



# GIF Application Form

Welcome to the Growth Impact Fund application form!

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Thank you for your interest in the Growth Impact Fund (GIF).

The purpose of this form is to collect the information we need to know if the Fund is a good fit for your organisation.

Before completing the form, please review our eligibility criteria ([linked](#)).

Please note that if you answer 'I'm not sure' or can't provide detailed information in response to a question, it won't automatically exclude your application from being progressed to the next stage..

The form takes an estimated 15-20 minutes to complete.

At the bottom of each page, you will find an option to save your progress and copy a link to the application form so you can share it or finish it later.

Reasonable adjustments: GIF is committed to supporting people at every stage of the investment journey. We know that some people applying to GIF may need additional support or alternative options to complete our application form. If you need help to make an application or access our services, please email us at [enquiries.GIF@bigissue.com](mailto:enquiries.GIF@bigissue.com).

What is the name of the organisation you are applying for? \*

What is the address and postcode of the head office of your enterprise? \*

Street Address

City

Postal / Zip Code

Country

What is your legal structure? \*

There will be a drop-down menu to choose from



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Legal Structure - Other \*

How much money are you seeking from the Growth Impact Fund? \*

£

If you're not sure, an estimate is fine

How much money are you looking to raise in total i.e. money from Growth Impact Fund + any other investors, etc.

£

Optional

## Pitch deck and video presentation

If you'd like to send a video introducing yourself and your business to help us get to know you better, please do. This is optional and including one won't negatively impact your application.

If yes, please provide a link to your short (less than 3 minutes) video. Checkout LOOM to help create a short video.

If you have a website, please share the URL

Does your organisation have a pitch deck that is ready to share? (An explanation of what we are looking for in a pitch deck is below). \*



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A Pitch deck is a way for you to take investors on a journey, sharing your vision, strategy and potential for your social enterprise. It's a tool to communicate the problem you're solving for, the impact you are looking to create and how you will deliver that solution, including the Business Model and Go-to market strategy. Typically, tools like PowerPoint and Canva are used.

Creating your Pitch Deck - Investing for impact. Made for diverse-led organisations.

If yes, please provide a link to the pitch deck:

Do you have a link or would like to attach your pitch deck to the application as a file. \*

Link

Attachment

Link to pitch deck: \*

Pitch Deck File: \*



sample.pdf

What if I don't have a pitch deck?

Support is available: Take a look at our video on how to prepare a pitch deck and financial model. If you've watched the video and still have questions, we run monthly drop-in Q&A sessions to help answer any questions. Register for a drop-in Q&A session [here](#).

We're unable to screen applications without a pitch deck, but once you have one you can move onto the next stage. A description of the application journey is also on our [website \(linked\)](#).

Have you applied for investment before? \*

Please note: this question refers to equity investment or investment that has to be repaid, not grant funding.

Has your organisation received investment before? \*

Yes

No



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What type of finance are you looking for? \*

If unsure, please select 'not sure'

What sector does your organisation operate in? \*

Please specify sector

Please note that although organisations from other sectors are welcome to apply, we are less likely to invest in sectors other than the five options listed above.

This section is about how your organisation benefits society e.g. its impact. Please share as much detail as you can to help us better understand and progress your application.

What social issue are you addressing? e.g. some of our Founders are working on improving access to work for people who are disabled or neurodivergent. \*

How does your product or service solve this issue? \*

Where does your organisation deliver impact? \*

The Growth Impact Fund is for organisations that operate in, and benefits people deliver impact in the UK (where your impact is delivered).



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Who is/are your customer(s)/buyer (this may be distinct from your users) \*

i.e. employers, healthcare providers, educational institutions, government agencies, children from low socioeconomic background, etc.

How are you different from your competitors, and why is it the best solution for the long term? \*

What stage is your business at? \*

If beta (and beyond), provide product demo

Are you making money? \*

How will you make money while delivering impact? \*

Please share how you know that you're helping people through your work. \*

If successful in securing funding with Growth Impact Fund, what will you be using the funds for? \*



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Is there anything else you would like to share with us about where your organisation currently is in terms of applying for investment? (Optional)

What is your name? \*

First Name

Last Name

What is your work email address? \*

What is your work phone number? \*

## Founder:

Why you are well placed to build this solution? \*

This may be your lived experience of the issue, your skills and expertise, or any industry awareness you may have.

Lived experience means you or a close relation has been directly affected by a social challenge.

Some examples of lived experience are:



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- Being a refugee / asylum seeker
- Living in poverty
- Financial exclusion
- Homelessness
- Long term unemployment (12 months or more)
- Voluntary carers
- Young care leavers/anyone with experience as a looked after child with experience within the local authority care system
- Young people who are NEET (not in employment, education, or training)
- Physical disability
- Mental disability or learning difficulty
- Living with a long term health condition
- Ex/offenders
- Experience of crime and abuse
- Addiction issues
- Living in a community directly impacted by climate change or environmental challenges

Lived Experience \*

- Yes
- No
- I'm not sure
- Prefer not to say

For the purposes of this question, lived experience means the founder or a close relation has been directly affected by the social challenge you are working in.

**Reasonable adjustments:** If your application is taken to the next stage, the Fund may be able to make reasonable adjustments to fit our processes to your situation. For example, adjustments that may be helpful to neurodiverse people include allowing extra time to review written documents or including someone else in early conversations to support communication.

Do you have any reasonable adjustments that you'd like to share with us at this stage, or in a future conversation?



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Please tell us any reasonable adjustments that you'd like to share with us at this stage: \*

## Founders and Leadership team

The Growth Impact Fund is committed to supporting and investing in founders and businesses that have historically been overlooked when seeking funding. To do so we need to ensure that diversity, equity, and inclusion are incorporated in all of our processes.

This section asks about the diversity of your organisation's leadership. If you collect diversity data for your senior management team and/or board, you will be asked how many members identify as:

- Female
- A member of a racialised community (an explanation of this term is linked)
- Disabled
- LGBTQIA+
- Having lived experience of the social need your organisation aims to address
- Having received free school meals as a child.

What if my organisation doesn't collect diversity data? If you don't collect diversity data for either your board or senior management team, you'll be asked questions about you as an individual.

What if I am a solo founder? Please choose 'No, we don't have a senior management team/board in place' for the two questions below. You'll be asked questions about you as an individual.

What if I don't want to answer a question? You can opt out of answering any question by selecting 'Prefer not to say'.

How will my data be used? Your responses will be held in accordance with GDPR requirements. All data from this section will be anonymised and used to improve the Fund's offer to investees, contribute to research and marketing, and meet reporting requirements.

The following questions ask about your individual diversity characteristics as a representative of your organisation's leadership.

Please help us better understand the diversity of your organisation by providing data for all that apply.





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Please choose the option that most closely describes your role in the organisation: \*

- Founder
- Founder & CEO
- CEO
- Chairperson or board member
- Senior management team member
- Other

## About the Founder

Ethnicity \*

- |   |   |
|---|---|
| <input type="radio"/> Any other Mixed or Multiple ethnic background                 | <input type="radio"/> Arab  |
| <input type="radio"/> Asian or Asian British - Any other Asian background           | <input type="radio"/> Asian or Asian British - Bangladeshi                          |
| <input type="radio"/> Asian or Asian British - Chinese                              | <input type="radio"/> Asian or Asian British - Indian                               |
| <input type="radio"/> Asian or Asian British - Pakistani                            | <input type="radio"/> Black African or Black Caribbean or Black British - African   |
| <input type="radio"/> Black African or Black Caribbean or Black British - Any other | <input type="radio"/> Black African or Black Caribbean or Black British - Caribbean |
| <input type="radio"/> Roma  | <input type="radio"/> White - Any other white background                            |
| <input type="radio"/> White - Gypsy or Irish Traveller                              | <input type="radio"/> White - Irish   |
| <input type="radio"/> White - Scottish/English/Welsh/Northern Irish/British         | <input type="radio"/> White and Asian   |
| <input type="radio"/> White and Black African                                       | <input type="radio"/> White and Black Caribbean                                     |
| <input type="radio"/> Other / Prefer to self-describe                               | <input type="radio"/> Prefer not to say   |

Gender identity \*

- |   |   |
|---|---|
| <input type="radio"/> Woman (including trans woman) | <input type="radio"/> Man (including trans man) |
| <input type="radio"/> Non-binary                    | <input type="radio"/> Prefer to self describe   |
| <input type="radio"/> Prefer not to say             |   |



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Founder prefers to self-describe their gender:

Sexual orientation \*

- |   |  |
|---|--|
| <input type="radio"/> Asexual                 | <input type="radio"/> Bisexual                 |
| <input type="radio"/> Gay man                 | <input type="radio"/> Heterosexual or straight |
| <input type="radio"/> Lesbian or gay woman    | <input type="radio"/> Pansexual                |
| <input type="radio"/> Queer                   | <input type="radio"/> Prefer not to say        |
| <input type="radio"/> Prefer to self describe |  |

Founder prefers to self-describe their sexual orientation:

The Equality Act 2010 generally defines a disabled person as someone who has a mental or physical impairment that has a substantial and long-term adverse effect on the person's ability to carry out normal day-to-day activities.

If you would like to read more on the UK definition of disability under the UK Equality Act 2010, please follow the link here: <https://www.gov.uk/definition-of-disability-under-equality-act-2010>

The Growth Impact Fund adheres to the social model of disability, developed by disabled people, which states that people are disabled by barriers in society, not by their impairment or difference. For more information on this model please follow the link here: <https://www.scope.org.uk/about-us/social-model-of-disability/>

Disability \*

- Disabled
- Not Disabled
- Living with a long-term health condition
- Prefer not to say
- Other

Should your application progress to the next stage, we will follow up on the topic of lived experience of the social challenge your organisation seeks to address among your organisation's leadership.



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If your founder finished school after 1980, were they eligible for free school meals at any point during your school years? \*

- Yes  No
- I'm not sure  Prefer not to say
- Not applicable (finished school before 1980 or went to school overseas)

Free school meals became means-adjusted after 1980. We ask about this as one potential measure of economic disadvantage: the poorest 15% of the population receive free school meals.

Do you have a **Senior Management Team(SMT)** in place? \*

- Yes
- No

The following questions ask about the diversity characteristics of your Senior Management Team (SMT). Please help us better understand the diversity of your organisation by providing answers for all questions that apply.

Please include all senior management figures in your answers for this section, including Chief Executive Officer, founder and co-founders as well as those in charge of departments such as finance and marketing.

If you are a member of the SMT, please include yourself in these answers.

How many members are in your **SMT**? \*

Do you know the **number of SMT members** who identify as **female**? \*

Please state the **number of SMT members** who identify as **female**: \*

Do you know the **number of SMT members** who are from **racialised communities**? \*



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Please state the **number of SMT members** who are from **racialised communities**: \*

Do you know the **number of SMT members** who are **disabled**? \*

The Equality Act 2010 generally defines a disabled person as someone who has a mental or physical impairment that has a substantial and long-term adverse effect on the person's ability to carry out normal day-to-day activities.

Please state the **number of SMT members** who are **disabled**: \*

Do you know the **number of SMT members** who identify as **LGBTQIA+?** \*

LGBTQIA+ stands for lesbian, gay, bisexual, transgender, queer (or questioning), intersex, asexual and "plus" which represents other sexual identities. More info at: <https://www.stonewall.org.uk/help-advice/faqs-and-glossary/glossary-terms>

Please state the **number of SMT members** who identify as **LGBTQIA+**: \*

Do you know the **number of SMT members** with **lived experience** of the social challenge your organisation seeks to address? \*

Lived experience means you or a close relation has been directly affected by a social challenge

Please state the **number of SMT members** with **lived experience** of the social challenge your organisation seeks to address: \*

Do you know the **number of SMT members** who were eligible for **free school meals** when at school? (Doesn't apply to those who finished school before 1980 or went to school outside the UK). \*

Free school meals became means-adjusted after 1980. We ask about this as one potential measure of economic disadvantage: the poorest 15% of the population receive free school meals.



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Please state the **number of SMT members** who were eligible for **free school meals** when at school. (Applies to those who finished school after 1980). \*

The following question helps us understand the overall diversity of your Senior Management Team:

Do you know what **overall percentage** of your SMT has at least **one of the above** diversity characteristics? (Female, racialised individual, disabled, LGBTQIA+, lived experience, eligible for free school meals, or any combination of these.) \*

What **overall percentage** of your SMT has **one or more** of the above diverse characteristics? \*

 %

What percentage of your SMT identifies as female, from racialised communities, disabled, LGBTQIA+, has lived experience of the social need your organisation aims to address, was eligible for free school meals, or any combination of these?

Do you have a **Board** in place? \*

- Yes  
 No

The following questions ask about the diversity characteristics of your board. Please help us better understand the diversity of your organisation by providing answers for all questions that apply.

How many members do you have on your **board**? \*

Do you know the **number of board members** who identify as **female**? \*

- Yes  
 We don't collect this information  
 Prefer not to say



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Please state the **number of board members** who identify as **female**: \*

Do you know the **number of board members** who are from **racialised communities**? \*

- Yes
- We don't collect this information
- Prefer not to say

Please state the **number of board members** who are from **racialised communities**: \*

Do you know the **number of board members** who are **disabled**? \*

- Yes
- We don't collect this information
- Prefer not to say

The Equality Act 2010 generally defines a disabled person as someone who has a mental or physical impairment that has a substantial and long-term adverse effect on the person's ability to carry out normal day-to-day activities.

Please state the **number of board members** who are **disabled**: \*

Do you know the **number of board members** who identify as **LGBTQIA+**? \*

- Yes
- We don't collect this information
- Prefer not to say

LGBTQIA+ stands for lesbian, gay, bisexual, transgender, queer (or questioning), intersex, asexual and "plus" which represents other sexual identities. More info at: <https://www.stonewall.org.uk/help-advice/faqs-and-glossary/glossary-terms>

Please state the **number of board members** who identify as **LGBTQIA+**: \*



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Do you know the **number of board members** with **lived experience** of the social challenge your organisation seeks to address? \*

- Yes
- We don't collect this information
- Prefer not to say

Lived experience means you or a close relation has been directly affected by a social challenge

Please state the **number of board members** with **lived experience** of the social challenge your organisation seeks to address: \*

Do you know the **number of board members** who were eligible for **free school meals** when at school? (Doesn't apply to those who finished school before 1980 or went to school outside of the UK). \*

- Yes
- We don't collect this information
- Prefer not to say

Free school meals became means-adjusted after 1980. We ask about this as one potential measure of economic disadvantage: the poorest 15% of the population receive free school meals.

Please state the **number of board members** who were eligible for **free school meals** when at school. (Applies to those who finished school after 1980). \*

The following question helps us understand the overall diversity of your Board:

Do you know what percentage of your **board** has at least **one of the above** diversity characteristics? (Female, racialised individual, disabled, LGBTQIA+, lived experience, eligible for free school meals, or any combination of these.) \*

- Yes
- No
- Prefer not to say



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What **overall percentage** of your board has at least **one of the above** diverse characteristics? \*

 %

Is there anything else you would like to share with us on the topic of your organisation's Diversity, Equity and Inclusion work? (Optional)

How did you hear about us? \*

Please specify how you heard about us?: \*

How do you prefer to be contacted? \*

Privacy statement \*

Big Issue Invest and UnLtd - The Foundation for Social Entrepreneurs are committed to safeguarding and preserving the privacy of your application. We use the information that we collect from you to provide our services to you.

In addition to this we may use the information given in the About Your Organisation section of this form for one or more of the following purposes:

To provide information to you that you request from us relating to our products or services.

To provide information to you relating to other products that may be of interest to you. Such additional information will only be provided where you have consented to receive such information.

All information given in the Pushing for Social Equality: About Your Organisation's Leadership section of this form will be held in accordance with GDPR requirements. Your responses and all data from this

I accept the Terms and Conditions.