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YOUTH ROOTS**

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Creation Funding Guide: Entrepreneurship and Social Enterprise Stream

This stream is run in partnership with H&M

Project Summary

Creation is a multi-level funding program that will support strengths-based, community-focused and youth-led projects taking place in communities across Canada. Funding is dispersed through themed streams, which focus on specific funding gaps and needs in communities.

The Entrepreneurship and Social Enterprise Stream will provide grants of \$4,500 to youth-led business and social enterprise projects happening in urban, rural, on reserve and remote communities across Canada. This stream is being offered in partnership with H&M, and focuses on empowering Indigenous youth entrepreneurs to build, scale and enhance their businesses. Projects must be led by either individual Indigenous youth (ages 15-29) or 2+ Indigenous youth (ages 15-29). Youth leaders (grantees) will receive capacity building opportunities throughout the project, including opportunities to learn from other Indigenous business-owners about growing, scaling and developing a business.

Funding Stream Priorities

There is a priority in this stream to support:

- New and emerging Indigenous youth-led businesses and social enterprises
- Existing small Indigenous youth-led businesses and social enterprises that are looking to scale and/or grow
- There is a priority to fund business led by Indigenous youth who also carry Afro-Indigenous and 2SLGBTQ+ identities

What do we mean when we say business?

We are looking to fund a **diverse range** of Indigenous youth-led businesses. This could include artist collectives, online marketplaces, product-based businesses (whether clothing, traditional artwork, etc), businesses focused on experiences (i.e. recreation, history tours, etc), businesses focused on skill-building (i.e. facilitation and consultation), etc.

What do we mean when we say social enterprise?

We are also interested in funding social enterprises. A social enterprise is an initiative that markets and sells a product or service (i.e. merchandise, fee-based workshops, etc), and the profits made from those sales are put back into community initiatives. An example of this could include a youth program that makes and sells t-shirts their participants design, and any profits made from the selling of those t-shirts goes back into funding youth programming.





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We will accept applications from both businesses and social enterprises.

Project Focus Areas

Projects should focus on building the capacity of an Indigenous youth-led businesses and/or social enterprise. Below are some possible examples of eligible projects. These examples do not include every type of project that we would fund.

- € Building a business plan or strategic growth plan
- € Designing and making new products for a business
- € Developing social media and/or promotional materials
- € Launching or redeveloping a website or platform
- € Supporting ongoing operations of your business
- € Engaging with community to plan initiatives, programs and/or give back events
- € Hosting a product launch or artist events
- € Working with a business advisor or taking training/capacity building workshops

Eligibility

Funding in this stream will only fund Indigenous youth-led businesses or social enterprises.

Please note: for the purpose of this program, IYR defines Indigenous as status and non-status First Nations, Inuit, and Métis peoples in Canada, living both on and off reserve.

Eligible groups and projects include:

- Incorporated and unincorporated Indigenous youth-led businesses
- Indigenous youth-led social enterprises
- Individual projects led by an Indigenous youth

Ineligible groups and projects:

- Projects that are not youth-led (or where the majority of leadership is 30+)
- Non-Indigenous groups, organizations and/or businesses
- Non-youth groups, organizations and/or businesses





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- Projects taking place outside of Canada

Ineligible Expenses

IYR will NOT fund projects that are political in nature, or that involve distributing substances (i.e. alcohol, non-traditional tobacco, marijuana, illicit substances, etc). IYR will also not fund projects or activities that are taking place outside of Canada.

Review Process

Applications will be reviewed by a Community Grants Committee that includes Advisory Circle members, community members, Indigenous youth and other knowledge carriers. All members will have experience running programs and initiatives, overseeing projects and offering community supports. 100% of the review committee will be Indigenous, and a minimum of 75% will be youth.

Capacity Building

Youth will be invited to participate in IYR's Capacity Building Program. This program is geared towards strengthening skill sets around program administration, facilitation, evaluation as well as providing opportunities to learn about program design, organizational governance and growth, personal development and youth leadership. Grantees in this stream will have specific workshops around business development offered. Additionally, H&M will offer a 4 session *Indigenous Youth Entrepreneurship Accelerator* program that will provide youth the opportunity to enhance their skills and knowledge around entrepreneurship.

Reporting and Evaluation

Grantees will be asked to submit one report:

Final Report (1 month after project completion): Grantees will submit an evaluation report that will include reporting on the final budget (how much money you spent), data on the number of participants reached in your project, data on time spent on the project and a narrative report on the project. The final report will likely take 3 – 7 hours to complete. Grantees will receive a copy of the evaluation report within the first month of their project start date.





Financial Oversight and Trusteeship

Groups/councils/collectives with members who are over the age of 18 do not require a trustee and, if successful, will receive the grant funds directly.

Successful applicant groups (with leaders aged 15-17) will require a local non-profit or trusted community member over age 18 to serve as their grant trustee. This trustee may be someone the applicants are already familiar with or IYR can support in connecting them with a willing organization or community member as well as with creating a trustee agreement that ensures youth will be supported.

You can view IYR's definition of Trustee >>[HERE](#)<<

Release of Funds

IYR does not issue cheques. Funding will be sent to grantees via a Plooto bank transfer/direct deposit. Grantees will receive funds within two weeks of submitting a signed funding agreement.

Timelines

Stages	Timeline
Applications Open	October 1, 2024
Application Deadline	October 31, 2024
Decisions Released	January 15, 2025
Project Start Date	February 1, 2025
Midterm check - in	June 1 – 15, 2025
Project End Date	September 30, 2025





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Final Report Due	October 31, 2025
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Unless otherwise noted, all deadlines are 11:59pm PST

Questions

IYR encourages applicants to reach out if they have any questions. Please email gwen@indigenouslyouthroots.ca to speak to a member of the team.



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