



FONDATION  
CANADIENNE  
DES FEMMES



## Investment Readiness Program

### Specific Guidance for Letter of Intent

*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.*

### Table of Contents

Application Steps	2
Organization Overview	3
Program Information	4
Proposal Questions	5



## Application Steps

### 1. STEP ONE: READ ALL SUPPORTING DOCUMENTS

In addition to this document, you can access our Grant Criteria and FAQ on the Canadian Women's Foundation website: [canadianwomen.org/grants-irp19/](http://canadianwomen.org/grants-irp19/)

### 2. 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. *To access and submit a Word version of the application, please email [socialinnovation@canadianwomen.org](mailto:socialinnovation@canadianwomen.org)*

### 3. 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.

### 4. 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.



## Organization Overview

### 1. Organization Name (The Grantee)

Only complete this section if your organization is an organization with charitable status. The “Organization” must be either a registered charity, an incorporated non-profit with a valid charitable number from CRA, or a First Nations Band or Municipality designated as a qualified donee by CRA. Non-profit or for-profit organizations WITHOUT charitable status must partner with a charity or qualified donee. The charitable organization will be the “The Grantee” and fiscally and legally responsible for the funding.

### 2. Social Purpose / Social Innovation / Business Initiative Contact

Please enter the contact information of the point person for this project

### 3. 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 Phaedra Maicantis at [pmaicantis@canadianwomen.org](mailto:pmaicantis@canadianwomen.org) or Rifka Khalilieh [atrkhilieh@canadianwomen.org](mailto:atrkhilieh@canadianwomen.org)

### 4. Delivery Organization Information

\*Only complete this section if your organization is an organization without charitable status\*

### 5. Background Information (The Grantee)

Enter your organization’s mission and a brief description of your work in the community.

### 6. Previous Canadian Women’s Foundation grants (The Grantee)

Do not include annual shelter donations, if you receive them. List grants in all areas, including Investment Readiness, Violence Prevention, Girls’ Fund, Economic Development, and Anti-Trafficking.

### 7. Previous Investment Readiness Program funding (The Grantee) : Identify if you’ve applied for other funding opportunities through the Readiness Support Partners (Community Foundations of Canada and their regional foundation partners across Canada e.g. Calgary Foundation, Toronto Foundation, etc.; Chantier de l’économie sociale, National Aboriginal Capital Corporations Association, National Association of Friendship Centres.



## Program Information

Following the organization overview questions, provide:

1. Name of Social Purpose/Social Innovation/Business Initiative.
2. Project Start Date: Note that projects cannot start before January 31, 2021 and end after December 1, 2021.
3. Geographic area your initiative will serve (may be different from the full geographic area your organization serves).
4. Select the type of area the project takes place in
5. Number of individuals who will benefit from your initiative.
6. How long you have been running this initiative?
7. Total budget for initiative
8. Total requested from the Canadian Women's Foundation (cannot exceed \$50,000)
9. Indicate up to THREE main groups of women your initiative will serve from the drop-down list.
10. Select one of three primary purposes of your project/social enterprise. This question pertains to your existing/planning enterprise activities, not your organization overall.
11. Select up to two secondary purposes of your project/social enterprise. This question pertains to your existing/planning enterprise activities, not your organization overall.
12. If possible, select one of 17 United Nations Sustainable Development Goals that the project is addressing e.g. Goal 5 is Gender Equality
13. Identify your organization's level of familiarity with social finance on a scale of 1 to 5, 1 = not familiar and 5 = very familiar

## Proposal Questions

Application Question	Guidance on your answer
Brief Summary of your Social Purpose/ Social Innovation/ Business Initiative (max. 100 words)	Describe the initiative as if you were writing a paragraph in a brochure for a general audience to give a clear idea of your work. Ask someone who is unfamiliar with your initiative to read your description to see if they understand the intent of your initiative.
<p>1. Please describe your Social Purpose/Social Innovation/Business Initiative and what key or persistent issue(s) it aims to address.</p>	<p>In reading your answer, the committee should have a clear understanding of the purpose of this initiative and what it involves.</p> <p>Use this question to help the selection committee understand exactly how you undertake/plan to undertake activities as part of your initiative. This is your moment to frame out the specifics of your initiative.</p>
<p>2. Are you partnering with an organization? If so, describe to us your relationship and how you plan to collaborate. (Please note that partnerships between charities or qualified donees with for-profits/non-profits are eligible and welcome).</p>	<p>In establishing partnerships, take time to understand roles and responsibilities especially when seeking partnership with a qualified donee to access funding. Describe each partner's role and what you each bring to the project.</p>
<p>3. How will proposed social venture activities generate revenue?</p>	<p>Please summarize how your initiative will/plans to generate revenue from the sales of goods/services or from other avenues/mechanisms. A strong project which fails to demonstrate clearly it can potentially generate revenue and describe clearly the monetization piece may result in an unsuccessful proposal.</p>
<p>4. Describe how you plan to spend the funding.</p>	<p>Please share an overview of how you will spend the funding: Staff, consultants, capacity building, software, etc. For a list of eligible and ineligible expenses, please consult our <a href="#">Frequently Asked Questions</a>.</p>
<p>5. Is your group/organization led by the community it serves (meaning are decisions and direction provided by the community served)? If yes, please share the decision-making process and how you ensure representation.</p>	<p>The Canadian Women's Foundation prioritizes projects where representative and inclusive leadership is demonstrated. Does the project's team include diverse voices which represent the communities served? How are they involved in the decision-making process?</p>
<p>6. How are you encouraging equity, diversity and inclusivity in your work/the work of your organization?</p>	<p>Tell us more about your approach and how your work considers the different realities of those who identify as women, girls, non-binary and LGBTQI+ folks.</p>
<p>7. Please describe any challenges or potential risk due to COVID19 that could impact your project and describe your mitigation strategies.</p>	<p>We are demonstrating flexibility to adapt to the pandemic. Tell us about any potential risks to achieving your goals associated with the pandemic and how you plan to address them.</p>



## For further assistance:

If you have any questions about your application, please review the Grants Criteria 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  
[pmaicantis@canadianwomen.org](mailto:pmaicantis@canadianwomen.org)

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

- **Sagal Dualeh** (Director, Investment Readiness Program) ext. 221  
[sdualeh@canadianwomen.org](mailto:sdualeh@canadianwomen.org)
- **Sally Dimachki** (Manager, Investment Readiness Program) 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