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## Eco-Initiatives Form: Above \$500

**Name:** Meryn Corkery

**Date Submitted:** March 6th

**Contact Email or Phone:** [president@ubcsprouts.ca](mailto:president@ubcsprouts.ca) 7809538126

**Club or Group Affiliation(s):** UBC Sprouts

**Amount Requested:** \$604.14

### TREASURER USE ONLY:

**Approved**

**Modified**

**Denied**

**Submitted as of:**

**Notes:**

### 1. Please fill in the fields below to give us an overview of your project:

- Name of Project: UBC Sprouts Crowdfunding Launch
- Objective or Purpose: To kick off a fundraising campaign while providing an informal space for sustainability groups on campus to mix and mingle.
- Brief Description:

Sprouts Cafe is getting a facelift! After several years of ideation and renovations, Sprouts Cafe will be opening in September 2018. With a new space comes the necessity to outfit it with new equipment, furniture and decor. In order to raise funds to do so, UBC Sprouts will be launching a crowdfunding campaign on a new, local platform: Wayblaze (the same platform used by Nada). To kick off this opportunity, we will be hosting a

launch party to get people excited and invested in the new space. This launch party will also act as advertising for the campaign and opening date, and provide extra incentives for people to donate. All of the proceeds will go towards equipping our new space within our sustainable purchasing policy - including second hand high quality cutlery and crockery, gently used restaurant equipment, and refurbished and reclaimed furniture.

We hope that this event will generate a space for other sustainability clubs and like-minded individuals to get together and share ideas in an informal setting. SEC's support and promotion of this event would ensure the greatest success of Sprouts' crowdfunding campaign. To align with our sustainability goals, this will be a zero waste event and we will encourage individuals to bring their own containers and cups.

- Project Date(s):

The launch party is set for March 21st, 2018.

- Expected Attendance: 100 people over the course of the evening

**2. Outline how your project pertains to the environment and/or contributes to sustainability at UBC (approximately 200 words).**

As any non-profit can attest, fundraising is hard! We hope that this crowdfunder will help us ease into the process as well as garner community support for Sprouts initiatives. After discussing with Nada (formerly the Zero Waste Market who achieved over twice their projected goal on WayBlaze), their number one tip for a successful campaign was to host a launch party. Additionally, the video made for the crowdfunder will also help to showcase sustainability initiatives on campus, such as Roots on the Roof and the UBC Farm.

The success of this campaign has a direct impact on the quality of the outfitting of our new Sprouts location. Properly equipping the new space will allow us to provide the best environment to train our volunteers in and will curate an inclusive and open community space. At the new Sprouts location in the Life Building, we will be able to expand our capacity to serve the UBC community affordable, nutritious and locally sourced dishes, as well as increasing the reach of our other programs such as bulk buying, the grocery store, workshops, and Sprouts boxes. Having this stability compared to the last three years of transition will be a welcome break, allowing Sprouts to reset and re-establish in our new centrally located home.

**3. How will you document the successes and challenges of your project? In what ways do you foresee this documentation aiding future environmental and sustainability initiatives (approximately 200 words)?**

<sup>1</sup>Mondays 5-6 PM in the Resource Groups Lounge (Room 2102)

The successes and challenges will be fully documented in a “Crowdfunding Transition Document” as part of a Directed Studies (completed in April). This document will aid knowledge transition within Sprouts, and will include advice from other Vancouver groups, such as frida & frank and Nada, as well as our own experiences with the process. Sprouts had attempted to launch a crowdfunding campaign in the past for Seedlings Cafe however, it lacked proper documentation and momentum.

This resource will be invaluable for the executive teams to come as a fundamental resource for sustainable event planning, student engagement and fundraising in general. These components contribute to Sprouts’ goals of increasing access to affordable and sustainable food by providing us with the physical and economic resources, as well as the enthusiastic volunteer base we need to continue to run. The document will provide a template for event promotion and planning, which will be available to all Sprouts execs and external groups looking to run similar projects

- 4. For most funding requests of this amount, SEC would like to see other sources contributing to the financing of your project. Are you pursuing any other sources of funding? If so, what are those sources, how much are you expecting to receive from them, and what will those funds be put toward? We can help you identify other sources of funding.**

We are not pursuing other sources of funding. Our main goal is to not incur any additional costs from the event. However, we are seeking other forms of compensation such as product donations for a raffle and food. We have already secured product donations and food for the event. Also, we would happily accept a portion of the requested amount as any contribution to the overall cost of the event would allow us to make the event a more enjoyable experience for all attendees.

- 5. What aspect(s) of your project will SEC funding be used for? Be as specific as possible with the allocation of funds.**

Item	Notes	Cost
Liquor License	sourcing locally, proceeds from drink sales will go to the crowdfunding campaign	\$143.39
Venue Booking	Old Barn Community Centre	\$138.75

Insurance	Mandatory	\$222
Video stipend	to promote event, crowdfunding campaign, and other sustainability groups on campus	\$100
Food	fresh produce	\$50
Posters	to promote event	\$50
Total		\$604.14

**Signed (Your Name):**

**SEC Treasurer**

<sup>1</sup>Mondays 5-6 PM in the Resource Groups Lounge (Room 2102)

Name:

Signature:

**SEC Chair**

Name:

Signature:

**How to Submit the Funding Application**

Completed forms can be emailed to [sec.ubc@gmail.com](mailto:sec.ubc@gmail.com) (preferred) or dropped off at our office, Room 2106 of in the AMS Student Nest. You are also welcome (but not required) to attend our weekly meetings<sup>1</sup> to present your project idea to our group. However, we would appreciate an email informing us of this intent at least 48 hours in advance. The executive team and other active members of SEC would be happy to help you formulate your project as well as assist with its development and applications for funding.

If your funding application is approved, SEC will reimburse you for the specified purchases and expenses. You must provide our Treasurer with receipts and/or proof-of-purchases. Reimbursement usually takes about 5 business days and can be picked up from the AMS offices on the 3<sup>rd</sup> floor of the AMS Student Nest. Please bring a valid ID when you go to collect the reimbursement. In the event that a student is unable to make the necessary purchase(s) to start their project, arrangements for advance funding can be made.

**A Note About Eco-Initiatives Grants**

Eco-Initiatives Grants can be used to fund a wide variety of projects. Any projects related to the environment or sustainability, and involving members of the UBC student body, will be considered. However, funding requests for projects undertaken as part of coursework at UBC, or individual volunteer projects, must illustrate a connection to the wider student body, and we are unable to fund honorariums. Should you have any questions regarding the Eco-Initiatives Funding and what could be funded, please contact feel free to get in touch with us using any of the aforementioned methods.