

# FreshGarden Grant Scheme: London

## SHORT TERMS AND CONDITIONS:

1. To apply for a grant of £5,000 to deliver activities in their community that help educate consumers about cooking and eating healthy food, and encourage more sustainable habits.
2. Complete the [online application form](#).
3. All eligible applications will be assessed on how strongly they demonstrate their ability to support one or more of the following messages:
  - a. healthy eating
  - b. growing at home
  - c. reducing food waste
  - d. eating seasonally
4. Open for entries between Thursday 20<sup>th</sup> May 2022 until 5pm Wednesday 8<sup>th</sup> June 2022.
5. Open to entries from members or representatives aged 18 or over. Applications are open to existing members of Social Farms & Gardens who are sited in London, UK, and who meet the eligibility criteria.
6. Only one application per Social Farms & Gardens member organisation is allowed.

## FULL TERMS AND CONDITIONS:

These Terms and Conditions prevail in the event of any conflict or inconsistency with any other communications, including advertising or promotional materials. Application instructions are deemed to form part of the terms and conditions and by participating all claimants will be deemed to have accepted and be bound by the terms and conditions. Please retain a copy for your own information.

1. **Promoter:** Social Farms & Gardens, The GreenHouse, Bristol, BS3 4NA
2. **Sponsor:** HelloFresh, 60 Worship Street, Hackney, London, EC2A 2EZ
3. **Eligibility:** This small grants programme is open to applications from members or representatives aged 18 or over. Applications are open to existing members of Social Farms & Gardens who are sited in London and who meet the eligibility criteria. Applicants must be one of the following types of organisations:

- Charitable Incorporated Organisation (CIO / SCIO)
- Not-for-profit company. A company limited by guarantee - registered with Companies House.
- School or educational body (may also be a charity and/or company)
- Registered charity
- Registered Charity and Not-for-profit Company
- Community Interest Company (CIC)
- Community Benefit Society

Organisations must have a legal status and must be not for private profit.

They must have a safeguarding policy in place as well as adequate insurance in place for the proposed activities and site.

Organisations must be located no more than one hour's travel from central London.

4. **Applications Period:** Applications open from 20<sup>th</sup> May 2022 and close at 5pm on 8<sup>th</sup> June 2022 (the "Application Period"). Successful applicants will be notified on 10<sup>th</sup> June 2022.
5. The opportunity will be advertised on [Facebook](#), [Twitter](#), [Instagram](#), and via direct email to Social Farms & Gardens mailing list subscribers.
6. **Applications Process:** To apply, applicants must complete and submit an online application form available [here](#).
7. Only one application per Social Farms & Gardens member organisation. No bulk entries. Use of a false name, address, multiple Facebook/Instagram accounts or any breach of the Facebook/Instagram/Twitter/Google rules will disqualify any applicant from receiving the grant.
8. Any applicant and/or successful applicant must comply with any directions given to him or her by the Promoter, fund provider and/or their agents and with all relevant laws, rules and regulations. Failure to comply with instructions, itineraries, rules, restrictions, requirements, laws and guidelines may result in an invalid application and/or forfeiture of the grant.
9. **Grant:**
  - A grant of £5,000 will be awarded to the chosen winning applicant
  - The grant payment will be released on satisfactory receipt of a signed grant acceptance letter and the following supporting documents:
    - Most recent annual accounts
    - Safeguarding policy

- Public liability insurance certificate

10. **Grant Recipient Requirements:** For the duration of the grant period (one year) the successful grant recipient will be required to:

- Host a small media team, the HelloFresh CEO and a SF&G representative on June 14<sup>th</sup> or 15<sup>th</sup> 2022 to promote the grant award, and provide a garden spokesperson for this publicity event.
- Make a garden space at their site available for a one-off HelloFresh media and influencer event to promote the FreshGarden programme (costs will be met by HelloFresh) at a date to be mutually agreed upon.
- Where reasonably practical, to support ad hoc broadcast media and photographer opportunities at the garden, totalling no more than one day per month.
- To consent to their garden images and content being shared through HelloFresh channels.
- To provide a nominated garden spokesperson for media interviews where required and mutually convenient.
- To have the ability for HelloFresh staff to volunteer at the garden
- Submit a grant report no later than one calendar year after their grant award.
- To utilise the provided HelloFresh branding on activities supported through this grant
- To acknowledge the HelloFresh grant on their social media channels and newsletters

11. **Selection of Successful Applicants:** Applications that meet the eligibility criteria set out in the application form will be assessed by how well they their proposed activities support one or more of the key messages.

12. **Successful Applicants Notification:** The successful applicant will be notified via phone and email. The Promoter aims to notify successful applicants on or before 10<sup>th</sup> June 2022. Successful applicants are subject to verification, including without limitation, verification of eligibility and compliance with these terms and conditions. The decision of the Promoter will be final and binding in all matters; no applicant will have the right to challenge the decision.

13. **“Intellectual Property Rights”** patents, rights to inventions, copyright and neighbouring and related rights, trade marks and service marks, business names and domain names, rights in get-up, goodwill and the right to sue for passing off or unfair competition, rights in designs, database rights, rights to use, and protect the confidentiality of, confidential information (including know-how and trade secrets) and all other intellectual property rights, in each case whether registered or unregistered and including all applications and rights to apply for and be granted, renewals or extensions of, and rights to claim priority from, such rights and

all similar or equivalent rights or forms of protection which subsist or will subsist now or in the future in any part of the world.

14. HelloFresh will retain all ownership in any Intellectual Property Rights in or created by any marketing or promotional material under this Agreement.
15. **General:** The names of the successful Social Farms & Garden's Member Organisation will be available on our website after 1<sup>st</sup> July 2022.
16. The Promoter does not accept responsibility for applications that are incomplete, delayed, damaged, corrupted, wrongly delivered or not received for whatever reason.
17. Successful applicants will be required to participate in publicity arranged by or on behalf of the Promoter. The Promoter shall retain the IP rights for any publicity material.
18. All instructions on the scheme are deemed to form part of the rules, as are these terms and conditions. Application into the scheme is deemed to signify acceptance of the rules.
19. The Promoter reserves the right to amend, alter or terminate this scheme at any time due to circumstances beyond its control.
20. The Promoter reserves the right to verify all applications including but not limited to asking for address and identity details (which they must provide within one week) and to refuse to award a grant or withdraw entitlement and/or refuse further participation in the scheme and disqualify the applicant where there are reasonable grounds to believe there has been a breach of these terms and conditions or any instructions forming part of this scheme's application requirements or otherwise where an applicant has gained unfair advantage in participating in the scheme or won using fraudulent means. The Promoter will be the final arbiter in any decisions, and these will be binding, and no correspondence will be entered into in relation this clause.
21. In the event of circumstances outside the reasonable control of the promoter, or otherwise where fraud, abuse, and/or an error (human or computer) affects or could affect the proper operation of this scheme or the awarding of grants, and only where circumstances make this unavoidable, the Promoter reserves the right to cancel or amend the scheme or these terms and conditions, at any stage, but will always endeavour to minimise the effect to applicants in order to avoid undue disappointment.
22. Valid wherever legal only, the rules of this scheme are subject to the legal and regulatory restrictions imposed under English law and the parties to any dispute or action shall submit to the exclusive jurisdiction of the English and Welsh courts.