

Economic Development Multi-Year Grants



APPLICATION GUIDELINES

Please read this information carefully before you complete your online application.

Application Steps	2
About The Canadian Women's Foundation	3
About The Multi-Year Economic Development Grants	3
Overall Criteria	4
Grant-Specific Criteria	5
Self-Employment Training And Business Accelerator Programs	5
Social Enterprises	5
Women In Trades And Technology Programs	6
Eligibility For Economic Development Grants	7
Canadian Women's Foundation Does Not Fund	7
Process And Timing	8
Timeline 2017	8
Contact Us	8

OUR MULTI-YEAR ECONOMIC DEVELOPMENT GRANTS ARE MADE POSSIBLE BY THE FOLLOWING GENEROUS DONORS

Family Foundations

- The W. Garfield Weston Foundation
- Roslyn Bern, The Leacross Foundation
- BJ Hughes Foundation

Our Corporate Partners

- Rogers
- RBC Foundation
- CIBC
- TD Bank Group
- Ricki's
- Paradigm Quest

Our wonderful individual donors from across Canada

- Leadership Donors
- Women Moving Women Donors
- 2016 Toronto and Calgary Breakfast Donors

APPLICATION DEADLINE
Monday, March 20th 2017 at 11:59pm PST

APPLICATION STEPS

1. **READ THIS INFORMATION PACKAGE** for important details about the Canadian Women's Foundation's goals and criteria for this multi-year economic development grants cycle.
2. **FILL OUT THE ONLINE APPLICATION**, including the organization information and proposal questions for your application type of project / program. You can access the [online application system here](#). You may decide to compose your answers using your word processor and then copy/paste your answers into the online forms linked above.
3. **YOU WILL BE ASKED TO ATTACH THE FOLLOWING ITEMS TO YOUR APPLICATION:**
 - Project budget form
 - Organizational budget overview (current financial year)
 - Audited financial statement (most recent)
 - Annual report (most recent)
 - Policy on diversity / anti-racism
 - Current board list
 - Business Plan (*Social Enterprise* applicants only)
 - Feasibility Study (*Social Enterprise* applicants only)
 - Curriculum outline (*Self-Employment / Business Accelerator & Women in Trades & Technology* applicants only)
 - Letters of support (*at least one, three max*)

NOTE: If Canadian Women's Foundation has funded your Economic Development project/program previously, you may reapply. However, if you have already been funded for the same project/program in two previous cycles, please consider applying for a different program this time.

IF YOU HAVE QUESTIONS...

Contact us: 416-365-1444 or 1-866-293-4483
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Ces documents sont disponibles en français www.femmescanadiennes.org

ABOUT THE CANADIAN WOMEN'S FOUNDATION

The [Canadian Women's Foundation](#) is Canada's public foundation for women and girls, and is now one of the ten largest women's foundations in the world. Since 1991, thanks to generous donors across the country, we've invested in more than 1,300 community programs across Canada, and supported nearly 30,000 women and girls to move out of violence, out of poverty and into confidence. We focus on the most critical challenges facing women and girls, and invest in the most effective solutions for long-term change:

- **ENDING POVERTY:** We fund life-changing programs designed especially for women living with low incomes. Through these unique programs, they can learn a skilled trade, get work experience, or start a small business.
- **STOPPING THE VIOLENCE:** We fund emergency shelters, programs that help women and their children to rebuild their lives after escaping violence, and prevention programs that teach girls and boys how to create healthy relationships and stop the violence - for good.
- **EMPOWERING GIRLS:** We fund dynamic programs for girls, between the critical ages of 9 and 13, that engage their body, mind, and spirit. They explore science and technology, get physically active, become media-literate, learn to think critically, and question the stereotyped images that surround them. They learn that they can lead, create change in their community, and that what they have to say matters.

A LEADING VOICE FOR WOMEN AND GIRLS

As the leading national foundation for women and girls in Canada, we are committed to getting the issues facing women and girls front and centre in the hearts and minds of Canadians. Through collaboration with the media, corporations, foundations, government, and donors, we raise the volume on the issues that impact women and girls.

ABOUT THE MULTI-YEAR ECONOMIC DEVELOPMENT GRANTS

Economic Development grants support organizations working in one of three areas of women's economic development ([criteria provided in detail below](#)):

- Self-Employment Training and Business Accelerator Programs
- Women's Social Enterprises
- Women in Trades & Technology Programs

Grants can be up to a maximum of \$65,000 annually for 5 years. The Foundation's selection committee will attempt to ensure that the range of funded programs is geographically representative of the total group of applicants and serves diverse populations of women. Please note that we will only accept one application from an organization for a multi-year economic development grant.

Proposals will be considered from **existing programs that can demonstrate success** in improving women’s employability and economic possibilities. The Foundation uses the Sustainable Livelihoods model¹ to frame its economic development grant making work. The purpose of our grants in this area is to invest in programs that have proven capacity to support women from **Stage Two “Enhancing Employability”** to **Stage Three “Exploring Possibilities”** as per the Sustainable Livelihoods framework.

For more information on the Sustainable Livelihoods Framework, please [visit our website](#). To review a list and brief description of previous economic development grants, please visit the Foundation’s website www.canadianwomen.org/end-poverty.

OVERALL CRITERIA

Applications **MUST** be for women-only programs and may be housed within a women’s organization or as a gender-specific program within a larger organization.

Priority will be given to:

- ✓ **Programs that support women who are living on low incomes, or who are unemployed or underemployed.** The majority of women in the funded program can be described at Stage 2 of the Sustainable Livelihoods framework “Enhancing Employability”² with the aim of transitioning to Stage 3 “Enhancing Employability and Economic Possibilities”
- ✓ **Programs for women who face multiple challenges including:** First Nation, Métis and Inuit women; Black women; Rural or remote women; LGBTQ+ women; Newcomer, immigrant, refugee or undocumented women; women with disAbilities and Deaf women

We will assess **ALL** applications for:

- ✓ Prior organizational experience with economic development activities

¹ The Sustainable Livelihoods model was originally developed at the University of Sussex in the United Kingdom. The model has been adapted for economic development work with women in Canada and is based on an approach that builds the assets (social, financial, physical, human, and personal) required to develop a sustainable livelihood. Working in partnership with grantees and funding partners, the evaluators will design and implement a formal multi-year evaluation strategy. For more information, please read “Women in Transition Out of Poverty: An Asset-Based Approach to Building Sustainable Livelihoods” found on the CWF website: www.canadianwomen.org

² As per the Sustainable Livelihoods framework, Stage 2 Enhancing Employability refers to women who have just enough to meet their basic needs, allowing them to focus on employment readiness and identifying viable livelihood choices, through hands-on learning and training. For more information, please read “Women in Transition Out of Poverty: An Asset-Based Approach to Building Sustainable Livelihoods” found on the CWF website: www.canadianwomen.org

- ✓ Clarity and viability of ideas along with a realistic assessment of program goals and challenges
- ✓ Experience applying and a clear articulation of a gender-analysis on the issue of women's economic development
- ✓ Inclusion of a comprehensive recruitment and assessment phase that helps women determine compatibility and readiness for the program and aids in career decision-making
- ✓ The ability to provide a wide range of supports and services to ensure that women are able to fully participate and complete programs such as: child care, transportation, loan funds, counseling, advocacy, and job retention supports
- ✓ Ability to carry out the work and to attract the other funds required to deliver the program
- ✓ Projects through which a multi-year grant can help to leverage other funds
- ✓ Experience with monitoring and documenting learnings, and willingness to use the Sustainable Livelihoods model to track and evaluate participant progress

GRANT-SPECIFIC CRITERIA

SELF-EMPLOYMENT TRAINING AND BUSINESS ACCELERATOR PROGRAMS

The Foundation will consider comprehensive women's self-employment training and accelerator programs that support women to create a business plan and launch their business by the end of the program. Programs that are geared toward business growth and acceleration and provide one-on-one coaching, financial management training, business goal setting, access to loan funds, and customized marketing and sales training will also be supported.

Priority will be given to programs that:

- **Offer a strong self-assessment and business readiness component** aimed at strengthening business viability and a woman's financial security
- **Clear and well developed curriculum plan** that ensures women have an understanding of the multiple facets of self-employment
- **Ability to adapt and modify curriculum** to respond to participant training needs

SOCIAL ENTERPRISES

A social enterprise is a business operated by a charity or non-profit organization that sells

goods and/or services in the marketplace for the dual purpose of generating income and achieving a social, cultural and/or environmental mission.

The Foundation will consider funding existing women-specific social enterprises focused on improving the economic opportunities of women by providing on-the-job training, developing transferable skills, offering fair-wage employment opportunities, job placements, or opportunities that foster self-employment. **Training based enterprises** and **employment development strategies** are eligible to apply. The Foundation distinguishes these as follows:

- **Training based enterprises** support women who are unemployed or underemployed to link to the “mainstream” economy by providing training in transferable skills, self-employment opportunities, and/or on-the-job training with fair wages within the enterprise.
- **Employment development strategies** create longer term accommodating employment and training options for women with multiple barriers to employment or “hard-to-employ” women. Through employment within the enterprises individuals earn a livable wage, develop marketable skills, and contribute to the local economy.

Priority will be given to programs that:

- **Offer a flexible work environment**, wraparound supports, employment counselling, and links to the workforce
- **Demonstrate success in providing meaningful employment opportunities or “good jobs/decent work” and related employment outcomes for women including self-employment or continued education/training**

WOMEN IN TRADES AND TECHNOLOGY PROGRAMS

The Women in Trades and Technology granting stream is designed to develop meaningful opportunities for women to enter work in the area of skilled trades and technology. Funded programs will assist women in exploring the trades and technology field and participate in specific trade and technology readiness programs, leading to job placements in the skilled trades or technology sector, apprenticeships, or further training.

The programs selected will represent the most promising approaches to working with multi-barriered women who are living with low incomes. We will consider:

- **Pre-apprenticeship and trades/technology bridging programs:** Programs that help to determine compatibility and readiness for the trades and technology sector and offer training and academic upgrading that builds skills and enables participants to enter trade and technology training or apprenticeship programs

- **Employment and retention supports:** Assistance with job search, linking women to jobs and job retention support for as long as needed, and can include resources required to establish partnerships with employers and develop recruitment and retention strategies including improving the work environment and conditions for women

Please note that we will not fund formal apprenticeship programs. Priority will be given to programs that:

- **Include a comprehensive recruitment and assessment phase** that helps women determine compatibility and readiness for the field and aids in career decision-making
- **Can show evidence that there are job opportunities or apprenticeships available** to participants in the selected sector(s)
- **Can demonstrate support from the selected sector(s)** and partnerships between the organization, training institute, placement sources and/or potential employers

ELIGIBILITY FOR ECONOMIC DEVELOPMENT GRANTS

Applicants must be incorporated non-profit organizations and have a valid charitable number from Canada Revenue Agency or a First Nation designated as a Qualified Donee by Canada Revenue Agency. If your organization does not have charitable status or is not a Qualified Donee, we can consider an application from another organization that is a registered charity or another Qualified Donee, with a mandate relevant to the project.

The other organization's volunteer Board of Directors will have fiscal responsibility for the grant and be legally responsible for ensuring that the funds are spent for the charitable purposes intended. They will be required to sign a letter of agreement and work in partnership with the organization delivering the project.

CANADIAN WOMEN'S FOUNDATION DOES NOT FUND

- ✗ Individuals
- ✗ Federal, provincial or municipal government agencies and school boards (they can be involved but the grant will be made directly to the community organization)
- ✗ Profit-based organizations
- ✗ Fundraising events
- ✗ Conferences
- ✗ Projects outside of Canada
- ✗ Projects not solely or primarily focused on women and girls
- ✗ Deficit or emergency funding
- ✗ Films or videos (unless this is part of a larger project)

- ✘ Capital expenditures
- ✘ Self-defense training (if it is the only component of the project)

PROCESS AND TIMING

The deadline for applications is **Monday, March 20th 2017 at 11:59pm PST.**

A Grants Committee of community volunteers from across the country, experienced in the area of community economic development, several donor partners, and Canadian Women's Foundation representatives, reviews proposals. The Grants Committee makes recommendations to the Foundation's Board of Directors about which projects to fund. The Board of Directors gives final approval to all grants.

TIMELINE 2017

January 30 to March 20	Submit full proposals for projects with funding starting August
March to April	Review of applications and proposal shortlisting process
May	Site visits to shortlisted applicants
June	Committee final selections and board approval
August	Grants awarded
September	All applicants notified of committee decisions

CONTACT US

If you have any questions about your application, please check the guidelines and the FAQ section on our website www.canadianwomen.org.

You can also contact us directly:

Phone: 416-365-1444

Fax: 416-365-1745

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