



SOCIAL SECTOR COMMITTEE

International Franchise Association

Are you a social enterprise, non-profit, NGO, or emerging social sector franchise looking to expand your locations and amplify your impact?

Are you working to expand an initiative that has a social mission such as reducing poverty, enhancing nutrition and food security, promoting sustainable agriculture, improving education, healthcare, clean water and sanitation, or impacting climate change?

Our Accelerator program is designed to help you achieve your goals by applying or adapting proven franchising methods

PROGRAM DATES

Application Deadline: September 6, 2024

Start date: October 16, 2024

End date: Mid-April 2025

ABOUT THE PROGRAM

Our six-month Accelerator program guides you through the steps which have been the gold standard of success in commercial franchising and how they can be applied to scale your social enterprise.

Here's what you can expect:

1. Online Video Courses and Assignments

You will be provided access to explainer videos on an online platform. It will be required that you watch the assigned videos and complete other assignments to prepare for monthly Advisor meetings.

2. Personalized Advisor Meetings

You will be paired with a qualified commercial franchise professional who will serve as your Advisor. You and your Advisor will have monthly 90-minute Zoom sessions, following a webinar launch on October 16th 2024.

Your Advisor will guide you through adapting franchising techniques to your organization, helping you think through the practicalities and benefits of this approach.

3. Peer Group Roundtables

In addition to one-on-one Advisor meetings, participation in four facilitated Zoom peer-group sessions over the course of the program will be required.

4. Program Culmination

The program concludes with a Zoom session where participants present their plans on how they will integrate franchise methods into their programs.

There are no costs for participants associated with this program.

We look forward to receiving your application and working with you to create a greater social impact in the world! You will receive an email once we have read your application (which may take a few weeks).



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2024 Social-Sector Franchise Accelerator Program APPLICATION

Deadline for Application: September 6, 2024

Candidate Criteria:

To be eligible for the Accelerator program, candidates must:

- Have a *minimum* of two locations in operation for two years
- Speak, read, and write in English

Required Video Viewing:

Before working on and submitting your application, please review the first two brief explainer videos at the link below to consider whether this is the right time for your enterprise to apply to the program:

<https://www.socialsectorfranchising.org/explainer-videos.html>

1. “ Introduction to Social Franchising”
2. “Getting Ready to Franchise”

Note: Please save this document by adding your last name and date to the file name, and email to: mrosner@msaworldwide.com.



Contact Information

First/Given Name: _____

Last/ Surname: _____

Title (Role in Organization) _____

Name of Enterprise: _____

Link to organization's website: _____

Email Address: _____

Country Code and Mobile Phone Number: _____

Address Line 1: _____

Address Line 2: _____

City: _____

(State if applicable): _____

Country: _____

Postal code: _____

Your Mission-Driven Enterprise

- 1. What is the mission of your enterprise?**

- 2. Please describe your enterprise in about a paragraph.**

- 3. How did you learn about the IFA Social Sector Franchising Committee Accelerator Program?**



4. Locations:

- How many business locations do you currently own and operate? _____
- How many business locations do you franchise or are operated by licensees? _____

5. Legal form of incorporation of your organization:

- For-profit
- Non-profit
- Hybrid (please explain below)
- Other (please explain below)

6. What is your current stage of financial sustainability for your franchise system?

- Pre-revenue
- Revenue
- Break-even
- Profitable
- Other (please explain below)

7. What type of external funding are you receiving?

- Grants
- Donations
- Loans and source:
 - Bank
 - Personal
- Other (please explain below)

Target Market and Impact Focus

1. Please describe the target population for your enterprise's location(s); for example, population size within a 5-mile radius, income level, rural/urban, male/female, etc.

2. Does your enterprise currently have social impact in more than one country?

- Yes
- No, just in one country
- Our enterprise is just starting / we have no social impact yet

3. In which country or countries does your enterprise operate and have social impact?