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# ***Applicant Information Guide***

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***October 2005***

***CALL FOR LETTERS OF INTENT:  
INVITATION TO SUBMIT A PROPOSAL***

**Social Development Partnerships Program**

**Voluntary Sector Policy Dialogue at the  
Local, Regional and National Levels**

***Community Development and Partnerships Directorate***

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**This document, “Applicant Information Guide”, is one of the documents included in the Call for Letters of Intent. Please ensure you read this document before proceeding with “Required Forms and Format for Proposals”.**

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## **GUIDE TO COMPLETING THE LETTER OF INTENT**

The Letter of Intent should provide a clear picture of all the elements of your proposed project and its potential impacts. Each section below outlines the key sections or issues to be addressed in the letter and provides tips about what to include. Please be as concise as possible. Letters longer than 6 pages (excluding organizational and budget information) will not be considered.

### **Scope of Work**

This Letter of Intent process is being undertaken to support the design, development and delivery of bottom-up, community-based, voluntary sector policy dialogue at the local, regional and national levels through pan-Canadian networks. **SDC is seeking voluntary sector views through a bottom-up, community-based dialogue at the local, regional and national levels, on three (3) key issues:**

1. articulating a common vision for the non-profit and voluntary sector that (a) talks about its role in Canada's social architecture; (b) positions itself vis-à-vis the roles of government and the private sector; and, (c) identifies the importance of the voluntary sector in this context;
2. defining the strategy(ies) for moving towards this common vision, and the potential policy implications; and,
3. identifying the policy priorities that could inform federal government policy directions, in order to achieve the common vision of the voluntary sector.

**NB:** It is important that the voluntary sector dialogue be approached from a perspective of building on existing knowledge and networks, and supporting ongoing collaboration and consensus-building within and across sub-sectors of the voluntary sector.

## **Eligibility Criteria**

There are four mandatory criteria for this Letter of Intent. To be eligible to apply for funding, an organization must meet all four of the following criteria:

- the organization must be an incorporated not-for-profit organization;
- the activities of the organization must be related to social development (Social Development is a broad term that encompasses the activities of the non-profit and voluntary sector);
- **the organization must demonstrate that it has the capacity to deliver activities at the local, regional and national levels in both official languages;** and,
- if the organization is located in the province of Quebec, it must complete the document titled “M-30 Form and Supporting Documentation” and return the completed form to the Non-Profit and Voluntary Sector Affairs Division.

<b>Mandatory Components of the Letter</b>	<b>Notes, Ideas and Examples</b>
<p><b>Executive Summary (maximum 1 page)</b></p> <p><b>Must include:</b> Target issue(s) to be addressed</p> <ul style="list-style-type: none"> <li>• Project objectives</li> <li>• Key aspects of approach or methodology, activities and products or outputs</li> <li>• Key intended results</li> <li>• Principals – lead organization, partners etc.</li> <li>• Time frame</li> <li>• Budget</li> </ul>	<p>The executive summary should be in a narrative form which can be used by the Program to share information about project ideas.</p>

<p><b>Component 1. Target Issue Areas &amp; Project Objectives</b></p> <p><b>State the target issues and objectives of your project</b></p> <ol style="list-style-type: none"> <li>1. Defining a common vision for the voluntary sector.</li> <li>2. Strategies and policy implications.</li> <li>3. Policy priorities for action.</li> </ol>	<p>Our intention is to make measurable progress in these target issue areas. The project objectives must indicate what kind of changes will be made through the project and who will be affected by these changes.</p> <p>Be specific and realistic about what may be achieved.</p> <p>Objectives address:</p> <ul style="list-style-type: none"> <li>• how the project will respond to the identified issue areas</li> <li>• what the project will try to achieve</li> <li>• what the project’s impact will be</li> <li>• how the project links to the objectives of the SDPP</li> </ul> <p>Note that objectives are not activities.</p>
<p><b>Component 2. Added Value and Impact</b></p> <p><b>State the added value and impact of your project.</b></p>	<p>You may want to describe how the project will add new knowledge, tools, approaches or partnerships, and contribute to building capacity in the non-profit and voluntary sector as a means of supporting inclusive communities. Ensure that the project focuses on one or more of the target streams.</p> <p>You may also want to include a description of the changes the project hopes to achieve which expand on the project’s objectives. These could be changes in such areas as knowledge, attitudes, behaviour, or skills.</p> <p>Identify <b>potential risks and challenges</b> related to achieving the intended results, and suggested</p>

	solutions.
<p><b>Component 3.- Opportunities, Innovation, and Collaboration</b></p> <p><b>State the innovativeness of your project and how it will build on or create new opportunities for collaboration</b></p>	<p>For example you may want to explain how the project:</p> <ul style="list-style-type: none"> <li>• will be collaborative;</li> <li>• will build on other work and not duplicate current or past work of the applicant or others;</li> <li>• will use bottom-up, community-driven approaches through partnerships and networks at the local, regional and national levels;</li> <li>• will build on existing knowledge and research and not duplicate current or past work of the applicant or others;</li> <li>• will provide lessons learned that can be shared with other communities in similar circumstances.</li> </ul>
<p><b>Component 4. Products or Outputs</b></p> <p><b>State the products or outputs the project will produce.</b></p>	<p>For example, you may want to describe the proposed products or outputs of the project. Project outputs should be completed products, in a dissemination-ready format.</p>
<p><b>Component 5. Beneficiaries</b></p> <p><b>Identify immediate and long-term beneficiaries of the project.</b></p>	<p>This section should include groups for which the project is designed and others who may benefit in the longer term.</p>
<p><b>Component 6. Approach or Methodology</b></p> <p><b>Briefly explain the approach or methodology the project will follow</b></p>	<p>You may want to describe the approach which will be used to achieve the intended results of the project. Indicate why the chosen approach is the most suitable and how it will achieve the</p>

<p>and its major activities.</p>	<p>intended results in a reliable way.</p>
<p><b>Component 7. Plans for Knowledge Dissemination</b></p> <p><b>Indicate how and with whom you intend to share the learnings of your project.</b></p>	<p>Knowledge dissemination includes activities which move the products, knowledge developed and lessons learned from a project beyond the project team to a range of audiences who can benefit from this material. It is more than disseminating a final report. It can include sharing of lessons learned in workshops and newsletters, development and sharing of fact sheets at events such as conferences, or posting of tools and information on a Web site.</p> <p><b>Tips:</b></p> <p>An effective knowledge dissemination plan has two or three clear objectives that link to the project objectives, to ensure the results of the project have a broad and long-lasting impact.</p>
<p><b>Component 8. Capacity to Complete the Project</b></p> <p><b>State who will lead and partner in the project and their capacity to reach the intended results of the project.</b></p>	<p>The capacity to complete a project includes the experience and skills of team members and partners related to ensuring that the project attains its intended results.</p> <p><b>If this is the first time you are applying to the program you may want to include:</b></p> <ul style="list-style-type: none"> <li>• A paragraph providing key facts about the applicant organization.</li> <li>• Names and contact information of project team members, if known, and partners (community, private sector, provincial/territorial governments, others).</li> </ul>

	<p><b>Roles of Partners</b></p> <p>You may want to describe:</p> <ul style="list-style-type: none"> <li>• how each partner will be involved in project activities;</li> <li>• how partner(s) will enhance the project, including their experience and capacity; and,</li> <li>• how partners will be linked together (e.g., a steering committee).</li> </ul>
<p><b>Component 9. Budget</b></p> <p><b>State the total cost of the proposed project.</b></p>	<p><b>Eligible and Ineligible expenses</b></p> <p>The proposed budget must include only <b>eligible expenses</b>, which includes direct and indirect expenses (please see the <a href="#">SDPP Terms and Conditions</a> for a more detailed list of eligible costs):</p> <p><b>Ineligible expenses</b> include the following:</p> <ul style="list-style-type: none"> <li>• Costs incurred in the preparation of the proposal;</li> <li>• Fees of any kind, including contingency fees, used to pay for third parties assisting the applicant in obtaining Government of Canada funding (i.e., lobbyists of any kind); and</li> <li>• Project costs incurred before an agreement is approved and signed by the Government of Canada.</li> </ul>