



CANADIAN  
WOMEN'S  
FOUNDATION

FONDATION  
CANADIENNE  
DES FEMMES



# Investment Readiness Program

## Letter of Intent Application

### Grants Criteria

**Deadline: October 2, 2020**

To be considered for a grant, we require a complete application filled out ONLINE here: [canadianwomen.org/grants-irp19/](http://canadianwomen.org/grants-irp19/)

We expect the following information:

1. **Organizational Information**, including organization name, charitable number or qualified donee status, non-profit business number (applicable if partnering with a charity/qualified donee), contact information and mission
2. **Social Purpose/Social Innovation/Business Initiative Information**, including geographic area, individuals and communities served, and total amount requested from the Canadian Women's Foundation
3. **Proposal Questions**, including a brief description and purpose, how you plan to generate revenue, and key partnerships

If you have questions, contact us: 416-365-1444 or 1-866-293-4483  
Phaedra Maicantis [pmaicantis@canadianwomen.org](mailto:pmaicantis@canadianwomen.org)  
(Grants Administrator) ext. 263

Sally Dimachki [sdimachki@canadianwomen.org](mailto:sdimachki@canadianwomen.org)  
(Manager, Investment Readiness) ext. 261

Sagal Dualeh [sdualeh@canadianwomen.org](mailto:sdualeh@canadianwomen.org)  
(Director, Investment Readiness) ext. 221

For our FAQ and Specific Guidance for Applications visit: [canadianwomen.org/grants-irp19/](http://canadianwomen.org/grants-irp19/)

## About the Canadian Women's Foundation

The Canadian Women's Foundation is a national leader in the movement for gender equality in Canada. Through funding, research, advocacy, and knowledge sharing, the Foundation works to achieve systemic change that includes all women. By supporting community programs, the Foundation empowers women and girls to move themselves out of violence, out of poverty, and into confidence and leadership.

Launched in 1991 to address a critical need for philanthropy focused on women, the Canadian Women's Foundation is one of the largest women's foundations in the world. With the support of donors, the Foundation has raised more than \$90 million and funded over 1,900 programs across the country. These programs focus on addressing the root causes of the most critical issues and helping women and girls who face the greatest barriers.

The Canadian Women's Foundation aims to be inclusive of diverse people across gender and sexuality spectrums. We focus our efforts on supporting those who face the most barriers and have the least access to relevant services. This includes people who identify as women, girls, trans, genderqueer, non-binary, and 2SLGBTQI+.

### Our Approach to Funding

"Until all of us have made it, none of us have made it" - Rosemary Brown, Canadian Women's Foundation Founding Mother

The Canadian Women's Foundation prioritizes inclusion and addressing barriers to access. Our vision of gender equality for all in our grantmaking is expressed in our prioritization of women, girls, trans, two-spirit, and non-binary peoples who face multiple challenges.

In recognition of the long histories and ongoing effects of colonization, racism, violence and exclusion, the Canadian Women's Foundation has increased our focus on the following communities:

- ✓ **First Nations, Métis, and Inuit** women, girls, trans, two-spirit, and non-binary peoples
- ✓ **Black** women, girls, trans, two-spirit, and non-binary peoples
- ✓ Women, girls, trans, two-spirit, and non-binary peoples **living with disabilities**
- ✓ Two-spirit, lesbian, gay, bisexual, trans, queer, questioning, intersex, pansexual, androgynous, and asexual (**2SLGBTQI+**) peoples

## What We Fund

- ✓ Programs for women, girls, trans, two-spirit, and non-binary people **who face multiple barriers and are underserved**, including First Nations, Métis, and Inuit peoples, Black peoples and peoples of colour, those living in rural or northern communities, those who identify as 2SLGBTQI+, living on low-incomes, older peoples, refugee, immigrant or non-status peoples, those with disabilities and/or who are Deaf, and young people;
- ✓ Projects in which **participants are leaders**
- ✓ Projects that **consider the realities of participants' lives** e.g. by providing childcare, transportation assistance and advocacy supports.
- ✓ Projects that have established **partnerships** with other local women's organizations or community-based organizations that have experience working with women, girls, trans, two-spirit, and non-binary peoples.
- ✓ **Grassroots** organizations with small budgets.
- ✓ Projects that demonstrate a **gender-analysis** within the project materials, organizational structure, etc.
- ✓ Projects where our funds can help **leverage** other funds.

## 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, girls, trans, two-spirit, and non-binary peoples
- ✗ 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)

## Eligibility for Grants

Applicants must be a registered charity OR an incorporated non-profit organization with a valid charitable number from Canada Revenue Agency OR a First Nations Band/Municipality 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 in partnership with another organization that is a registered charity 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.

## About Investment Readiness Program Grants

### Funding Available

Approximately 40 grants of up to **\$50,000** each will be allocated.

Please note that we will only accept **one** proposal per organization.

If Canadian Women's Foundation has funded a project previously, you may reapply, and receive funding for services related to the same project by demonstrating how this funding will advance your investment readiness.

## Program Specific Criteria

In assessing the applications for funding we will be considering the following in addition to the Canadian Women's Foundation's general criteria for all grants:

### Social Purpose/Social Innovation/Business Initiative:

- **Clarity** of Initiative
- **Potential feasibility or viability** of Initiative
  - Community/Customer need
  - Fit between identified need and Initiative design
  - Evidence of Strong Business Model
- Potential Initiative **impact** (breadth & depth of impact)
  - On social/environmental challenges
  - On women and other marginalized groups (as listed in this document)
- **Timing** of application (key unlocking moment for this initiative to receive funding)
- **Impact** on broader organization (how might capacity building support the Initiative and the organization that is applying for funding or the partners you're working with)
- Community/Funder **Backing**
  - **Demonstrated support & traction** for this initiative either through other funding, needs assessment, stated desire/need for this product/service/policy, community consultations, etc.

### Organization:

- **Strong organization** with a track record
- **Strong team** open to learning & with a commitment in time & energy
- **Openness** to participate in monitoring & evaluation of the Investment Readiness Program

### For a new or emerging groups:

- **Strong partnerships** and community buy-in
- **Strong leader** with a commitment in time & energy and openness to learn
- Openness to participate in evaluation processes

### Alignment:

- Alignment with **Investment Readiness Program objectives**
- Targeting **marginalized** populations

## Selection Criteria

In addition, the following criteria that apply to all Canadian Women's Foundation grants will also be used for assessing applications:

- ✓ Relevance of the approach for participants in a local area
- ✓ Organization's philosophy and previous experience with the proposed community
- ✓ Program alignment with the stated criteria, and the Foundation's overall mission and vision
- ✓ Clarity and viability of ideas along with a realistic assessment of the initiative's goals and challenges
- ✓ Ongoing effects/impact which will endure beyond the grant
- ✓ Organization's ability to carry out the work and to attract the other funds required if the request to Foundation is for partial support of costs
- ✓ Demonstrated experience applying a gender-analysis on the issue and delivering projects from an intersectional feminist approach
- ✓ Organization's openness to learning from other approaches and interest in testing new ideas
- ✓ Experience with monitoring and documenting learnings, and willingness to participate in national evaluation activities led by the Canadian Women's Foundation
- ✓ Partnerships with organizations that have prior experience with programs of this type
- ✓ The ability to provide, either internally or through confirmed referrals, a wide range of supports and services to ensure that community members are able to fully participate or benefit: childcare, transportation

## Process and Timing

The deadline for submitting a Letter of Intent application is October 2, 2020 11:59 PST Pacific Standard Time.

The application process is a **two-staged process**:

- Phase 1: Letter of Intent due October 2, 2020
- Phase 2: Successful applications in the first phase will be invited to submit a Full Application due on November 6, 2020

An Advisory Committee of community volunteers from across the country, experienced in the areas of social innovation, social purpose enterprise, and social finance will review the proposals. This Committee, which includes members who represent donors, partners, and the Canadian Women's Foundation, 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 2020

Decisions are made by the board in February 2021 and the funds will be released starting in March 2021

September 14, 2020	Accepting Letters of Intent Application
October 2, 2020	Letter of Intent Application closes
October 16-19, 2020	All applicants notified of decision to move to second phase to submit a Full Application
November 6, 2020	Full Applications due for applicants invited to second stage
December 2020-January 2021	Advisory Selection Committee meeting to review shortlist and make final recommendations to the Board of Directors for approval
February 2021	Board Approval of final grants selected
February 2021	<b>Successful funding recipients and unsuccessful applicants notified</b>

## For Further Assistance

If you have any questions about your application, please check the Specific Guidance for Applications document and the FAQ on [our website](#).

For questions related to eligibility requirements, technical issues, troubleshooting, and/or the online application process in the portal, please contact:

Phaedra Maicantis (Grants Administrator) ext. 263  
[socialinnovation@canadianwomen.org](mailto:socialinnovation@canadianwomen.org)

For substantive questions related to the proposed project, please contact:

Sagal Dualeh (Director, Investment Readiness) ext. 221  
[sdualeh@canadianwomen.org](mailto:sdualeh@canadianwomen.org)

Sally Dimachki (Manager, Investment Readiness) ext. 261  
[sdimachki@canadianwomen.org](mailto:sdimachki@canadianwomen.org)

If you have any further questions, please telephone:

Toll free: 1-866-293-4483

TTY:

416-365-1732