

**EVERYTHING YOU
WANT TO KNOW ABOUT**

PLANT project



BUT WERE AFRAID TO ASK

HELLO. IS IT ME YOU'RE LOOKING FOR?

WHAT KIND OF PROJECTS ARE ELIGIBLE?

Calling all plant pioneers on a mission to change the way Canadians eat! Plant Project provides funding, mentorship and support for plant-based ideas, projects and startups rooted in solving climate change by sparking a shift towards plant-based eating - because eating more plants is better for the planet.

You could be an entrepreneur dreaming of starting a plant-based food truck, a school lunch program with a plan to switch from dairy to oat milk, or a food bank wanting to offer plant-based options to your users. Your program might already be running, or it might be brand new - just remember that if your program is still in the planning stages, it needs to launch before July 25, 2023 in order to be eligible for this year's funding.

You also need to live in Canada (including Quebec), and your project must be taking place in Canada.



HOW MANY RECIPIENTS WILL BE SELECTED THIS YEAR?

The number of projects we fund will be dependent on the applications we get, but we're hoping to support anywhere from two to six projects this year.

WHAT IF MY PROGRAM IS ALREADY UP AND RUNNING?

Totally cool. Projects can be existing, or brand new - as long as your focus is on reducing the impact of climate change by sparking a shift to plant-based eating.

DO I HAVE TO BE 18 OR OVER TO ENTER?

No - but if you are under 18, you must have a program sponsor who is over the age of 18.

DO I NEED TO BE A REGISTERED CHARITY TO APPLY?

Nope. We want to support people, groups and organizations that are doing their part to reduce the impact of climate change by sparking a shift to plant-based eating, big or small. You could be a person with a great idea, a committed community group or - sure! - a registered charity.

IF I HAVE RECEIVED MONEY FROM ANOTHER GRANT PROGRAM, AM I STILL ELIGIBLE TO APPLY?

Absolutely - you can apply for Plant Project support even if you've received other funding - we're happy to join your team.



LOCATION, LOCATION, LOCATION.

I'M CANADIAN, BUT MY PROJECT IS RUNNING IN ANOTHER COUNTRY. CAN I APPLY?

While we're happy to support programs that are global in nature, the funding provided by Earth's Own Plant Projects must support work being executed in Canada.

MONEY TALKS. SO DOES OAT MILK.

WHAT KIND OF GRANTS ARE YOU OFFERING?

Earth's Own will provide selected Plant Projects with any combination of funding and Earth's Own product. No two projects are alike - so you tell us: what do you need and how can we help?

HOW MUCH FUNDING CAN I APPLY FOR?

There is no set amount each project will receive - simply let us know in your application what you're looking for. That said, the maximum amount an applicant can apply for and receive is \$25,000 in funding and product combined.

AM I GUARANTEED TO GET THE FULL AMOUNT OF FUNDING I ASK FOR?

Not necessarily - we may offer some projects a percentage of the funding they request. If you have flexibility in the amount you're looking for, please let us know in your application.

HOW DO I ACCOUNT FOR THE COST OF EARTH'S OWN PRODUCT? IF I'M ASKING FOR 100 CARTONS OF OAT MILK, HOW MUCH DOES THAT COUNT TOWARDS MY \$25,000 LIMIT?

Assume \$3.75/carton.

EARTH'S OWN LOVES ME. THEY REALLY LOVE ME.

WILL MY PROJECT OR PROGRAM BE USED IN EARTH'S OWN'S BRAND ADVERTISING?

We want to use our platforms to tell your story in order to inspire more people to eat more plants. If your initiative is chosen to be a Plant Project, we will collaborate with you to co-create exciting content, profile you through PR and on our brand's website and social media channels.

WILL I NEED TO INCLUDE EARTH'S OWN PRODUCT OR BRANDING IN MY PROGRAM IF I'M SELECTED?

Nope. We would, of course, love for you to acknowledge the Plant Project support you receive in whatever way makes the most sense for your program - but this isn't about slapping an Earth's Own logo on your project. We're all here for the same purpose: changing the way Canadians eat as a key component in the fight against climate change.

OTHER THAN FUNDING, WHAT CAN CHOSEN RECIPIENTS EXPECT TO RECEIVE?

We want to see everyone's Plant Project grow - Plant Projects will be welcomed into the Earth's Own community with Plant Project U, where they will be provided with ongoing education, mentorship, networking opportunities and support from relevant experts.



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I'M IN. HOW DO I ENTER?

Head over to earthsown.com and complete the application form in the Plant Project section.

DO I HAVE TO PAY TO SUBMIT AN APPLICATION?

Nope - there's no cost to enter.

CAN I APPLY IN FRENCH?

Oui! Applications can be made in either English or French.

WHAT KIND OF SUPPLEMENTARY MATERIALS CAN I SUBMIT WITH MY APPLICATION?

Anything you think helps paint a richer picture of you, your organization or your project. Got a killer brochure, a snazzy sizzle reel or a powerful presentation? We want to see 'em. You can upload anything in PDF or JPG format - videos should be uploaded to a Dropbox link and shared through a link within your presentation documents.

WALK ME THROUGH THE PROCESS.

There are two parts to the application process:

PHASE ONE: Call for applicants:

Applications are being accepted through the Earth's Own website from June 13 until July 25, 2022 (deadline is midnight EST).

PHASE TWO: Interviews:

All applications will be reviewed once applications close on July 25 and a shortlist of submissions will be asked to join a phone or video interview with the Earth's Own team - those calls will take place in mid-August.

WHEN DO I NEED TO GET MY APPLICATION IN?

The application deadline for this year is Monday, July 25, 2022 at midnight EST! But if you're not quite ready to apply by then, you're in luck - the application period for 2023 Plant Project opens Tuesday, July 26, 2022 and will remain open into 2023 when we shortlist for next year.

CAN I GET AN EXTENSION?

Nope - sorry! July 25 is the deadline to be considered for the 2022 Plant Project - mark your calendars. Applications past this date will fall into 2023 Plant Project.

HOW WILL I KNOW IF I'VE BEEN SELECTED?

We'll reach out to shortlisted applicants the week of August 22. Stay close to the phone and email.

WHEN WILL RECIPIENTS BE ANNOUNCED?

Late September. Good luck!

WHEN WILL THE FUNDING COME THROUGH?

Ka-ching! We'll write cheques at the end of September 2022.

WHAT ARE THE REPORTING REQUIREMENTS FOR ANY GRANT RECIPIENTS?

We will ask all grant recipients to share updates with us on the progress of their projects throughout the year - as a reminder, all projects that receive funding need to be launched by July 25, 2023. A fairly simple contract will outline all of these expectations for all successful applicants. We'll also make sure that we're in the loop on what you're doing so that we can help provide promotional support through our social channels when it makes sense!

ANY OTHER QUESTIONS? WHAT DID WE MISS?

Reach out to plantproject@earthsown.com for any questions we've missed about either the application process or the Plant Project program.

