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## Application Guide

### Applying for Funding through the Women's Program

### of Status of Women Canada

### CALL FOR PROPOSALS

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## Section 1 – General Information

### **INTRODUCTION**

The purpose of this guide is to assist organizations in the preparation of funding applications for submission to the Women’s Program of Status of Women Canada.

### **APPLICATION REQUIREMENTS**

#### Submission of Application

- **All** required documents must be submitted at the time of application.
- Please submit your completed and final application and supporting documents **online**.
- Please note that all applicants based in Quebec **must** complete **Form M-30** concerning Bill M-30, *An Act respecting the Ministère du Conseil exécutif, R.S.Q., c. M-30*.
- If you have questions related to this call for proposals, please contact the appropriate [Status of Women Canada office](#) by email or telephone.
- If you experience technical difficulties related to the completion or submission of your application form, please contact Support Help Services at [tech@myreviewroom.com](mailto:tech@myreviewroom.com).

#### Receipt of Application

- Once you have submitted your application and supporting documents, Status of Women Canada will acknowledge receipt. If you do not receive an automated acknowledgement, please contact Support Help Services at [tech@myreviewroom.com](mailto:tech@myreviewroom.com).

### **REVIEW PROCESS**

#### Assessment

- To be considered for funding from the Women’s Program, applicants must demonstrate that they meet all the eligibility requirements and address the project assessment factors.
- The Women’s Program review process includes the two following components:
  1. Assessment for Eligibility: All funding applications undergo a review process to determine whether they meet the eligibility requirements.
  2. Project Assessment Factors: All applications that meet the eligibility requirements are evaluated on the extent to which they address project assessment factors, which may include but are not limited to: organizational and financial capacity, planned results, and feasibility. (See *Project Assessment Factors* in section 6 of this guide.)

- The result of the assessment process will determine whether the project is recommended for consideration by the Minister of Status of Women.

### Approval

- The Minister of Status of Women makes all funding decisions.
- **As available funds are limited, not all qualified applications will receive funding.**
- Applicants are informed in writing of the decision regarding their proposal.
- Successful applicants must agree to defer any public announcements until the Minister of Status of Women has publicly announced the project.

### Official Languages:

- French is Canada's minority official language in all provinces and territories except Quebec, where the minority official language is English. It may be relevant to consider including the official language minority population of the community in which your project will take place.
- For instance:
  - Could the project involve women from an official language minority community (OLMC) in your area?
  - Could your organization partner with an OLMC group for the project?
  - Could invitations and/or publicity for project events be aimed at an OLMC group?
  - Could relevant project materials be made available in both official languages?
- If your project will involve OLMC groups or women, please include this information when describing your project in the application form. You can also include translation and interpretation costs in your budget since the Women's Program considers them eligible expenditures. If other official language needs are identified during the life of an approved project, additional funding may also be considered.

## Section 2 – Overview of the Women’s Program

When applying for funding, organizations should take into account the following:

<b>Women’s Program Mandate</b>	To advance equality for women in Canada by working to create conditions for success for women.
<b>Women’s Program Objective</b>	To support action to advance equality between women and men in the economic, social and democratic life of Canada.
<b>Women’s Program Expected Short-Term Result</b>	Women and communities have access to supports to address issues relating to equality between women and men.
<b>Women’s Program Expected Medium-Term Result</b>	Communities and stakeholders have access to opportunities to advance equality between women and men.
<b>Women’s Program Strategic Outcomes</b>	Equality between women and men is promoted and advanced in Canada.
<b>Alignment with the Call for Proposals</b>	If your application is under a Call for Proposals, your project <b>MUST</b> align with the call under which your proposal was submitted.

## Section 3 – General Eligibility Requirements

To ensure that your proposed project meets the eligibility criteria, please consult the [General Eligibility Requirements](#).

## Section 4 – Project Assessment Factors

### A) OVERVIEW

Assessment for funding is based on the following criteria:

- Degree to which proposed activities and intended outcomes support program objectives and priorities;
- Need for proposed activities;
- Qualifications of the applicant including assessment of its governance structures and performance monitoring capacities;
- Sound project methodology;
- Likelihood of project success;
- Sustainability of outcomes;
- Value for money; and
- Capacity to leverage partnerships.

### B) THE ORGANIZATION

<b>Eligibility</b>	<ul style="list-style-type: none"><li>• The applicant organization is an eligible recipient (see Section 3 – General Eligibility Requirements).</li></ul>
<b>Capacity</b>	<ul style="list-style-type: none"><li>• The applicant organization demonstrates knowledge of the issue being addressed.</li><li>• The applicant organization demonstrates that it has the relevant expertise and/or experience to carry out the project.</li><li>• The applicant organization demonstrates the ability to leverage resources and build partnerships with public institutions and other stakeholders.</li><li>• The applicant organization's history with the Women's Program or other funding sources demonstrates accountability for funds.</li><li>• The applicant organization demonstrates that it is financially stable.</li><li>• The applicant organization demonstrates that it is administratively stable and able to manage human and financial resources.</li></ul>

### C) THE PROJECT

<b>Alignment</b>	<ul style="list-style-type: none"><li>• The proposed project <b>must</b> align with the Call for Proposals.</li></ul>
<b>Effectiveness and Feasibility</b>	<ul style="list-style-type: none"><li>• The proposed project is feasible in terms of activities, timelines, planned results and potential risks.</li><li>• The applicant organization demonstrates that it is involved with the community.</li><li>• The applicant organization has identified the appropriate level and nature of collaboration with potential and/or confirmed partners.</li><li>• The project proposal includes specific information on how the women or girls affected by the issue will be actively involved in the project.</li></ul>
<b>Project Budget</b>	<ul style="list-style-type: none"><li>• The proposed project's budget is realistic in terms of proposed activities and planned results.</li><li>• The proposed project's budget demonstrates efficient use of resources.</li><li>• The proposed amounts in all budget lines are consistent with local standards and with Treasury Board Secretariat guidelines where travel costs are concerned.</li><li>• The proposed project has other financial and/or in-kind support.</li></ul>

## SECTION A - APPLICATION FORM – Project information

### Identify your project

Please enter the title of the project for which you are applying in the box provided at the top of the form. The title of the project should be brief and refer to the issue/need being addressed.

### Identify your project location

Specify your project location (check the box that applies to you). Note that if the proposed project is located in Nunavut, if the target population is Indigenous, or if a majority of participants are Indigenous women/girls, you should check the “Indigenous” box.

Each box represents a region. If your proposed project is located in more than one region, please check the “National” box.

### A – Project Information

1. The location should identify the community and/or city, as well as the province/territory, **where the project will take place**. If your project involves multiple locations, please list them all.
2. Indicate the **duration** of the project in months.
3. Indicate the amount requested from Status of Women Canada. You will find the amount in the budget form (“Budget per Activity”). **The amounts specified in the budget form should match the amounts you include here.**
4. **Issue/Need:** Describe the issue/need to be addressed by responding to all questions.
5. **Project Summary:** Describe your project by responding to all questions. Summary must include the main objectives (i.e. what you are hoping to change/achieve by project’s end), key activities (i.e. how you will meet these objectives), and who will be affected by the activities. You may also want to highlight any notable or innovative characteristics. Note that the description should not exceed two pages.
6. **Partners:** Identify your confirmed partners and describe how they will participate. Provide a brief description (one to three sentences) of their contribution. Identify the name of the partner and their contact information. Women’s Program will confirm their participation.
7. **Outline risks and plans to address them:** All projects have risks; by thinking ahead about potential risks you can work to mitigate them.  
List potential risks to the project: events and/or circumstances that may negatively affect the successful achievement of planned results.

The following are three examples of potential risks and plans to address them:

1. **Risk:** Not enough women will attend the planned activities.  
**Plan:** The organization will recruit participants in advance, using its own networks/contacts and those of member and partner organizations.



2. **Risk:** Women will become discouraged as they try to apply what they have learned in the project to their lives and their communities.

**Plan:** Sessions will cover strategies for participants to stay positive. In addition, participants will support each other and communicate by email and in an online forum. The organization will provide updates and additional tools to motivate participants to continue.

3. **Risk:** Partners are not able to contribute to the project as planned.

**Plan:** Establish and maintain a broad network of others interested in the project who may be able to assist if needed. Identify alternative strategies and plans for adjusting the project that will achieve the same results.

## ANNEX “A” – Results Framework

### What is a results framework?

Sometimes also called a "results chain" or "logic model," a results framework is a depiction of the causal or logical relationships between activities, outputs, and the results (i.e. outcomes) of a given project. It is a strategic document and should not be confused with a work plan.

The results framework is divided into five categories: **project objective(s)**, **activities**, **outputs**, **short-term results** (immediate), and **medium-term results** (intermediate). Each of these represents a distinct step in the causal logic of a project. The activities and outputs address *how* a project is carried out, whereas the results and project objective(s) constitute the actual *changes* that take place.

<p><b>Project Objective(s)</b></p>	<p>The project objective(s) should reflect what you expect to achieve by your project’s end, not how you plan to achieve it. Objectives contribute to the achievement of larger project goals and thus should answer the question, “What will have changed by the end of the project?” Examples of objectives:</p> <p>To increase opportunities for industry sectors and communities to advance women in non-traditional occupations.</p> <p>To engage women and community partners in developing community strategies to increase women’s access to a broad range of economic options.</p>
<p><b>Key Activities</b></p>	<p>Activities are <b>key actions</b> undertaken in the course of the project that use inputs to produce outputs. Project activities and their related results will contribute to the achievement of project objectives.</p> <p>Examples of key activities include: establishing partnerships, assessing needs, developing resources and networking.</p> <p>You will be required to report on your activities, so <b>ONLY</b> list the most important/relevant ones. Do not provide a detailed description or list sub-activities in the results framework. <b>It is recommended that you limit the number to a maximum of six (6).</b></p>

<p><b>Key Outputs / Products</b></p>	<p>Outputs are the products, goods or services stemming directly from the activities of a project, for example: reports, action plans, tools, codes of practice and protocols.</p> <p>You will be required to report on your outputs, so <b>ONLY</b> include the most important/relevant ones. <b>It is recommended that you limit the number to a maximum of five (5).</b></p>
<p><b>Planned Results</b></p>	<p>Results can be described as the outcomes and impacts of a project that has completed its key activities. A result is a describable or measurable change that is derived from a cause-and-effect relationship. At Status of Women Canada, <b>results are the same as outcomes</b> and are further qualified as short-term (immediate), or medium-term (intermediate). A result statement outlines what a project is <b>expected</b> to achieve or contribute to.</p> <p><b>Short-term results</b> flow logically from the activities and outputs. They represent the change brought about by the existence of goods and/or services created through the activities. For example, the provision of training results in increased understanding among participants. Short-term results normally represent changes in access, ability or awareness. <b>Please include the results that you plan to achieve DURING the project.</b></p> <p><b>Medium-term results</b> normally represent a change in practice or behaviour. They are the next logical step from the short-term results and link logically to the project's objective. <b>Please include the outcomes you expect to achieve BY THE END of the project or shortly after.</b> At a minimum, you should be able to report progress against medium-term results by project's end.</p> <p>You will be required to report on your Planned Results, so <b>ONLY</b> include the most important/relevant ones. <b>It is recommended that you limit the number to a maximum of five (5).</b></p> <p><b>SAMPLE PLANNED RESULTS</b></p> <p><b><u>Project A:</u></b></p> <p><i>Short Term</i></p> <ul style="list-style-type: none"> <li>• An industry/sector plan to advance local women's opportunities for prosperity in non-traditional sectors has been developed.</li> <li>• Stakeholders can identify the challenges to women's prosperity in non-traditional sectors.</li> </ul> <p><i>Medium Term</i></p> <ul style="list-style-type: none"> <li>• Community partners and stakeholders are collaborating to maximize opportunities to advance women in non-traditional sectors.</li> <li>• Stakeholders have taken strategic sector-specific actions to advance women in non-traditional occupations.</li> </ul>

**Project B:**

*Short Term*

- Effective strategies and/or mechanisms to advance local women's economic security and opportunities for prosperity have been developed.
- Women and stakeholders can identify barriers to women's economic security and are aware of local opportunities.

*Medium Term*

- Local women are actively engaging in and taking on leadership roles to address these pressing issues in their communities.
- Community partners and stakeholders are collaborating to maximize assets to increase economic options for women.
- Stakeholders have taken strategic actions to improve the economic situation of women living in their community.

## SECTION B – INFORMATION ABOUT YOUR ORGANIZATION

1. Enter your organization's full name, followed by its acronym, if applicable. Please use the name shown on the Certificate of Incorporation or Registration.
2. Organization's street address  
Is this information confidential? (i.e. address of a women's shelter)
3. Mailing address (if different)
4. Office telephone number
5. Office fax number
6. Organization's email address
7. Organization's website
8. Indicate the official language in which you wish to be served.
9. Give the name, title, address, telephone number, alternate telephone number and email address of the person Women's Program staff should contact, if they require additional information about your application (this would preferably be the director of your organization, the person responsible for managing the project or the person responsible for developing this application).
10. Give the name, title, address, telephone number, alternate telephone number and email address of the **person primarily responsible for your organization** (president of the board of directors, president of the organization or executive director).
11. 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 region of a province or territory;*
  - provincial/territorial – *active across a province or territory;*
  - inter-provincial/territorial – *active across two or more provinces or territories;*
  - national – *active across Canada; and/or*
  - international – *active across Canada and in at least one other country.*
12. Indicate if your organization is incorporated or registered. If yes, provide the incorporation or registration number and date.
13. Indicate if your organization has previously received funding from a government (federal/provincial/territorial/municipal) or private foundation.

If yes, please provide information about your most recent funders (excluding Status of Women Canada), their contact information and the amount of funding received.

14. Please provide information on recent community partners that demonstrates your organization's ability to establish and maintain effective partnerships. Provide the names and the contact information of the organizations.
15. Provide brief information on your organization's mandate and main activities.

## SECTION C – BUDGET PER ACTIVITY

The Budget Form is part of the Application Form. You **must** use the form provided.

Please make sure that the name of the applicant organization and the project's title appear in the appropriate boxes of the Budget Template, as this document is separate from the Application Form.

You should consult the [Guidelines on Eligible Expenditures](#) **prior** to completing your budget.

The Budget Form is divided into four tables and each one must be completed (except Table 3, which auto-populates):

- Table 1: Direct Delivery Expenditures;
- Table 2: Administrative Expenditures (up to maximum 20% of the total of the direct delivery cost requested from Status of Women Canada);
- Table 3: Budget by Line Item; which will be automatically generated when filling out tables 1 and 2; and
- Table 4: Sources of Revenue.

**Note:** Include all Administrative Expenditures in Table 2. Listing Administrative Costs under Direct Delivery Expenditures (Table 1) could automatically result in cuts to the amounts requested under both categories. Therefore, please ensure that descriptions are clear and detailed enough to avoid confusion.

Please note that a description/breakdown of **each** budget item is required. The description/breakdown should be presented in point form. For example:

Example 1: under *Travel*:

- Participants and Staff: Transportation (flights/train/bus), Travel Fees, Accommodation, (when specifically related to the project and activity).

Example 2: under *Salaries and Benefits*:

- Coordinator with a total annual salary of \$60,000, while spending 50% of her/his time on the project  
Coordinator: \$60,000 x 50% for 2 years = \$60,000

**All budget costs should be rounded up to the nearest dollar.**

### **Table 4: Other Sources of Revenue:**

#### Organizational:

Indicate the amount of money and/or in-kind goods/services the organization will contribute to the project.

Indicate the value of in-kind goods and/or services that are directly related to the project and are donated to the project by the applicant organization.

“In-kind” refers to goods and/or services provided instead of money. For your project budget, a reasonable monetary value should be applied to these contributions. In-kind contributions can include staff and volunteer time, services, programs, office space and administrative services.

Others:

List contributions from others – governments, partners, etc. and – describe their in-cash or in-kind participation. Identify the in-kind participation in the description box.

### **Declaration and Undertaking**

To process the application, an electronic signature by a person with legal signing authority is required. The signatory is responsible for ensuring the organization meets all the terms and conditions outlined in the Declaration and Undertaking. The signatory must include her/his title and date of signature.