Women's PROGRAM

Application Guide
Women's Community Fund

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Introduction

This guide is designed to help you prepare a funding application to the Women's Program. We recognize the effort that goes into preparing an application and we hope that this guide will make the process as easy as possible.

Please note that:
- **Incomplete applications will not be further assessed.**
- **Do not send applications by fax or e-mail. A hard copy with original signatures must be submitted. An electronic version (CD or floppy) should be sent with the original hard copy.**
- **Applications postmarked after the deadline indicated in the Call for Proposals information will not be assessed.**

Section A – Information about your organization

1) Enter your organization's full name followed by its acronym. Please use the name shown on the Certificate of Incorporation.

2) If your organization has ever operated under a different name, indicate the full, unabbreviated, previous name. If no other name has been used, indicate "not applicable" (N/A).

3) Indicate the official language in which you wish to communicate with the Women's Program.

4) Indicate whether your organization is a Not-for Profit or a For-Profit organization.

5) Please indicate whether your organization is incorporated federally or provincially and include its incorporation number.

6) Check one box only to indicate the scope of your organization:
- Municipal - active primarily in a town, city or regional municipality
- Regional - active across a district or regional area of a province or territory
- Provincial/Territorial - active across a province or territory
- Inter-provincial/Inter-territorial - active across two or more provinces or territories
- National - active across Canada
- International - active across Canada and at least one other country

7) Provide the year that your organization was first founded. This date may precede your incorporation.

8) Indicate if your organization is registered with Canada Revenue Agency as a charitable organization. If so, please include your charitable number.

9) Indicate if your organization has any outstanding debts to the Government of Canada. If so, indicate to which department and the amount of the outstanding debt(s).

10) Indicate if you have previously received funding from the Women's Program.

Section B – Project Information

11) The title of the project should be brief and include a reference to the issue being addressed by the project.

12) Provide a brief summary that: briefly describes your project; outlines its purpose, and; indicates its major activities. The summary should be a maximum of 10 lines.

13) Indicate the duration of the project including the start and end dates of the project, as well as the total number of months. The start date must be after the date that the Minister will be announcing the results of the Call for Proposals. (See "Key Timelines" in the "Call for Proposals" document).

14) Indicate the total cost of the project and the amount requested from Women's Program.

The Women's Program *generally* provides funding to a maximum of 60% of the cost of any project. Applicants are required to provide information on all confirmed and potential funders and have written confirmation of all confirmed funding. The Women's Program provides up to a maximum of $500,000 per fiscal year to approved projects.

Section C – Contact Information

15) Give the name, title, e-mail address and telephone number of the person with legal signing authority who is primarily responsible for your organization. The individual identified should be an official representative of your board, and NOT a staff person.

16) Provide the contact information of the person Women's Program staff should contact if additional information about your application is required, if the person to be contacted is different from the contact listed in question 15.

17) Indicate the street address of your organization including the postal code. If this address is confidential, indicate accordingly. Provide the organization's mailing address if it is different from your street address, or if it is a post office box. Provide the organization's telephone number, e-mail, fax number, and website.

18) Please attach your organization's:
- most recent annual report,
- financial statements, and,
- list of Board members with their addresses and contact information.

If you do not have an annual report, please indicate why not.

Section D – The Organization

19) Provide brief information on your organization's:
- Mandate
- Membership
- Objectives
- Main activities

20) Demonstrate how your organization's mandate or primary line of business (for-profit organizations) supports the Women's Program objective and supports the equality provisions (Section 15 and 28) of the *Canadian Charter of Rights and Freedoms*. For further assistance with this section, please see Appendix 2 to this Guide.

21) Describe how your non-profit organization operates democratically. This could include: governance by an elected Board of Directors; holding of an Annual General Meeting; elections of Board members and officers.

22) Describe your for-profit organization's primary business activity and indicate its corporate structure (i.e. sole proprietorship, partnership)

Section E – Detailed Project Proposal

23) The project proposal should clearly describe all aspects of the project and **not exceed 5 pages** excluding the required attachments. Please describe the details of your project by responding to all of the questions outlined below. It is important to follow the format and **answer the questions using the headings in the order provided**. Attach your proposal to the Application Form.

There are two required attachments, the Work Plan and Evaluation Plan (Annex I of the Application Form) and the Budget form (Annex II of the Application Form). **You must use the templates provided.**

A sample detailed project proposal is included as Appendix 3 to this Guide for your reference.

1. Issue to be addressed:
Describe the problem or issue your project plans to address. Provide context that demonstrates your understanding of the issue.

2. Identification of Need:
Explain how you became aware of the problem or issue your project plans to address. Example: "Over the past year, our Centre has been seeing an increasing number of immigrant women asking for help regarding domestic violence issues. This situation led us to talk to other agencies serving immigrant women. Several of the agencies contacted also reported an increase in domestic violence incidents with this population."

3. Involvement of women most affected by the issue:
Provide detailed information about the women your project will assist. Identify the population(s), (for example: Aboriginal, immigrant, visible minority, youth, senior, rural and northern, official language minority community, and women living with a disability, etc.). State how the women most affected by the issue will be involved in the development and implementation of the project.

4. Project Goal
The project goal answers the question, "what is it that you ultimately expect your project to contribute to achieving, recognizing that it may take years to accomplish?". For example, "to contribute to reducing rates of gender-based violence in rural communities in Eastern Canada". This broad statement will also be used on the

Work Plan and Evaluation Plan (Annex I of the Application Form) for your proposed project.

5. Project's Objectives

The objective(s) reflect what is expected to be achieved by project end, not how it is planned to be achieved. It should answer the question, "what will have changed by the end of the project?" An example is, "to increase the capacity of at-risk-women in rural communities X, Y, and Z to better identify and respond to issues of gender-based violence within their families, communities, and workplaces".

6. Concrete results

a) What are the (measurable and describable) results/changes that the project is expecting to achieve by project end? For example, "at least 100 at-risk-women in rural communities X, Y, and Z have increased capacity to better identify and respond to issues of gender-based violence within their families, communities, and workplaces".

b) Specify the **number** of women who will directly benefit from the project. As well, if applicable/possible, specify the **number** of women who will indirectly benefit from the project. If the project is approved for funding, you will be required to report on these numbers.

7. Rationale for SWC Funding

Indicate why this project is important, and why SWC should fund the project, particularly if your project falls within the jurisdiction of other funding sources. State how the proposal fits with the Women's Program mandate and objective. Indicate in what way your organization has the expertise and experience to carry out the proposed project.

24) Work Plan and Evaluation Plan

Using the template provided (Annex I of the Application Form) please provide the information requested. Refer to Appendix 1 to this Guide for definitions of terms used in this section.

Project Goal, **Objective** and **Expected Outcomes** should be taken from Questions 4, 5, and 6 in the "Detailed Project Proposal". Refer to Appendix 1 to this Guide for definitions of terms used in this section.

Add information on:
- the planned **key activities** to produce outputs and achieve each expected outcome;
- the expected **timeline**, that indicates the duration of activities and key dates for their completion;
- what resources **(inputs)** you will need to carry-out the planned activities. This should include information on the proposed expenditures that relate directly to the project budget;
- the expected **outputs** for each activity;
- qualitative and quantitative **indicators** that will let you know you are making progress toward and/or achieving the expected outcome(s); and,
- the **methodology** (e.g. data sources, frequency, etc.) for collecting information on the indicators and outcome(s).

Section F- Budget

25) Indicate if you have identified partners for the project, and if so please check if you have attached a written confirmation of their financial and/or in-kind contribution to the project.

26) Using the Budget form (Annex II of the Application Form), provide all financial information related to the project. Beside each budget item, **include a description of the item and a detailed breakdown of the amount requested from the Women's Program.**

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Eligible expenses
1. **Travel**
   - Ground or air transportation for salaried or contract staff, volunteers and resource people are eligible for activities related to the project. The cost of meals and accommodation during travel time are also eligible. Local transportation costs for participants (i.e. bus tickets) should also be included here.
   - Travel expenses should be reasonable, based on the most economical option available and be consistent with provincial/territorial rates.

2. **Salaries and Benefits**
   - Salaries can be paid for work directly related to the project.
   - When salaries are paid, benefits are an eligible expense.
   - Salaries and benefits for members of a Board of Directors or other decision-making body are not an eligible expense.
   - Salary levels should be in line with local rates for similar types of work.

3. **Professional Fees and Honoraria**
   Includes costs for the professional services of an individual (not members of the applicant organization) who has expertise relevant to, and necessary for, carrying out the project.

   Costs that pertain to the payment to an individual to recognize a task performed and/or knowledge contributed to the project.

   Honoraria for the members of a Board of Directors or other type of decision-making body of an applicant organization are not usually an eligible expense.

4. **Facilities**
   Costs related to the portion of office and meeting space related to the project activities. Also includes costs related to utilities such as electricity and heating.

5. **Office Equipment**
   - Costs of leasing or buying office equipment like computers, printers, fax machines and photocopiers when they are necessary to carry out the project.
   - Costs related to Internet and telephone costs pertaining to the project.
   - The cost of purchasing computer hardware, office furniture and other office equipment is an eligible expense up to a maximum of $10,000 per project. Such capital costs must be for reasonable items necessary to complete the project and must represent items not already owned by the organization.

6. **Materials and Supplies**
   Costs related to office supplies and other materials needed to carry out the project such as postage, paper, photocopying or printing, resource materials, computer software, printer cartridges, fax cartridges, etc.

7. **Publicity and Promotion**
   Costs related to producing and printing brochures, newsletters, purchasing ads, posters, etc. related to project activities and to promote the project.

   Costs related to ongoing publications by the organization are usually not eligible unless an issue of the publication is specifically dedicated to the project.

   Costs of producing film, video and radio/television productions may be eligible when they are an integral part of a larger plan of action to achieve the objectives of the project.

8. **Other**
   Eligible costs not included in other budget items and that pertain to some of the following:
   - Costs of child care for women to attend and/or participate in project activities such as workshops, meetings, etc.
   - Catering costs related to key project activities.

Notes on other Activity Related Expenses

Conferences/Strategy sessions:
Costs of organizing and holding conferences are eligible for funding when they are part of an overall plan of action to achieve the project's outcome.

Information Technology:
Information technology-related activities might be eligible for funding when the use of computers or/and the Internet is an integral part of the overall plan of action to carry out the project. This could include expenses related to website development.

Audit and Evaluation:
Costs related to the evaluation of the project are eligible. The amount requested should be in proportion to the complexity of the activities, expected outcomes and duration of the project. Audits are not required for grant funding. Audited financial reports are, however, required for Contribution Agreements and are considered an eligible expense.

Sources of revenue

- **Status of Women:** Amount requested from Status of Women
- **Financial contribution from applicant organization:** Amount of cash the organization will contribute to the project.
- **In-kind contribution from applicant organization:** The value of in-kind goods and/or services that are directly related to the project and that are donated to the project by the applicant organization. In-kind means that goods or services are provided instead of cash. For your project budget, a reasonable monetary value should be assigned to these contributions. In-kind contributions can include staff and volunteer time, services, programs, office space, and administrative services the applicant organization will be donating to the project.
- **Financial contributions from other federal, provincial, municipal programs or from private or corporate sources:** Amount of other confirmed or anticipated revenue sources. Each source of revenue should be clearly identified by name on a separate line of the table.
- **In-kind contribution from external sources:** Goods and/or services provided to the applicant organization at no charge. These could include professional services such as legal advice, meeting space, free advertisement, computer support, etc. Like the organization's in-kind contribution, a reasonable market value should be attributed to in-kind contributions from external sources.
- **Other:** This could include for example: registration costs to be charged for events, GST rebates, etc.

Section G – References

27) Provide the name of two references that can provide information on your proposed project and the capacity of your organization to carry out the project. The references should not be members of your organization. Your references should be aware of your proposed project, and/or:
- have worked with you in the past and can comment on your ability to carry out this project; and/or,
- will collaborate in project activities; and/or,
- are familiar with the situation or issue; and/or,
- are funding, or are potentially recommending funding for the project.

Section H – Declaration and Undertaking

A **staff person should not sign** the application form. Only a person with the legal authority to do so on behalf of the organization can sign the application. This person is usually a board member, chairperson, etc. The person signing the application takes responsibility to ensure that the applicant organization meets all the terms and conditions outlined on the declaration and undertaking. Include the position title held by the person signing the application along with the date.