

Investment Readiness Program

Funding Guideline and Criteria

To be considered for funding, submit an application ONLINE here:

Catalyst Stream: Use the link below to register for the online application portal:
https://www.grantrequest.com/SID_5647?SA=SNA&FID=35596

Impact Stream: Use the link below to register for the online application portal:
https://www.grantrequest.com/SID_5647?SA=SNA&FID=35595

Systems Stream: Use the link below to register for the online application portal:
https://www.grantrequest.com/SID_5647?SA=SNA&FID=35601

To return to your application in progress:

Once you have registered and logged in, please use the following link to access your application in progress: https://www.grantrequest.com/SID_5647?SA=AM

Application Portal Opens: November 30, 2022 at 9:00am PST
Application Deadline: January 18, 2023 at 11:59pm PST

For Further Assistance

Please review the [Funding Guideline, FAQ and Glossary](#) on our website.

Please note that our offices will be closed from December 23, 2022 to January 2, 2023. Staff will make every effort to respond to inquiries upon their return, however due to the high volume of inquiries, we may not respond to all inquiries.

If you have general inquiries, please contact socialinnovation@canadianwomen.org
For questions related to your project, eligibility, technical issues, troubleshooting or accessing the online application portal, contact:

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Sagal Dualeh

Senior Director, Investment Readiness Program

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Register for our webinars:

English

[Investment Readiness Program - Info session](#)

December 6, 2022 3:00-4:00 pm ET

[Investment Readiness Program - Q&A session](#)

December 13, 2022 3:00-4:00 pm ET

French

[Programme de préparation à l'investissement - séance d'information](#)

December 8, 2022 3:00-4:00 pm ET

[Programme de préparation à l'investissement - Questions et réponses](#)

December 15, 2022 from 3:00-4:00 pm ET

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. The Foundation supports women, girls and gender-diverse people to move out of violence, out of poverty, and into confidence and leadership.

“Until all of us have made it, none of us have made it”

- Rosemary Brown, Canadian Women's Foundation Founding Mother

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 \$185 million and funded over 3,000 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+.

The work of the Canadian Women's Foundation and the organizations we support takes place on traditional First Nations, Métis, and Inuit territories. We are grateful for the opportunity to meet and work on this land. However, we recognize that land acknowledgments are not enough. We need to pursue truth, reconciliation, decolonization, and allyship in an ongoing effort to make right with all our relations.

Our Approach to Funding

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:

- ✓ Black and racialized women, girls, trans, Two Spirit, and non-binary peoples
- ✓ First Nations, Metis, and Inuit 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 people and racialized people, 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 (including sole proprietorships)
- × Federal, provincial or municipal government agencies and school boards (they can be involved but funding will be made directly to the community organization)
- × 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 (e.g. procuring real estate such as purchasing a building, facility or other real estate assets, debt restructuring, the normal cost of business such as rent/leases, major capital equipment purchases such as vehicles, manufacturing equipment, major building/facility upgrades, and depreciation of capital assets).
- × Self-defense training (if it is the only component of the project)
- × Profit-based organizations that apply as the primary applicant

About the Investment Readiness Program (IRP)

In 2019-2021, the Government of Canada piloted the Investment Readiness Program (IRP) as a core initiative under the broader Social Innovation and Social Finance Strategy. The program distributed \$50 million to social purpose organizations (charities, non-profits, social enterprises, for-profits with a social purpose, and co-operatives) to help build their capacity to participate in Canada's growing social finance market.

In 2022, the Government of Canada renewed the \$50 million IRP to further build the investment readiness capacity of social purpose organizations (SPOs) as they access investment opportunities and prepare for the Government of Canada's Social Finance Fund, a

bold \$755 million commitment expected to launch in 2022-2023. In this renewed 2022-2023 IRP, the Canadian Women's Foundation is one of five Readiness Support Partners delivering IRP funding to social purpose organizations.

The Foundation will receive up to \$5 million in 2022-2023 to help build the capacity and investment readiness of SPOs, so they are better able to access the proposed Social Finance Fund or other investment opportunities in Canada. More information about previously funded organizations from the Canadian Women's Foundation IRP is available on our website [here](#).

Applicants to the Canadian Women's Foundation are eligible to apply to other Readiness Support Partners listed below if the proposed project is different. To learn more about other Readiness Support Partners' IRP criteria and application intakes, please visit their websites:

- [Community Foundations of Canada](#)
- [Chantier de l'économie sociale](#)
- [National Association of Friendship Centres](#)
- [Foundation for Black Communities](#)

For general information about the IRP, please visit: <https://irp-ppi.ca/en/>

Program Goals

Through the IRP, the Canadian Women's Foundation aims to boost sector participation of women, Two Spirit, trans, and non-binary people in social innovation and social finance.

We believe that promoting entrepreneurship and innovation, as well as the growth of micro-, small- and medium-sized enterprises helps women, Two Spirit, trans, and non-binary people develop greater economic prosperity. With more knowledge and experience in the use of social finance mechanisms and tools, the sector will be better able to support these enterprises.

The Foundation will support and encourage the growth and readiness of women, girls, Two Spirit, trans, and non-binary serving organizations to join the social innovation and social finance ecosystem. This may include support to social purpose organizations that currently do not consider themselves part of that ecosystem. The Foundation seeks to prioritize funding to organizations that reach women, girls, Two Spirit, trans, and non-binary who face multiple barriers, in communities where the needs are greatest.

Through the Investment Readiness Funding, we aim to:

- Increase the number and variety of groups engaged in the social finance ecosystem
- Build awareness and enhance capacity of social purpose organizations
- Contribute to learnings, best practices, and knowledge transfer in the ecosystem
- Apply a gender lens and intersectional approach to the IRP initiative

Who can Apply?

You can apply if your organization is a:

- Registered Charity
- [Qualified donee](#) (e.g. many First Nation Band Councils, most municipalities or hamlets, and most universities etc.)
- Social enterprise businesses (for-profit), cooperatives, and other non-profits **must apply in partnership with a charity or qualified donee**. For example, a for-profit social enterprise can apply in partnership with a local charity, municipality or university that has a mission aligned to your project. For example, a non-profit that doesn't have charitable status can apply in partnership with a charity, or your local municipality, or local university in support of your project.
- All projects must be led by and/or serving women, girls, trans, Two Spirit, and/or non-binary people.

Eligibility varies based on funding stream:

1. Impact Stream (\$45,000 - \$75,000):

- To sustain, scale or grow the impact of an existing or well-developed social enterprise/business initiative that generates revenue from the sale of goods/services; or,
- To develop and/or launch a community-driven social innovation project focused on attracting investment/social finance (e.g. community bond raising project, outcomes contract project, etc.)
- Have a well-developed enterprising model and are farther along in their understanding and preparation for taking on investment. Your organization is ready to take on a big project to increase your organization's impact and get one step closer to your social finance goals.
- Have or plan to have, a mechanism that generates revenue from the sale of goods and/or services. Revenue from donations does not count in this context. The IRP is intended to support the adoption and growth of revenue generation through the sale of goods and/or services.
- Have a plan or intention to seek investment, whether loans or equity at a future date

2. Catalyst Stream (\$5,000 - \$15,000):

- To explore, develop, test, launch or pilot a social enterprise/business initiative. You may have an idea or testing an idea and need to complete some discovery work to validate the enterprise by putting together a business plan/case, develop the revenue generation/business model, conduct market research, complete a feasibility study, prototype a product/service, etc.)
- To access specific technical assistance or support on a very specific aspect of your project, that will assist you in launching or growing your social enterprise, or in preparing to take on investment; or,
- To get a community-based social innovation project off the ground (e.g. community-bond raising, outcomes contract, procurement contract, etc.).
- Have, or plan to have, a mechanism that generates revenue from the sale of goods and/or services. Revenue from donations does not count in this context. The IRP is

intended to support the adoption and growth of revenue generation through the sale of goods and/or services.

3. Systems-Change Stream (\$35,000 - \$60,000):

- For collaborative social innovation/social finance projects that address a systemic issue impacting women and/or gender diverse people. This stream is for projects that that will help address a root cause by shifting/transforming structures, mindsets, power dynamics or rules) with the intent of achieving lasting change.
- To enhance the ecosystem of social enterprise development, social entrepreneurship, social finance, community financing, gender lens investing and other related sector areas that address systemic issue(s) impacting social purpose organizations led by and/or serving women/gender diverse people.
- Projects can include sector resource development, market research and sector-wide surveys, sector case studies, network development, etc.
- Project does NOT need to generate revenue.
- Supports projects that builds a more inclusive and integrated social innovation/social finance ecosystem focused on women and/or gender diverse people.

Note: For-profit social enterprises, non-profits, cooperatives, and any other organization that is not a registered charity/qualified donee:

If successful in securing IRP funds, your organization must sign a joint funding agreement with the charity/qualified donee listed in the application. For purposes of the joint funding agreement, the charity/qualified donee will have fiscal responsibility for the funding and be legally responsible for ensuring that the funds are spent for the charitable purposes agreed upon in the project.

Canadian Women's Foundation IRP Funding Streams:

The application period will be open from November 30, 2022 and closes on January 18, 2023 11:59pm PST. Applicants can apply to one of three funding streams:

1. Impact Stream
2. Catalyst Stream
3. System-Change Stream

You can submit only **one application per organization. We will not accept more than one application per organization.**

Note: Organizations can **apply for funding in only one of the three streams.** If you applied to the Impact Stream in Spring 2022 and were awarded funding, you **cannot** apply again. If you applied to the Impact Stream in Spring 2022 and were unsuccessful, you **can re-apply** to the Impact, Catalyst or System-Change Stream in the Fall 2022.

If your organization received IRP funds in 2019-2021, you can apply to one of the funding streams for further IRP funds. You must demonstrate milestones reached, successes and how additional funding will further advance your investment readiness goals.

Please note that all streams prioritize women, girls, trans, Two Spirit, and non-binary people who face multiple barriers and are underserved, including First Nations, Métis, and Inuit

peoples, Black people and racialized people, 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 d/Deaf, and young people.

For Catalyst and Impact Stream projects, please refer to the following stages of investment readiness to select where your project best aligns.

Projects can be in the early, middle, or later stages of investment readiness and anywhere in between. There are many stages along the path to becoming investment ready, so we are not prioritizing one stage over another. The stages of investment readiness could begin with early ideas/ideation, design, enterprise development and culminate in a social purpose organization being primed to receive investment. Some of the key stages of readiness include:

1. **Idea:** primarily at the thinking-stage and brainstorming multiple scenarios
2. **Concept:** Articulation of concrete plans continuously being further developed and refined
3. **Launch:** formalizing and project implementation to bring concept to fruition
4. **Growth:** growing operations and scaling the impact
5. **Established:** mature operation with deep/broad impact

1. Impact Stream

Up to approximately 12 organizations awarded funding with requests between **\$45,000 - \$75,000** each. This stream funds **larger scale** projects that scale or grow the impact of an existing or well-developed social enterprise/business initiative that generates revenue from the sale of goods/services; or implementing a community-driven social innovation project (e.g. community bond raising project, outcomes contract project etc.)

Examples:

- Social enterprises that already have well-developed enterprising models and are further along in their understanding and preparation for taking on investment. For example, this can include activities to help substantially expand products and/or services, diversify revenue streams, increase cash flow, strengthen financial models, advance impact measurement and data-collection strategies, enhance marketing/digital strategies, fine tune the business plan or procurement strategy, conduct financial modelling, develop an investment pitch, cultivate investor relationships, access technical expertise such as legal, accounting, market research, etc.
- Social enterprises seeking to advance their financial readiness and sustainability so your organization/social enterprise is in a closer position to accessing capital, financing, loans and/or equity from investors or financial institutions.
- Projects exploring, planning, or implementing a Community Bond. A Community Bond raises money from community-aligned and value-driven investors instead of donors. A Community Bond is a social financing tool (an interest-bearing loan) issued by a charity, non-profit or co-operative organization to finance projects that have community impact, generate a social or environmental return, as well as a financial return.

- Activities could include conducting feasibility studies, consultations with stakeholders, partners and community groups, preparing necessary governance documents, structuring the bond, building financial models, developing marketing/communications materials and launching a public campaign to raise funds/capital, evaluating the impact of an existing community bond project, seeking legal and financial advice, strengthening digital infrastructure, completing due diligence/risk management processes, etc.
- Social enterprises seeking to assess the feasibility of and/or piloting/implementing existing community-driven social finance projects such as outcomes contracts, outcome-based financing, etc. For example: Community-Driven Outcomes Contract (CDOC) is a community-driven and community-led contract between three organizations (government, investors, and social purpose organizations delivering a social project). Investors provide upfront money to a social purpose organization implementing a new approach to a social, cultural or environmental issue. If successful, the ‘outcomes purchaser’, usually the government (municipal, provincial or federal) pays back investors. This type of project may not be appropriate for some charities/non-profits missions.
 - For applicants exploring a CDOC, activities could include: exploring the concept of a CDOC for a social innovation project, seeking technical, financial, and/or legal expertise, conducting a feasibility assessment, defining the social, cultural and/or environmental issue, developing a theory of change or strategy, defining outcomes and target populations, engaging in community consultations, gathering data and feedback, developing a community stakeholder strategy, and/or marketing materials, identifying potential partners, value-driven community investors, government organizations, funders, businesses, individuals, etc.

2. Catalyst Stream

Approximately up to 15 organizations with funding requests between \$5,000 - \$15,000 each will be allocated. This **seed funding** is designed for **smaller scale projects or one component of a larger project** to help get things off the ground or achieve growth. Organizations could be exploring and testing ideas and approaches, piloting a social enterprise and/or revenue-generation operation, or community-based social finance project.

Examples:

- Projects/social enterprises that are at the “idea” stage. Your organization has an idea and would like to align a proposed solution to the identified need, or you are testing the assumptions or different aspects of the social enterprise, proving the concept so it can get off the ground. Activities could include sector research, conducting a feasibility study, market assessment, viability study, market research, marketing, prototyping a product/service, accessing technical expertise, etc.
- Project/social enterprises that are in the “early stage” and have demonstrated feasibility, validated the concept, but need further support to fine-tune the business plan, build/enhance the prototype, market test the product/service, pilot/launch the product/service, or grow/expand specific elements of the project/enterprise, etc. Activities could include proving your concept works, developing a business case, building the business model, strengthening board/governance/community awareness,

gathering data for planning or developing an impact measurement plan to better communicate your story, marketing, conducting further market research to position the product/service, accessing technical services/assistance such as legal advice, accounting, business plan development, etc.

- Community-driven social innovation projects (e.g. community-bond raising, community-driven outcomes contract (CDO)C), or other innovative community models) focused on securing social finance. The project can be new or already underway. Activities can include community organizing, consultations, connecting with stakeholders, cultivating relationships, research to explore CDOCs or other similar models, technical expertise, etc.

3. Systems-Change Stream

Approximately up to 5 organizations with funding requests between \$35,000 - \$60,000 each will be allocated. This stream supports **systems-change projects or a collaborative of partners/community organizations that are collectively addressing a systemic issue** that impacts social purpose organizations serving/led by women, Two Spirit, trans, and non-binary people

Systems change refers to initiatives which address root causes rather than symptoms, by altering, shifting, and transforming either structures, mindsets, power dynamics and rules; through collaboration across a diverse set of actors, with the intent of achieving lasting social, cultural, or environmental changes either locally, regionally and/or nationally.

Your Systems-Change project **MUST** have all three of these elements:

- Centres women and/or gender diverse people;
- Focuses on either the charity/non-profit sector or for-profit social enterprise sector;
- Addresses at least one of the following topic areas
 - social finance;
 - impact investment;
 - social entrepreneurship;
 - social economy;
 - social procurement;
 - gender lens investing;
 - social innovation;
 - access to capital;
 - investor networks;
 - community financing; and/or
 - social enterprise development.

Examples:

- Research, case studies, market research, policy work/leadership, advocacy, concept papers, environmental scans, resource development, knowledge mobilization, capacity-building programs, training opportunities, and/or initiatives that support systemic change efforts that address root challenges on a local, regional or national scale, in one or more intersecting areas listed below. The list is not exhaustive, and we will consider other related areas:

- social entrepreneurship, social enterprise development, earned income
 - social financing options for charities and non-profits
 - gender inclusive financing, gender-lens investing, investor relationships
 - investment awareness, investment readiness, social procurement
 - intersectional feminist approaches and/or diversity, equity, inclusion, and access in the social finance or social innovation ecosystem
 - Gender Based Analysis +, or Indigenous and/or culturally appropriate practices in the social innovation and social finance sector
- Sectoral resource development, capacity building, or knowledge mobilization by community groups, regional, provincial, or national groups focused on building or enhancing connections between organizations serving/led by women, gender-diverse, and non-binary AND the social finance sector (e.g. intermediary social finance organizations, impact investment firms, traditional financial institutions such as banks, or alternative financial institutions such as credit unions, value-driven/community-aligned investors, etc.)

Assessment Criteria

In assessing the applications for funding, we will consider the following, in addition to the Canadian Women’s Foundation’s general selection criteria outlined below for all projects:

For Stream Specific Criteria, see the application instructions for each stream

	IMPACT	CATALYST	SYSTEMS-CHANGE
All Streams:			
Clarity of project/social enterprise	X	X	X
Impact/potential impact (social, cultural, and/or environmental)	X	X	X
Identified community / market need	X	X	X
Fit between identified problem and project/social enterprise solution	X	X	X
Reasonable budget and budget aligns with project activities	X	X	X
Proposed workplan of activities are connected to intended impact(s)	X	X	X
Project focuses on women and/or gender diverse people	X	X	X
Project aligns with IRP goals	X	X	X
Organization/community/partner(s) knowledge and/or support	X	X	X

Gender analysis / intersectionality, equity, diversity, and / or inclusivity in the project	X	X	X
Project is led-by and/or includes the community it serves	X	X	X
Timing of funding (why now is a key moment)	X	X	X
Openness to participate in the evaluation of the IRP	X	X	X
Stream-Specific Considerations:			
Evidence of a strong business model	X		
Demonstrated business plan	X		
Likelihood of sustainability and/or growth trajectory	X		
Potential to leverage funds	X		
Intention to seek investment at a future date	X	X	
Incremental movement towards investment readiness and/or intention to seek investment in the future	X	X	
Consideration of expert service provider / technical assistance	X	X	
Sound business idea/concept		X	
Early signs of market interest		X	
Openness to participate in in-depth training/capacity building supports offered through the IRP		X	
Strong partnerships / Evidence of collaborative network development			X
Relevance of activities that lay the groundwork or actualize systems change			X
Potential of cross-sector collaboration, knowledge-exchange and/or broader impact			X
Strong organizational track record and capacity	X		X

Canadian Women's Foundation Selection Criteria

The following criteria applies to all Canadian Women's Foundation funded projects and will also be used for assessing applications:

- ✓ Impact on women and girls, Two Spirit, trans and non-binary people and particularly people who identify as: Black and/or racialized, First Nations, Métis and Inuit, those who identify as 2SLGBTQI+, those living in rural or northern communities, those living on low-incomes, refugee, immigrant or non-status peoples, younger or older people, and/or those living with disabilities, and/or who are (d)/Deaf
- ✓ Relevance of the approach for participants in a local area
- ✓ Organization's philosophy and previous experience with the proposed community
- ✓ Program alignment with the 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 funding (stream dependent)
- ✓ 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
- ✓ If partnering, relevant 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 (if applicable)

Review Committee

An Advisory Committee of community volunteers from across the country will review shortlisted proposals and make recommendations to the Foundation's Board of Directors about which projects to fund. Advisory Committee members have diverse experiences in social finance, community development, gender and social advocacy, business development, youth engagement, social enterprise development, impact investing, and social innovation and entrepreneurship, which includes members who represent partners and the Canadian Women's Foundation.

For a list of voluntary committee members, please visit our website [here](#). The Canadian Women's Foundations Board of Directors reviews recommended proposals and makes the final funding decision. For a list of the Canadian Women's Foundation Board of Directors, please visit our website [here](#).

Process & Decision Timeline

Impact Stream, Catalyst Stream, Systems-Change Stream:

- Application open: **November 30, 2022 12:00 pm EST**
- **Application deadline: January 18, 2023** until 11:59 pm PST

November 30, 2022	Call for Proposals Open
January 18, 2023	Call for Proposals Close
February 2023	Proposals shortlisted
March 2023	Advisory Committee review
April 2023	Board of Directors Approval
May 2023	All applicants notified of funding decision (successful & unsuccessful). Funding agreements signed and projects started.

Applicants interested in any of the streams may discuss the proposal with staff listed in this guideline document. Please note that due to the high volume of inquiries, we may not be available to respond to every inquiry.

Project Duration

All funding for the project must be spent by March 31, 2024

- Project Start Date: May 2023
- Project End Date: March 2024*

*The project duration and end date may be subject to change. Once awarded funding, staff will discuss project end dates and reporting due dates with recipients.

Project Reporting

Once awarded funding, two reporting templates will be provided and are required to be submitted. The tentative due dates for submitting reports are:

1. Interim Progress Report due: September 2023
2. Final Report due: February 2024*

*Please note that project end dates and reporting due date may be subject to change. Once awarded funding, staff will discuss both project end dates and reporting due dates with recipients. Note that although the project end date is March 2024, the final report due date is February 2024.

Note that organizations can submit verbal/oral reports instead of written online reports:

- if project staff have accessibility needs and/or;
- if the organization is located in a rural, remote and northern region and experiences connectivity / internet issues, and/or;

- if the organization is relatively small, grassroots or has limited internal capacity due various reasons including responding to COVID-19-related crises.

Investees can discuss this alternative reporting option with the staff listed in this guideline.

Eligible and Ineligible Project Expenses

Eligible	Ineligible
<ul style="list-style-type: none"> ✓ Financing of project activities carried out by staff or an external professional/consultant related to: <ul style="list-style-type: none"> ✓ Business plans, strategy development, feasibility/viability studies, market research, market analysis, technical studies ✓ Financial expertise services including, forecasts and financial modelling, accounting services, financial recording, cost analysis ✓ Legal, financial, or other technical expertise advice, guidance, and services ✓ Impact Measurement ✓ Investment structuring ✓ Procurement tendering and bid writing ✓ Management coaching ✓ Research and development ✓ Marketing, design, branding, or expenses related to acquiring software, web site/e-commerce design, digital products, software packages 	<ul style="list-style-type: none"> ✗ Projects from Individuals
<ul style="list-style-type: none"> ✓ Business plans, strategy development, feasibility/viability studies, market research, market analysis, technical studies 	<ul style="list-style-type: none"> ✗ Projects from federal, provincial, municipal government agencies and school boards (they can be involved as a partner, but funding will be made to the charity/qualified donee)
<ul style="list-style-type: none"> ✓ Financial expertise services including, forecasts and financial modelling, accounting services, financial recording, cost analysis 	<ul style="list-style-type: none"> ✗ Projects from profit-based organizations (they can be involved as a partner, but funding will be made to the charity/qualified donee)
<ul style="list-style-type: none"> ✓ Legal, financial, or other technical expertise advice, guidance, and services 	<ul style="list-style-type: none"> ✗ Fundraising events
<ul style="list-style-type: none"> ✓ Impact Measurement 	<ul style="list-style-type: none"> ✗ Conferences
<ul style="list-style-type: none"> ✓ Investment structuring 	<ul style="list-style-type: none"> ✗ Projects outside of Canada
<ul style="list-style-type: none"> ✓ Procurement tendering and bid writing 	<ul style="list-style-type: none"> ✗ Projects not solely or primarily focused on women, girls, trans, Two Spirit, and nonbinary peoples
<ul style="list-style-type: none"> ✓ Management coaching 	<ul style="list-style-type: none"> ✗ Deficit/emergency funding

✓ Research and development	✗ Self-defense training (if it is the only component of the project)
✓ Marketing, design, branding, or expenses related to acquiring software, web site/e-commerce design, digital products, software packages	✗ Fines and penalties
✓ Product development, production of prototypes, market and product/service tests, percentage of licensing or market fees	✗ Insurance Coverage
✓ Minor asset purchases and/or renovations (must be related to enterprise development)	✗ Major capital expenditures and the normal cost of business (incl. overhead, rent, leases, depreciation of capital assets, ongoing admin. costs, purchasing real estate)
✓ Incremental HR/staff expenses dedicated to carrying out activities and admin. costs related to the project (up to 20% of project budget)	✗ Cost of alcoholic beverages
✓ Expenses related to stakeholder, partner, community meetings/consultations (e.g. room rentals, audio-visual/digital equipment, printing, translation, interpretation, etc.)	✗ Films or videos (unless this is part of a larger project)
✓ Travel expenses deemed essential to the project. Expenses cannot exceed the rates set out in the Directive on the Management of Expenditures on Travel, Hospitality and Conferences. Appendix A - Section 2.3 of Canada's Treasury Board.	✗ Pandemic or COVID-19 related expenses