

PLAY WITH YOUR FOOD

MEAL CAMPAIGN & FUNDING Q&A

20 JUN 2023

1. Welcome and introductions

2. Overview

- OpenSeat & meal campaigns,
- the *Play With Your Food* meal idea,
- Target host and guest profiles
- Funding available through ChangeX

3. Questions & Answers

WHAT IS OPENSEAT?

OpenSeat (<https://openseat.co.za>) is a online platform that facilitates hosting and attending food-based events in South Africa

- Easy event creation, sharing through digital channels, guestlist management and payments
- Built to reduce barriers & difficulties of hosting
- Enabling event hosts to connect with food entrepreneurs, caterers and venues, when they want to outsource

Our ethos & aims

- Build community through sharing meals together
- To help foster social connection and conversation
- Combat isolation in society



WHAT IS A MEAL CAMPAIGN?

A series of meals hosted by different people

- under a similar theme
- for a social or beneficial purpose
- for building and strengthening community around a mission, interest, or cause
- e.g. in 2022, [the Dining For Democracy meal campaign with the Thuli Madonsela Foundation](#)

WHAT IS THE 'PLAY WITH YOUR FOOD' IDEA?

A meal event:

- where the guests are parents (or caregivers) and their children
- in which food, play, learning and fun interactions around a table are the main focus
- small scale: 12-20 guests,
- 2-4 members in the hosting team
- 9 to 12 guests per table, a maximum of two tables
- 3 to 5 family units per table

WHAT IS THE 'PLAY WITH YOUR FOOD' IDEA?

- We have developed a guidelines document which provides several ideas and suggestions for hosting a PWYF meal
 - general hosting approach,
 - child age and ability factors
 - the venue and table,
 - the chosen play medium,
 - the food component,
 - Possible games & activities.
- [The document can be accessed here](#)
- We want hosts to **creatively** engage with the guidelines and use their own experience and skillset in hosting.

TARGET MEAL HOSTS

Who are the ideal hosts? They would have at least *some* of the following traits:

- desire to improve the quality of relationships between parents and children
- passionate about childhood social development
- likes working with children
- enjoys practicing the art of hospitality
- those with play, child or family-focused experience, whether teachers, occupational therapists, art and play therapists, child psychologists, ECD & social workers, or anyone else invested in the wellbeing and education of children, especially in relation to their parents or primary caregivers.

TARGET MEAL GUESTS (1)

Who are the ideal guests?

- Parents (caregivers) & their children
- Children between the ages of 4-12
- Potentially older toddlers too.
- Meals might be difficult to keep on track with younger children, so hosts need to keep this in mind
- It would be best to set an age/ability range for child guests, so that everyone at the table remains engaged by the activities.

TARGET MEAL GUESTS (2)

- From communities throughout South Africa
- Especially where intergenerational family relationships need support
- Parents & children in hosts' networks, through their work-related, religious, neighbourhood communities etc.
- Q: Is there a targeted type of person or family that you are trying to reach/include? Or just any families with kids?
A: There are no quotas or targeted demographics of parents/children – especially given that parent & child relationships are a struggle across all segments of society, with differing problems.
Foster parents and caregivers are also included as the target, in situations where this is relevant.

FUNDING: CHANGEX (1)

- *Play With Your Food* meals can be hosted right now through OpenSeat if you charge guests to attend, or find a sponsor and keep it free to attend.
- Coinciding with the launch of the *Play With Your Food* meal campaign, ChangeX will be funding a limited number of hosts in South Africa.
- ChangeX is a platform that connects big philanthropic organisations like the LEGO Foundation with people who want to replicate socially beneficial projects in their own community.
- Hosts (or “Starters”) who apply successfully will receive R2000 from ChangeX to cover their meal costs, as well as receiving a hosting package from OpenSeat
- From 21 July 2023, applications can be made [here](#)

FUNDING: CHANGEX (2)

- Starters cannot apply alone: they need a team to help organise and plan a *Play With Your Food* meal. If necessary, parents who would attend as guests can be part of the Starter team.
- If your ChangeX application is successful, you will immediately receive 70% of the promised funds from ChangeX (R1400) prior to hosting a *Play With Your Food* meal.
- In addition to this, you will receive a customised hosting package from OpenSeat, which we courier to you once you have discussed your meal plans with us.
- Once you have hosted the meal successfully and uploaded event media and provided feedback to the ChangeX team, you will receive the remainder of funds from ChangeX (R600).
- Please See '[Funding Opportunities](#)' in the campaign publication for more details.

QUESTIONS & ANSWERS (1)

- Is this opportunity for business owners or just ordinary individuals who love to cook or love good conversation with others? **It's for anyone who would make a good host, especially where there is easy access to catering, venues and a network of parents of children**
- We are a micro school in _____ with 14 children currently. Can we apply for funding to host at least our first Play With Your Food meal? **Yes!**
- Are these meals location based or can they be anywhere? **They can be anywhere in South Africa**

QUESTIONS & ANSWERS (2)

- What are the funders hoping to achieve with this? What would be considered a successful end result of the evening? **The Lego Foundation wants children to learn through play, and they recognise that parental and caregiver relationships with children are important and need to be strengthened (incrementally). If the meal achieves this, that would be considered a successful end result.**
- How does one go about getting the funding practically? **By applying on the Play With Your Food page on ChangeX**
- Do I have to have children to be a host? **No, you don't have to have children. You just need access to parents and children in your community, and have an ability to organise and host the event.**

QUESTIONS & ANSWERS (3)

- If an organisation wants to host multiple meals, can they make just one ChangeX application for funding?
No – at least three individuals from within the organisation would need to apply separately.
- If my idea for the meal event will cost more than R2000, can I charge my guests a fee to cover the remainder of my costs? Especially if I want to host an event with more than one table?
Yes, you can – once you have completed your ChangeX application, we will meet with you to discuss your meal idea - and if we are convinced the price is fair, you are welcome to charge guests for their seats.



FINALLY...

Thank you for attending!

If you have any further questions, you can contact

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or call/message us on OpenSeat's WhatsApp account at

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