Economic Development Multi-Year Grants

Specific Guidance for Applications to the
Self-Employment Training & Accelerator Programs Stream

These instructions are intended to help you write your proposal. The committee relies solely on your answers to each section when making their decisions, so please be as specific as possible. Your proposal will be evaluated on how clearly you describe your program and how well the committee can understand what you intend to do. **Incomplete applications will not be considered**.

IF YOU HAVE QUESTIONS…

Contact us: 416-365-1444 or 1-866-293-4483
Karen Campbell ext. 253 or kcampbell@canadianwomen.org
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Application Steps

STEP ONE: READ ALL SUPPORTING DOCUMENTS

In addition to this document, you can access our grant guidelines and FAQs on the Canadian Women's Foundation website (www.CanadianWomen.org).

STEP TWO: ACCESS THE ONLINE APPLICATION SYSTEM

Applications for Canadian Women's Foundation grants are administered through an online platform called IGAM, which you can access here. You will be required to create an account to use this platform using your email address.

STEP THREE: COMPLETE THE ORGANIZATION OVERVIEW

Once you create a login for the online application platform, you will need to complete the Organization Overview. Fill out the information in complete detail and be sure that all information is up-to-date. See Organization Overview Advice below for detailed information on completing this part of the online application form.

STEP FOUR: COMPLETE THE PROPOSAL QUESTIONS

The online application will guide you through the proposal questions specific to the grant area you are applying for. We have provided prompts for each question in the following pages to help guide you to develop complete and effective responses.

Each question has been designated a maximum word count that will be enforced by the online application platform. If you wish, you can copy and paste answers that you compose in a Microsoft Word document so you can check your word count, spelling, and grammar in advance.

STEP FIVE: COMPLETE THE BUDGET

Download the excel spreadsheet from the online application platform (IGAM). There are two Excel forms – one for expenses and one for revenues. You must fill in both. Your **budget must balance**, which means that your expenses and your revenues must be equal.

You do not need to outline the budget for the whole organization or all of your programs—please only include the budget for your proposed program. See Project Budget Form Instructions below for support on completing the required budget forms.

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STEP SIX: UPLOAD ADDITIONAL DOCUMENTS REQUIRED

Upload the most up-to-date versions of each of the required documents listed below (in PDF versions only). If your organization only has hard copy versions of these documents, you will have to scan them into electronic files for uploading. *We will not accept hard copy versions*.

+ 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 or Band Council list (names and professional roles only; contact information is not required)
+ Project curriculum or project outline (if available)
+ Letters of support (at least one, three max)

Organization Overview Advice

- **Organization Information**
  Enter your organization's most current information in each field.

- **Canada Revenue Agency Information**
  Select your organization's category from the drop-down list. If you are unsure about what category you belong to, please contact Rifka Khalilieh at rkhalilieh@canadianwomen.org.

- **Background Information (on your organization)**
  Enter your organization's most current information in each field.

  - **Organizational Resources**

    - For *Staffing and volunteers*, please include contract and short term employees in the full-time and part-time staffing totals, and practicum students in the volunteer total.

    - For the *Financial Portrait*, please follow the headings from your last financial statement or annual report to fill in these sections. Please also attach your **organizational budget** to the application in the uploads section on the next page.

- **Deficit / Surplus** - It is important to let us know why you may be carrying a surplus and also reasons for a small or large deficit as well as how you plan to work towards ensuring that that the books are balanced from year to year. This information is crucial in the decision the committee will make.

- When listing **your organization's top funders**, indicate the area of work (population and service provided) for each.

- **Previous Canadian Women's Foundation grants**
Do <u>not</u> include annual shelter donations, if you receive them. List grants in all areas, including Violence Prevention, Girls' Fund, Economic Development, and Anti-Trafficking.

Program Description Advice

- **Following the application questions**, provide:
    o Name of program
    o Geographic area your program will serve (may be different from the full geographic area your organization serves)
    o Number of individuals who will benefit from your program

- **Project Description:**
    o Provide a brief overview of the program for which you are applying.
    o Please describe the program as if you were writing a paragraph in a brochure for a general audience to give a clear idea of what the work is about.
    o Ask someone who is unfamiliar with your program read your program description to see if they understand the intent of your program.

- **Following the application questions**, provide accurate details on:
    o How long you have been running this program
    o Total expense budget (must match the budget you upload)
    o Total requested from the Canadian Women's Foundation (must match the budget you upload)
    o Indicate the age group your program serves from the drop-down list
    o Indicate the THREE groups of women your program will serve from the drop-down list

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Guidance on narrative questions about your program and organization

Application Question	Guidance on your answer	Word limit
Please describe how will you assess participant readiness and suitability for the program? Clearly outline the target population that will participate in the program.	Your answer should concentrate on your outreach and assessment processes for this program. How will your staff know that a woman is ready to participate successfully in your program? Who is most likely to benefit in your community, and how will you reach them?	200
How does your program contribute to the aim of moving women from Stage Two ("Enhancing Employability") to Stage Three ("Exploring Possibilities") of the Sustainable Livelihoods Framework?	Your answer should demonstrate a clear understanding of the Sustainable Livelihoods Framework and its applicability to your work. Your answer should communicate how your program serves to shift women along this continuum. If you have already been running this program, examples that demonstrate its success in moving women from Stage 2 to Stage 3 are welcome.	200
How will you ensure your program is inclusive and responsive to the needs of the women in your community?	Consider why this program is important at this time and in this place. You may want to reference internal or external studies, what women have communicated to your organization, needs assessments you have conducted and/or any other background information. Use this question to demonstrate the relevance of your program.	150
Who is involved in carrying out your program's activities? (e.g., staff, elders, mentors, and/or volunteers) What particular skills and experience does each of them bring to the program? How does your organization's staff and programs reflect the diversity of participants involved?	Please give an overview of the roles played by staff, elders, mentors, and/or volunteers and the experience they need. You do not need to provide staff bios or resumes. Speak to their relationship with the program participants.	150
How do you include a gender analysis in planning your approach and activities?	Gender analysis explores and highlights the relationships of women and men in society and the inequalities in these relationships. Please explain how you will highlight and address underlying gender stereotypical attitudes through activities in your program and provide two examples.	150

Does your organization have a diversity / anti-discrimination policy? If yes, how often is it reviewed? Describe one thing that is different as a result of having a diversity/anti-discrimination policy in place.	Tell us about your diversity / anti-discrimination policy and your process of keeping it up-to-date and "alive" in your workplace—how is it carried out in practice? Tell us about something that has changed or that you are working towards in order to ensure this document is relevant.	200

Guidance on narrative questions specific to *Self-Employment Training* & *Accelerator* programs:

Application Question	Guidance on your answer	Word limit
Please describe your program and the training curriculum. Provide a detailed schedule and frequency of activities.	Use this question to help the selection committee to understand exactly what you propose to do and how you will roll it out. In reading your answer, they should have a clear understanding of what you intend to do with the funds, should you receive them. If possible, include details about the sessions you intend to run – How many hours per week? What themes will you cover? What is the format of the sessions?	400
What would you like to achieve with your self-employment training program? Please explain the educational, training, or skill development objectives of the program and clarify how your program helps women to grow and develop their businesses.	Use this question to explain your program goals. What benefits will the women who participate derive from their involvement? If you have been running this program already, please include examples of successful outcomes in line with your stated goals.	400
What best practices are reflected in your program? Give examples.	The selection committee is concerned with ensuring that programs that the Foundation funds are evidence-based and grounded in best practices. Tell us about the best practices that inform your approach or that your organization has developed in the course of your work on women's economic development programs. Examples are helpful.	300
Why do you think your proposed program and approach is the most effective way to address the needs of women living on low incomes? Tell us what you know	Use this question to provide details about the program model you have selected and why. If you have been running this program already, explain the benefits of this model and any adjustments you have made to it over the	300

about this model and why you chose it over other types of program delivery. Is this the only program of this type in your geographic area or are there others?	years. Tell us what makes this model appropriate for the women you serve.	
What steps will you take to ensure that program participants are supported in achieving their program-related goals? What, if any, other supports and services will be available to them? How do these supports help the participants to meet their goals and develop / grow their businesses?	The selection committee understands that women with multiple barriers often require additional supports to meet economic development program objectives. Tell us about the wraparound supports your organization provides and how they help women succeed.	300
After the program is completed, how long do you stay in contact with participants? What types of post program supports do you provide (e.g., ongoing networking)?	The committee is curious about how connected your organization remains with the program participants, and the extent to which you are able to track their success after they leave the program, and how much continued support they require. Speaking to these factors will help us to understand more about the full scope of your program's impact.	200

Partnerships & Demonstration of Support

Application Question	Guidance on your answer	Word limit
Are there any other funders or partners involved in this initiative? If yes, what are their contributions to the program or enterprise? Will the Foundation's funds, if awarded, be used to leverage other funds?	It is important for the Foundation to see how these funds may leverage other funders, and that we understand what portion of the program our funding would cover. Please be as clear as possible in this section.	150
Please list any partners working with you on this project, outlining their role and telling us how you will work together. Please indicate if their participation is confirmed.	List the groups that you are working with to support this program. We recognize that not all of them will be involved to the same extent and not all of them need provide a letter of support.	150

For programs with multiple funders: Please explain how you would adapt / continue to develop your plans if you receive only part of your total budget.	If you are pursuing other sources of funding for this program, it is important for the Foundation to understand how your program will proceed if those funds are not secured.	150

Evaluation

Note that the goal of the Foundation's evaluation strategy is to assess how women living in poverty build the assets needed to develop sustainable livelihoods and transition out of poverty. All multi-year economic development grantees will be required to use the Sustainable Livelihoods model as a tool for evaluation.

Application Question	Guidance on your answer	Word limit
What participant outcomes and results do you anticipate for the proposed program? Please indicate some of the personal, social, financial, human and physical assets that women will develop as a result of completing the program.	The selection committee will look for evidence that your program is helping to move women from Stage 2 to Stage 3 of the Sustainable Livelihoods framework. Your consideration of the factors required to help women progress along this continuum are relevant and important in answering this question.	150
Have you evaluated this program in the past? If yes, please highlight the outcomes and results of past program evaluations. In what ways have women's lives changed as a result of participating in your programming? What assets did the women develop?	Use this question to highlight your experience evaluating this program and the insights you have gained as a result. You may consider using examples to demonstrate the findings of your evaluation.	150
How is monitoring and evaluation incorporated into your program? What participant information are you collecting (demographics, business, financial, life changes, etc.)?	The selection committee will look for indications that evaluation has been considered as part of your program design. Provide details about what information you plan to collect and why.	150

Program Budget Form Instructions

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In addition to meeting eligibility requirements and the overall criteria, your proposal will be assessed on a **budget that balances.** A balanced budget should have revenues that equal expenses.

We will also consider your organization's capacity and expertise in adding value through:
- Providing **in-kind support** in the project budget and resources
- Details on how you will obtain other funds required if the request is for partial support of costs

Download the excel spreadsheets from the online application platform. There are **two Excel forms** – one for expenses and one for revenues. You must fill in both.

You do not need to outline the budget for the whole organization or all your programs, just for the program you are applying for. There is a sample provided, linked next to the question on the online application

PART 1: EXPENSES

Look closely at the sample provided and how it is laid out. Use the line items provided and add more as needed to give a full account of how money will be spent. Some items will be included in the cash expenses column and some may be covered in-kind by your organization. Any amount or service offered pro-bono or as part of a partnership agreement, or as part of your organization's operational base should be listed as an in-kind expense and then **also** be listed in the REVENUES section on **line 5** as an in-kind donation.

Personnel

Add more rows as needed.

- Direct Program Staff: Give staff titles, number of staff, hours of work per week, hourly rate and percentage of benefits.

- Management/ Administration / Support Staff: Give staff titles, number of staff, hours of work per week, hourly rate and percentage of benefits.

- Consultants and Professional Fees: Estimate consultant fees with hourly rate and number of hours, even if services are pro bono. Indicate what services will be provided by the consultants.

Direct Program Expenses

- Program Supplies: Estimate supply costs related to program delivery. This could include materials for activities or any curriculum-related supplies.

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- Food: Indicate the total cost of food for the duration of the program. When calculating this number, think about the cost per week (multiplied by total number of weeks) and also factor in a buffer amount for special events or food costs for dietary restrictions.

- Equipment: Include the cost of equipment directly related to delivering the program. In most cases this does not include office equipment, unless it is directly needed for the program activities. If office equipment is necessary, calculate a percentage of the total cost of the equipment that will be attributed to this proposed program.

- Promotion/Communication: This includes any promotion or communication costs related to recruitment and outreach of women (and volunteers or mentors if applicable).

- Travel for Staff/ Travel for participants: This is for local area travel to deliver projects and services within your service area. Explain if it will be used for public transport, for ride sharing services, for taxis or for mileage rates with personal car use. If your organization has an internal policy, use those rates, if not, use Government Treasury Board rates for your province.

- Honoraria: List who the honoraria are for – Elders, volunteers, mentors, participants – and the amount each will receive.

- Child and/or Family Care: Explain how many hours of child of family care will be offered to each participant or outline the costs of providing onsite childcare. This could be offered in-kind or be an additional cash expense.

- Other Program Expenses: If there are additional direct program expenses that do not fall into the categories listed above, please include them here. Please specify the expenses and include a brief statement of why the cost is required for the program

Premises / Occupancy
This can be a portion of the space rental needed for office space or for group meetings. It can be provided in-kind or added as a cash expense to be covered by the program budget.

Other
Ensure that you specify what these 'other' expenses are, adding additional rows if necessary.

PART 2: REVENUES

The revenue breakdown should include all anticipated sources of revenue for this program, including any registration or participant fees, in-kind donations, and administrative costs that will be covered by your organization or another.

Place the amount in the relevant column to indicate whether revenues are confirmed or not, and inform of the anticipated date of confirmation if known, or your best guess if not known.

- **Canadian Women's Foundation**
  Please list the total amount you are requesting from Canadian Women's Foundation.

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- **Other foundations**
  If there are other foundations that you have applied to, or that agreed to offer funds to support this program, please list the name of each one and the dollar amount.

- **Corporations / Private**
  Please list corporate, local business or individual gifts. If you are hoping to support this program with a targeted mail-out campaign, please explain and insert expected revenue result.

- **Government**
  Please include any grants, contracts, core or project funding that will be applied to this program.

- **In-kind**
  If there are amounts or services that your organization or another group are offering pro-bono, or that come from your operational base, please list them, and make sure they have been entered in the In-kind column in the expense section of the budget, at the line item that relates to them. In-kind gifts cannot be factored into amount of cash requested.