



**EMPOWERING YOUNG PEOPLE TO FULFIL THEIR POTENTIAL**

# **APPLICATION GUIDANCE**

## GENERAL INFORMATION:

The KFC Youth Foundation is committed to backing grassroots organisations that are helping young people to thrive. Our grants programme supports youth-focused organisations across the UK working with young people aged 11-25 in areas of high deprivation. We fund programmes that create safe spaces, offer diversionary activities, and build life skills - from confidence and resilience to job readiness - to help young people feel secure, empowered, and ready for a positive future.

### Key dates:

Application window opens - 30<sup>th</sup> January 2026

Application deadline - 27<sup>th</sup> February 2026 (Midday)

### Grant Size:

We will make two year grants of up to £6,000 (£3,000 in year one + £3,000 in year two).

### Who can apply for a grant?

The KFC Youth Foundation welcomes funding applications from organisations which meet **all** of the following criteria:

- Youth focused organisations running solely youth focused programmes
- Who are registered as a CIC or Registered Charity
- With a gross income under £400,000
- Based and operating exclusively in the UK
- Benefits young people aged 11-25 years old
- Who are in areas of high deprivation
- By providing them with either a safe space, diversionary activities or life skills;
- Ultimately empower all young people to fulfil their potential and build a positive future;
- Will demonstrate positive results within 12 months of our funding being received.

**Please note: We are unable to support organisations who support any other groups in addition to the above.**

### Application guidance:

It is important to also check the information on our funding criteria which you will find in our FAQs. Please be aware that any applications outside of these criteria will be turned down.

## THE APPLICATION PROCESS:

Applications are submitted through our online portal:

**<https://kfcfoundationuk.smapply.org/>**

Application (Deadline 27<sup>th</sup> February 2026)

- Eligibility questionnaire
- Basic application form including some information about your organisation.
- Application questions and the option to complete this part of your application in video or written format. This is what we will be assessing your application on.
- Upload supporting documents

## GUIDANCE

### Eligibility Questions

These questions are to find out if your organisation is eligible for funding, please answer honestly because during due diligence you will be asked to demonstrate the accuracy of your answers and we don't want to waste your time. If you have any questions, just email [thalia.beaty@yum.com](mailto:thalia.beaty@yum.com).

### Contact Details and monitoring

Please provide contact details for the person who you would like us to correspond with in relation to your application to the KFC Youth Foundation. We also ask some basic questions here for data collection so we can gather information such as where you heard about us and where your organisation is located.

### Young people

As a youth focused organisation, we encourage a youth led approach and so we will ask you if a young person was involved in supporting the application.

### Detailed application

This is the bit we are excited about! This is your opportunity to tell us a bit more about your organisation and who will benefit from the grant through a set of questions; check out the criteria below against which we'll be reviewing your application. You also have the option here to complete this part of the assessment in video format.

Should you chose to complete part of the application via video, you will need to upload your video to the online portal.

Think about this as your chance to showcase what you do, it's your chance to tell us what your organisation is all about! Don't worry if people don't want to be filmed (although of course we'd love to see your team) you can use pictures or a PowerPoint presentation with a voice over.

Your video submission:

- Should be no longer than 2 minutes (I know tough, but we have A LOT to watch) we will only watch the first 2 minute of any video.
- Videoed in landscape
- For any videos or images sent as part of the application, the applicant must ensure they have obtained the necessary written consents from any individuals appearing in those videos or images.
- Your video does not need to be highly produced, all singing and all dancing. Something filmed on a phone is perfect and honestly these are my favourite; you cannot beat passion and knowledge. Substance over style is key!
- You will be answering questions that you would have otherwise completed in written format.

### Supporting Documents

You will need to upload supporting documents onto the portal; (governing document, latest accounts, a suitable safeguarding policy, a copy of your most recent bank statement and your organisation's logo).

We are asking for your organisation's latest accounts detailing income and expenditure and if the accounts are over 12 months, your organisations income and expenditure for the past 12 months as well. This is to make sure your organisations income is under our threshold of £400,000. **We will not be able to provide grants to organisations over this limit.**

## Application assessment and outcomes

Unfortunately, we are unable to commit to giving feedback on your application beyond a yes/no due to volume of applications.

### ASSESSMENT CRITERIA:

We review every application using the same scoring framework to make sure our decisions are fair and consistent. Your application will be assessed against four key areas:

- **Location** – We look at where your work takes place and how this relates to local need, using IMD data to help us understand levels of deprivation.
- **Organisational stability** – We consider the strength of your organisation's long-term plans, governance and financial sustainability.
- **Alignment** – We assess how closely your organisation's aims and activities align with the KFC Foundation's strategy and funding priorities.
- **Youth voice** – We look at how meaningfully young people are involved in shaping your organisation's work, from decision-making to programme design.

### Timeline

30<sup>th</sup> January - Applications open

27<sup>th</sup> February (midday) - Deadline for applications

W/C 20<sup>th</sup> April - Application outcomes

May - Grant payments made