



EMPOWERING YOUNG PEOPLE TO FULFIL THEIR POTENTIAL

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.
- Have existed for at least 12 months at the time of submission
- Have a signed constitution/ governing documents
- Have a bank account in its own name which requires two unrelated signatories/ dual authorisation
- Have accounts detailing income and expenditure over the past 12 months
- Have an active board of trustees or directors
- Have a suitable safeguarding policy.

How much is the grant?

KFC Youth Foundation offer two years of funding, up to £6,000 (up to £3,000 in year one + up to £3,000 in year two).

Do I need to tell you how the grant will be spent in my application?

We value a flexible approach to grant funding so that your organisation can respond to changing needs (within our guidelines of funding use). We will ask you to tell us about your organisation and who will be supported rather than a specific project.

What size organisations will the KFC Youth Foundation award grants to?

The KFC Youth Foundation grants will be awarded to organisations with incomes of no more than £400,000 per year. Please be aware we will check accounts during our due diligence process.

What age group do you consider as young people?

For our funding we consider young people to be between 11-25 years old.

Does the age range of the young people we support have to span across the full age range of 11-25?

No, the young people can be any age between this bracket.

We do work with people between 11-25 years old but also some people slightly older and younger, would we still be eligible?

We are able to support applications a year or two outside of this bracket, so long as any funding provided would have a focus on young people aged somewhere between 11-25 years old. We cannot support organisations whose focus is on a broader range of young people. Please be aware that we will check your organisation's Constitution during due diligence to confirm that the organisation's mission aligns with the KFC Youth Foundation's funding aims.

Who are the target beneficiaries of the KFC Youth Foundation Community Grants?

The Community Grants Programme is for youth-focused organisations. Youth-focused organisations are those whose main mission is to support young people through dedicated youth work programmes. Organisations that support wider groups but include some youth work (e.g. community centres or charities that support adult mental health, disability or physical illness) do not meet this criteria. We will check your organisation's governing documents at due diligence to ensure your organisation's mission is youth centred.

Do we need to operate in an area of high deprivation to be eligible for a grant?

Yes. Your organisation must deliver services to young people in areas of high deprivation. If applications are high, priority will go to organisations located in the top 10% most deprived neighbourhoods, according to the Index of Multiple Deprivation (IMD).

What type of work does the Foundation fund?

Your organisation's mission must align with at least one of the Foundation's funding pillars, and explain how in your application:

- Safe Space – A safe physical and emotional environment with trusted adults/peers, safeguarding, and youth involvement.
- Diversionary Activities – Activities aimed at reducing risk factors (e.g. ASB, exclusion, substance misuse) and delivered at key times for vulnerable youth.
- Life Skills – Programmes that build independence skills, financial resilience, food education, employability, etc.

If your organisation's mission does not align with at least one of the above pillars, your organisation will not be eligible.

What organisations are NOT eligible?

- Uniformed group such as Scouts, Girl Guiding and Sea Cadets etc (this does not include sports kits)
- Statutory body, such as a local authority
- An organisation without a governing document
- Public bodies to carry out their statutory obligations (including organisations providing those statutory duties on behalf of the public body)

What will NOT be considered for funding by the KFC Youth Foundation?

- Promotion of religion
- Curricular activities that take place during the school day
- Repayment of loans
- If you are using funding for sports kits, you will not be able to use funding for KFC Youth Foundation branding on them.

If you are unsure of how funding can be used, please reach out to Thalia, thalia.beaty@yum.com.

Will you make grants to sports-based programmes?

We will make grants to sports-based programmes but you will need to demonstrate 1) that your organisation focuses on delivering services that align with at least one of our funding pillars. 2) that you have a broader mission and that sport is used as a vehicle for building life skills, provide mentoring and/or improve their chances to gain meaningful employment.

I was recently awarded a KFC Youth Foundation Community Grant, can I apply again?

As our grants programme is two year funding, you are able to apply for another grant after you receive your final grant. Following an unsuccessful application, you can apply the following year.

What is the application process for funding?

Applications are submitted through our online portal: <https://kfcfoundationuk.smapply.org/>

Application (**Deadline 27th February 2026**) - You must complete all of the following before the deadline to submit your application:

- 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

If you need support with completing your application, please reach out to Thalia, thalia.beaty@yum.com, before the deadline. We are unable to accept applications beyond **27th February**.

Can I email the application form to you?

No. Your application form should be completed on the online portal. You can save your form and come back to it at any time.

Should I complete my application in video or written format?

That's completely up to you. We offer both options so you can choose the format that works best for you and your organisation. You'll be asked to answer the same questions either way, and all applications are assessed against the same criteria, so there's no advantage or disadvantage to choosing one format over the other. Just pick the option that helps you share your work most confidently.

If we prefer video format but can't afford to film a professional video, what should we do?

Your videos should absolutely be a question of substance over style, we do not need a highly produced video, something rough and ready on a phone is perfect (so long as we can hear you!). Remember to film in landscape! If you are using Vimeo or YouTube links for your applications please ensure the videos are made public in order for us to review the video.

If we prefer video format but no one wants to be in our video, what should we do?

Well of course we'd love to see the faces of your wonderful teams but we know that not everyone is comfortable in front of the camera so you could voice over a PowerPoint or pictures, use some graphics, whatever works for you, works for us!

If we prefer video format, how should we send you our video?

Please upload your video on the online portal. When uploading, please use the naming convention: Organisation Name

Why do you ask about where my closest KFC restaurant is?

We ask this so we can understand when a grant is being awarded in a community close to one of KFC's restaurants. Although the KFC Youth Foundation is an independent charity, KFC restaurant teams are a big part of how we raise funds - through charity box collections, product donations and other initiatives. Because of this support, we like to share good news with the restaurant teams who help make our work possible. It means they can celebrate the impact being made in the communities they serve every day.

How is our application scored?

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.

Who does the shortlisting for your funding applications?

We want to involve as many people from as many backgrounds as possible in our shortlisting process because they all bring a unique perspective, so there will be restaurant teams, above restaurant leaders, trustees, young people from some of our partner organisations, anyone enthusiastic who wants to join us!

Can we save our application and come back to it later?

Yes! You will be able to come back to your saved place on the online portal.

What is the deadline for our application?

The deadline for your application (eligibility questionnaire, basic application form, detailed application form and uploading supporting documents) is **Friday 27th February at MIDDAY**.

When should we expect to hear whether we have been successful or not?

We will let you know from the week commencing 20th April. Because we receive a high number of applications, we're only able to provide a yes/no outcome rather than individual feedback

When do we have to use the grant by?

You will need to use the grant 12 months after receiving it.

What do you mean by "suitable" safeguarding policy?

Check out our Safeguarding Policy Guidance but as a minimum your safeguarding policy should cover these points:

- Definitions of abuse and signs of abuse and a description of how abuse is different for adults (if working with both children and vulnerable adults)
- Procedure for reporting safeguarding concerns
- The name of the person responsible for child protection
- The name of the local safeguarding board
- All staff, volunteers and Trustees who are working directly with vulnerable adults and/or children should have the appropriate DSB checks and there is an understanding of when enhanced DBS checks should be carried out
- All staff, volunteers and trustees who work indirectly with vulnerable adults and/or children receive safeguarding training
- Frequency at which the policy is reviewed, suggest annually.

If your policy does not cover the points stated, you will need to update your policy in order to proceed with the application. The NSPCC provide exemplary guidance on writing Safeguarding policies and procedures.

<https://learning.nspcc.org.uk/safeguarding-child-protection/writing-a-safeguarding-policy-statement>

If we are successful when should we expect to receive our grant payment?

We aim to make grant payments in May. We will reach out to you via email to confirm when payments have been made.

Can we use grant funding from the KFC Youth Foundation for match funding?

Yes you can.

Are there any conditions of receiving the funding?

The funds must be used exclusively for charitable purposes. We will require you to sign and return a deed of grant to us before you are in receipt of your grant. As part of your grant agreement, we will require you to complete a monitoring and evaluation form a year after each grant you receive.

If our organisation's application is successful, will we get the chance to speak in person?

We absolutely love to get out and meet our grant partners, so we may reach out to see if a visit is possible. We would also love to hear from you if you have any events or volunteering opportunities that we can get involved with and extend the invitation to our KFC colleagues.

You will also be invited to a short welcome call on Teams, following receipt of a grant so that we get the chance to have a quick catch up face to face once all the boring paperwork is out the way!