Annual Violence Prevention Grants 2015
Proposal Guidelines - Collaborative Projects

The Violence Prevention Grants are made possible by the following funds at the Canadian Women’s Foundation:

**Annual Campaign to End Violence against Women (formerly Shelter from the Storm)**
- Winners and HomeSense
- Rogers Media

**Major Funding Partners**
- The Royal LePage Shelter Foundation Fund
- The Avon Empowerment Fund
- The Scotiabank Fund

**Canadian Women’s Foundation Violence Prevention Fund**
Supported by individual donors across Canada, TD Bank Financial Group, Preferred Nutrition, Roslyn Bern, The Leacross Foundation, Aimee Quitevis Memorial Fund, Tony McNaughton Memorial Fund, Paula Menendez and Julie Crocker Memorial Fund, Joan and Clifford Hatch Foundation, Talisman, Via Rail, Procter & Gamble, and other businesses and organizations.
ANNUAL VIOLENCE PREVENTION GRANTS 2015
Deadline: Monday, February 2\textsuperscript{nd}, 2015

- FOLLOW THE GUIDELINES below when filling out the application and use the sample summary sheet and budget provided in the appendices.

- Proposals may be submitted in English or French to:
  Violence Prevention Grants
  Canadian Women’s Foundation
  133 Richmond Street West, Suite 504
  Toronto, ON M5H 2L3

- MAIL or courier package postmarked on or before Monday February 2\textsuperscript{nd}, 2015

ITEMS TO INCLUDE IN YOUR PACKAGE:

- 2 copies of the following documents: 
  Each copy must be collated and stapled
  - Summary Sheet
  - Proposal Questions for D. Collaborative Projects
  - Project curriculum or project outline (as an attachment)
  - Project Budget Form
  - If applicable, Access Funds Form
  - Audited Financial Statement (most recent)
  - Annual Report (most recent)
  - Policy on diversity / anti-racism
  - Current Board list
  - Letters of support (at least one, three max)
  - Organizational Budget Overview (current financial year)

- AND -

- EMAIL 1 copy of the documents listed above as attachments to vpgrants@canadianwomen.org by Monday February 2\textsuperscript{nd}, 2015.
  - Summary sheet & Proposal Questions in WORD, Budget in EXCEL, other materials may be in PDF format.
  - Please request a read receipt to confirm delivery

If you have questions, contact us: 416-365-1444 or 1-866-293-4483
Anuradha Dugal ext. 228 or adugal@canadianwomen.org
Keetha Mercer ext. 238 or kmercer@canadianwomen.org

For FAQ and guidelines visit www.canadianwomen.org
Ces documents sont disponibles en français www.femmescanadiennes.org
BACKGROUND about the Canadian Women’s Foundation
The Canadian Women’s Foundation is Canada’s public foundation for women and girls.

Since 1991, thanks to generous donors across the country, we’ve invested in more than 1,300 community programs across Canada, and are now one of the ten largest women’s foundations in the world. Every year, your support helps empower nearly 30,000 women and girls to move out of violence, out of poverty and into confidence. We focus on the most critical challenges facing women and girls, and invest in the most effective solutions for long-term change:

- **ENDING POVERTY**: We fund life-changing programs designed especially for low-income women. Through these unique programs, they can learn a skilled trade, get work experience, or start a small business.

- **STOPPING THE VIOLENCE**: We fund emergency shelters, programs that help women and their children to rebuild their lives after escaping violence, and prevention programs that teach girls and boys how to create healthy relationships and stop the violence - for good.

- **CHALLENGING HUMAN TRAFFICKING**: We fund programs that help women and girls escape sex trafficking and rebuild their lives; we increase awareness and prevention via public campaigns, conferences and events; and we host summits and develop policy recommendations to tackle the systems that contribute to sex trafficking.

- **EMPOWERING GIRLS**: We fund dynamic programs for girls, between the critical ages of nine and 13, that engage their body, mind, and spirit. They explore science and technology, get physically active, become media-literate, learn to think critically, and question the stereotyped images that surround them. They learn that they can lead, create change in their community, and that what they have to say matters.

FUNDING PROGRAMS IS JUST THE BEGINNING
We work with experts and community leaders from across the country to develop strategies that work, and then carefully select community programs that have the strongest long-term outcomes for women and girls.

We also conduct research, regularly evaluate our work, and publish our findings to advance new knowledge. We are connected to 3,000 community organizations for women and girls across Canada, and through initiatives like webinars and national learning forums, we bring them together to share learning and best practices with one another.

A LEADING VOICE FOR WOMEN AND GIRLS
As the leading national foundation for women and girls in Canada, we are committed to getting the issues facing women and girls front and centre in the hearts and minds of Canadians. Through collaboration with the media, corporations, foundations, government, and donors, we raise the volume on the issues that impact women and girls.

CREATE A LEGACY OF POWERFUL LASTING CHANGE
When you invest in women and girls, research shows the impact ripples outward: families have access to more opportunities, communities begin to thrive and the economy becomes stronger. Simply put, improving the lives of women and girls is a smart investment in everyone’s future.
About Violence Prevention Grants
Between 1993 and 2014, the Foundation distributed over $15 million through more than 900 annual and multi-year violence prevention grants in every province and territory across Canada.

Funding Available
Approximately 40 annual grants of up to $25,000 each will be allocated. Priority will be given in these grants to work with women, children and teens facing multiple challenges.

Please note that we will only accept one proposal per organization, and that your organization can apply for a grant in only one of the four areas:
   A. Prevention work involving girls / teens
   B. Rebuilding Lives
   C. Loan Funds
   D. Collaborative Projects

If Canadian Women’s Foundation has funded a project previously, you may reapply, but please note that we do not fund the same project more than three times. However, we may fund an organization more than three times if it is for a different project.

Principles governing Canadian Women’s Foundation’s violence prevention grant making include:
   • A strong commitment to diversity and inclusion
   • Priority given to funding projects in which women are leaders and there is strong input and involvement from project participants
   • Priority given to projects that take into account the realities of women’s lives e.g. by providing child care, transportation assistance and advocacy supports

OBJECTIVES & CRITERIA
Purpose of the Violence Prevention Grants
The goals for the 2015 Violence Prevention Grants are:

A. Prevention Work involving Teens and / or Girls:
   Prevent violence against women and girls in Canada through work involving girls or teens (ages 11 to 19).

B. Rebuilding Lives:
   Support women’s organizations and projects in Canada to help women and children rebuild their lives after the crisis of experiencing violence.

C. Loan Funds:
   Provide interest-free loan funds to women in Canada to aid them in reestablishing themselves in the community after leaving an abusive situation.

D. Collaborative Projects:
   Support groups working together in a region, province, territory or nationally (in Canada) to share resources, to advocate or to support women survivors’ participation or leadership in policy issues.
Overall Criteria
The Foundation funds projects that work to develop skills that will lead to behaviour change aimed at preventing violence against women. We look for projects that validate a women’s desire to rebuild her life and her family, establishing physical, emotional and financial security and creating a durable support network. Teen-focused projects that offer healthy relationship training with gender awareness are of particular interest in order to respond to increasing levels of high-risk activity in the school years, and to address early sexual activity, substance use, violence between peers, and other risk behaviours. We also support work that aims to remove systemic barriers for women experiencing abuse, and to change systems to help prevent violence from happening in the first place.

We focus our resources by giving careful consideration and priority to the following:

✓ Women’s organizations with significant experience in violence against women such as shelters and sexual assault centres.

✓ Projects for women who face multiple challenges, including Aboriginal women, Black women and women of colour, farm, rural or northern women, those who identify as LGBTQ, low-income women, older women, refugee or immigrant women, women with disabilities and Deaf women, and young women.

✓ Projects that have established partnerships with other local women’s organizations or community based organizations that have experience working with women and girls.

✓ Grass roots organizations with small budgets.

✓ Projects that demonstrate a gender-analysis on the issue of violence against women (within the project materials, organizational structure, etc.).

✓ Projects where our funds can help leverage other funds.

A. Prevention Work Involving Teens and / or Girls
We will fund projects / activities for teens (ages 11 to 19) or for girls only that work to prevent violence against women and girls. These can be school-based or offered outside of schools in a setting that provides a safe space.

Your proposal must:

✓ have a significant focus on violence against women and girls and healthy relationships. This may be within the context of connecting key issues such as violence, sexual relationships, substance abuse, respecting diversity and differences, sexuality, sexual exploitation and trafficking

✓ show a confirmed partnership with schools, if the project delivery is school-based

✓ actively involve girls/teens as peer educators or in other ways that promote their ownership in the project

✓ actively involve participants for a significant time period (i.e. more than four class presentations)

✓ have a component that builds skills in areas such as critical analysis and decision making.
B. Rebuilding Lives
We will give priority to projects that provide:

✓ support to children who have been exposed to abuse or with parenting of children who have been exposed to abuse
✓ second-stage housing providing several kinds of supports to women
✓ training, development and advocacy by provincial groups
✓ education and support on violence against women involving women with disabilities, older women, those who identify as LGBTQ, and women who have been trafficked

We will also consider projects that provide:

✓ follow-up counselling and/or support
✓ help with financial, housing, health and legal issues

C. Loan Funds
We will help:

✓ build capital and administer new and existing funds that offer interest-free loan funds for women leaving an abusive relationship

and are also supported by:

✓ additional resources for financial planning, budgeting, and managing priorities
✓ access to information on projects and benefits that will ease transition to independence from a past abusive relationship

D. Collaborative Projects
We support:

✓ regional or provincial resource sharing and capacity building
✓ policy work/leadership on violence against women that actively involves women who have experienced violence
✓ advocacy that aims to address systemic barriers for women who have experienced violence

Eligibility for Violence Prevention Grants
Applicants must be incorporated non-profit organizations and have a valid charitable number from Canada Revenue Agency or an Indian Band designated as a qualified donee by Canada Revenue Agency.

If your organization does not have charitable status or is not a qualified donee, we can consider an application from another organization that is a registered charity with a mandate relevant to the project. The other organization’s volunteer Board of Directors will have fiscal responsibility for the grant and be legally responsible for ensuring that the funds are spent for the charitable purposes intended. They will be required to sign a letter of agreement and work in partnership with the organization delivering the project.
Canadian Women’s Foundation Does Not Fund

- Individuals
- Federal, provincial or municipal government agencies and school boards (they can be involved but the grant will be made directly to the community organization)
- Profit-based organizations
- Fundraising events
- Conferences
- Projects outside of Canada
- Projects not solely or primarily focused on women and girls (teen projects may involve boys)
- Deficit or emergency funding
- Films or videos (unless this is part of a larger project)
- Capital expenditures
- Self-defense training (if it is the only component of the project)

Process and Timing
All proposals postmarked up to and including Monday February 2nd, 2015 will be accepted.

Please limit your proposal to no more than 8 pages, excluding the Summary Sheet and Project Budget.

A Grants Committee of community volunteers from across the country, experienced in the area of violence against women, several donor partners, and Canadian Women’s Foundation representatives, reviews proposals. The Grants Committee makes recommendations to the Foundation’s Board of Directors about which projects to fund. The Board of Directors gives final approval to all grants.

Timeline 2015

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<tr>
<th>February</th>
<th>Submit Full Proposals for projects starting August 2015</th>
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<tr>
<td>February / March</td>
<td>Grants Committee Reviews Applications &amp; Short lists proposals</td>
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<tr>
<td>May</td>
<td>Grants Selection Committee meeting to review short list and make final selection</td>
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<tr>
<td>Mid June</td>
<td>Board Approval of final grants selected</td>
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<td>July</td>
<td>Grants awarded</td>
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<td>September</td>
<td>All applicants will be notified</td>
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For Further Information/Assistance

If you have any questions about these guidelines or your proposal, please check the guidelines below, the samples provided in the appendices and the FAQ section on our website
www.canadianwomen.org

If you need to ask follow up questions, please e-mail or telephone:

Phone: 416-365-1444 Fax: 416-365-1745
Toll free: 1-866-293-4483 TTY: 416-365-1732

Anuradha Dugal (ext. 228) Keetha Mercer (ext. 238)
Director, Violence Prevention Manager, Violence Prevention
adugal@canadianwomen.org kmercer@canadianwomen.org
GUIDELINES

Please read all sections carefully.
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.

These are the guidelines for Collaborative Projects.

Summary Sheet
Fill out the information in the boxes provided, respecting the size and position of the boxes. See the Appendix for a sample.

Page 1
Organization Information
Please see sample.

Page 2
Organizational Resources
Please see the sample and consider the following:

For Staffing and volunteers, please include contract and term employees in the full-time and part-time staffing totals, and practicum students in the volunteer total.

For the Financial Portrait, please follow the headings from your last financial statement or annual report to fill in these sections. Please also attach your organizational budget to the application.

Deficit / Surplus
It is important to let us know why you may be carrying a surplus and also reasons for a small or large deficit as well as how you plan to work towards ensuring that the books are balanced from year to year. This information is crucial in the decision the committee will make.

Previous Canadian Women’s Foundation grants
Please do not include annual shelter donations, if you receive them. List grants in all areas, including Violence Prevention, Girls Fund, Economic Development, and Trafficking.
Please indicate main three groups of women you will serve. We would like to know what are the three main groups of women you are working with specifically. Please try to list in order - largest group first and smallest group third. Please select from the listed groups e.g. Aboriginal women, Black women and women of colour, newcomer women, women with disabilities and Deaf women, and LGBTQ. If the project is open to all and you typically serve a diverse population, please explain.

Project Description
Please provide an overview of the project that you are applying for in no more than 10 lines. If your proposal is successful we will use this description in the Foundation’s promotional materials.

Please describe the project as if you were writing a paragraph in a brochure for a general audience, to give a clear idea of what the work is about. Try having someone who is not familiar with your program read your project description to see if they understand the intent of your program from your description.

Proposal Questions
The following questions provide cues for the details the committee members are looking for as they read your proposal. We hope they will offer direction that will help strengthen your application.

Please answer all 13 questions in order and limit this part of your application to no more than 8 (eight) pages. There are no sample answers provided in the Appendix.

Description and Purpose

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<thead>
<tr>
<th>Proposal Question</th>
<th>Cues for Detail</th>
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<tbody>
<tr>
<td>1. What is the issue you wish to focus on and why have you prioritized this issue?</td>
<td>Define what you will focus on and what you hope to achieve through your work. Include the overall goal and explain what has lead you to work on this.</td>
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<tr>
<td>2. Describe why your organization, or your collaborative group, is best positioned to take on the proposed project and how it will work with other advocates or supporters to affect the proposed change.</td>
<td>Describe the collaborative structure and focus as well as what each group brings to the table in order to clarify the reach and scope for this project. Please also explain how you see this work as being important to violence prevention as a whole, and how the proposed change will make a difference to all the groups involved.</td>
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<tr>
<td>3. Provide a brief analysis of the current environment with respect to your proposed efforts</td>
<td>Why is this specific project important at this time and in this place? You can provide us with internal</td>
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to affect this issue. How are your efforts objectives timely and/or necessary? or external studies, what women have told your organization, needs assessment if conducted and background information on the services or gaps in this area. In this explanation, please show how project is relevant to the need of the women, children or teens you work with.

4. Through similar work in the past, what are the major lessons you or others have learned about the strategies that are most effective in bringing about change? Tell us about the most effective ways you have found to help collaboration or make change happen and what strategies you have developed that are most useful when working with multiple partners. Explain some of your challenges that have been overcome, or obstacles that you met.

Activities and Approach

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<td>5. Describe the specific goals, objectives and activities for this effort. What initiatives and actions will be used to make progress and further your aims? Please include the timeline you will use to measure your progress. This can be expressed in a chart. Please see sample in Appendix.</td>
<td>Explain the activities you have chosen - educational, training or capacity building components - and how they relate to specific objectives and tangible outcomes that you wish to achieve. It is important to know what the benchmarks are at each part of the project, so please include the overall outline of action items and highlight who will do what. If you are still planning this out, please send the draft plan. Ideally, we would also like to see at least one action item described in detail.</td>
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<tr>
<td>6. How do you plan to make your work inclusive and reflective of the women you are working with, respecting their diversity / background / experience?</td>
<td>Give specific examples of how the project has been developed to respond to different participants’ needs, (age group, language, culture). How have girls / teens / women been involved actively in planning and development of this project? What role will they take in this project going forward? What outreach and promotional activities, assessment and screening methods will be used to recruit women to support your work? If honoraria are offered, please explain.</td>
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<tr>
<td>7. Who is involved in carrying out the activities as direct project / program staff, elders, mentors, volunteers?</td>
<td>Please give an overview of who is involved and the roles played by staff, elders, mentors, and/or volunteers, and explain the experience they need. You do not need to provide staff bios or resumes.</td>
</tr>
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8. Identify key decision-makers to whom your project / program will be directed.  
If this project is addressing need for change at a regional, provincial or national level and involves support from key decision makers, please indicate who they are and how you will approach them. Please also describe how their support will make a difference and what might be alternatives if there are obstacles to obtaining this support.

9. How do you plan to include a gender analysis in your approach and activities?  
Gender analysis explores and highlights the relationships of women and men in society, and the inequalities in these relationships. Please explain how you will highlight and address underlying gender stereotypical attitudes through activities in your project and give two examples of this.

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### Partnership and Demonstration of Support

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<td><strong>10. Please list the partners working with you, outline their role and tell us how you will work together, indicating that their participation is confirmed and whether you are providing a letter from them.</strong></td>
<td><strong>List the groups that you are working with to support this project. We recognize that not all of them will be involved to the same extent and not all of them need provide a letter of support.</strong></td>
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<td><strong>11. In addition, or if not working in collaboration, please provide at least one letter of reference. These letters may be from organizations in your community or agencies you have worked with. Please do not include more than three letters of support.</strong></td>
<td><strong>Support letters – Canadian Women’s Foundation prefers letters describing ongoing relationships and networking in your community with women-focused agencies. These groups may be called to verify the details. Do not provide more than THREE support letters.</strong></td>
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<tr>
<td><strong>12. Please explain how would you adapt / continue to develop your plans if you received only part of your total budget?</strong></td>
<td><strong>It is important to see how these funds may leverage other funders and also that you have considered the options to adapt your programming dependent on the funding received, so please be as clear as possible in this section.</strong></td>
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### Evaluation

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13. How will you measure if this work has been successful? Your proposal will be assessed on how you plan to monitor and track the results of this project and how you will share learning with the Foundation and others. Please note what tools will be used to capture information and how your findings will be used by your organization.

Page 5

**Project Budget Form**

In addition to meeting eligibility requirements and the overall criteria, your proposal will be assessed on a **budget that balances**. We will also consider your organization’s capacity and expertise in adding value through:

- Providing in-kind support in the project budget and resources
- Attracting other funds required if the request is for partial support of costs

Fill out the excel spreadsheet provided for your budget. **There are two tabs in the Excel form** - one for expenses and one for revenues. Please fill in both.

You do not need to outline the budget for the whole organization or all your programs, just for the project / program you are applying for. There is a sample provide in the Appendix.

**Expenses**

Look closely at the sample provided and how it is laid out. Use the line items provided and add more as needed to give a full account of how money will be spent. Some items will be included in the cash expenses column and some may be covered in-kind by your organization. Any amount or service offered pro-bono or as part of a partnership agreement, or as part of your organization’s operational base should be listed as an in-kind expense and then also be listed in the **REVENUES** section on line 5 as an in-kind donation.

1. **Salaries & benefits**

   Give staff titles, number of staff, hours of work, hourly rate and percentage of benefits. This could be for management, administration, support staff as well as for direct project staff.

2. **Consultants and Professional Fees**

   Estimate consultants fees with hourly rate with number of hours, even if services are pro-bono.

3. **Honoraria**

   List who the honoraria are for - elders, volunteers, mentors, participants - and the amount each will receive. Ensure you have explained the role of these honoraria in Section 1. Proposal Questions number 6.
4. **Premises / Occupancy**
This can be a portion of the space rental needed for office space, for group meetings or for individual counseling. It can be provided in-kind or added as a cash expense to be covered by the project budget.

5. **Project Costs**
Describe all items needed and expenses that are incurred as a result of holding this project. These could be materials, food, communication, etc. Where possible, provide a breakdown / explanation of these expenses.

6. **Promotion**
If there is a cost to promotion, e.g. by web, in mail outs, for local news ads, please list and explain why you need to promote this project in the proposal questions, section 1, question 5.

7. **Travel**
This is for local area travel to provide projects and services within your geographical area. If you are offering service to additional communities than those you normally serve, please include this. Explain if it will be used for public transport, for ride sharing services, for taxis or for mileage rates with personal car use. If your organization has an internal policy, use those rates, if not, use Government Treasury Board rates for your province. Tell us if travel costs will be offered to staff and / or participants.

8. **Child and / or Family Care**
Explain how many hours of child or family care will be offered to each participant or outline the costs of providing onsite childcare. This could be offered in-kind or be an additional cash expense.

9. **Access Funds**
If required, please take the total from the Access Fund Budget and insert it here.

**Revenues**
The revenue breakdown should include all anticipated sources of revenue for this project, including any registration / participant fees and in-kind donations and administrative costs that will be covered by your organization or another.

Place the amount in the relevant column to indicate whether revenues are confirmed or not, and inform of the anticipated date of confirmation if known, or your best guess if not known.

1. **Canadian Women’s Foundation**
Please list the total amount you are requesting from Canadian Women’s Foundation.

2. Other foundations
If there are other foundations that you have applied to, or that agreed to offer funds to support this project, please list the name of each one and the dollar amount.

3. Corporations / Private
Please list corporate, local business or individual gifts. If you are hoping to support this project with a targeted mail-out campaign, please explain and insert expected revenue result.

4. Government
Please include any grants, contracts, core or project funding that will be applied to this project.

5. In-kind
If there are amounts or services that your organization or another group are offering pro-bono, or that come from your operational base, please list them, and make sure they have been entered in the In-kind column in the expense section of the budget, at the line item that relates to them. In-kind gifts cannot be factored into amount of cash requested.

Access Fund Budget
You can apply for an additional amount of up to $3,000 to provide access costs for women, children or teens with disabilities or Deaf women, children or teens; for travel in remote or rural areas; or for language interpretation or translation. These funds are made available to increase participation of women or teens that may not otherwise be able to take part in the project offered.

If you are attempting to provide services / project to a community that you do not routinely serve due to excessive transportation costs and / or distance, you may apply for access funds.

Please verify the costs of these expenses before you submit this budget as some of these costs can be extremely high.

Please also estimate how many women or teens will need to use these funds.

Use the budget lines provided to consider what kind of costs may be needed in order to include women and teens facing barriers.

Include the amount of access funds requested at line item 9 in the Expenses tab.
Please look at the final total for Revenues and Expenses in each tab in your Project Budget. The bottom lines should be the same. If they are not, you have not balanced your budget and you should go back and check it again.

Please print your application as 2 separate (collated and stapled) packages including all the documents listed on page 2 of these Guidelines.

If you have any questions do not hesitate to contact Anuradha Dugal or Keetha Mercer, contact information available on page 8.