 words max: If you are chosen as a semi-finalist, what name would you like us to use as a title for your project?

50 words max: If you are chosen as a semi-finalist how would you like us to describe your project?

About Your Organization

Your organization's full name:

Contact person name, title, email, phone:

Website:

Your X/Twitter account:

Your Facebook account:

Your Instagram account:

Please upload a high res copy of your logo as .jpg or .png

I understand that this content will be reviewed by Oak Tree organizers and members of the expert panel

If selected as a semi-finalist I understand that:

1) our organization will be highlighted on Oak Tree materials including web, social and possibly earned media

2) we will be expected to promote Oak Tree on our social channels and,

3) we are responsible for connecting with Ward1 Studios after semi-finalists are announced by August 23 and schedule a time for filming before September 6. We understand that we will be using a pre-designed video template, featuring one spokesperson.