

Climate Focus Area

Quiz & Application Questions

August 2025

Stage 1 Quiz

1. Is your project primarily focused on the construction or renovation of a building?

☐ Yes ☐ No

If you have answered **No** to the question above, your project might not be sufficiently aligned with our funding priorities. We encourage you to read our [What We Fund pages](#) and the application resources we have shared on our website. You can also learn more about the kinds of projects we do and do not fund in our Applicant FAQ.

2. Is your project focused on carbon capture and storage or carbon removal technologies?

☐ Yes ☐ No

3. Is your project focused on environmental education?

☐ Yes ☐ No

4. Is your project focused on the arts? (film, video, documentary or artistic production)?

☐ Yes ☐ No

If you have answered **Yes** to either of the 3 questions above, your project might not be sufficiently aligned with our funding priorities. We encourage you to read our [What We Fund pages](#) and the application resources we have shared on our website. You can also learn more about the kinds of projects we do and do not fund in our Applicant FAQ.

5. Is your project aligned with one or more of the following [Climate strategies](#)? (select all that apply)

- ☐ Climate Mitigation Solutions
- ☐ Equity, Diversity & Inclusion
- ☐ Climate Finance

If you have not selected any of the Climate Strategies above, your project might not be sufficiently aligned with our funding priorities. We encourage you to read our [What We Fund pages](#) and the application resources we have shared on our website. You can also learn more about the kinds of projects we do and do not fund in our Applicant FAQ.

If you have questions about how your work might fit with our funding priorities, you may [book a 15-minute virtual office hours appointment](#) with one of our staff.

Stage 1 Questions

The Stage 1 application provides an overview of your proposed work. We will use it to assess if your proposal meets the criteria for a more detailed Stage 2 application. Please answer the following questions in a maximum of 1400 characters each. (1400 characters equates to roughly between 200 to 300 words)

1. Project title* (MAX 70 words)

2. Description*

Please describe the work for which you are seeking funding.

3. Organization*

Why is your organization well-suited to carry out this work?

4. Focus Areas*

Please describe how your work aligns with the focus area you selected and briefly explain which of the strategies you are considering for your project.

5. Geographical Area Served

Indicate the province and/or territory where most of the impact of your project will take place.
(Select all that apply)

Note: Select "Pan-Canadian" ONLY if the impact will occur across all 10 provinces and three territories, or is connected to federal policy development or implementation.

- ☐ PEI
- ☐ NFLD
- ☐ NS
- ☐ NB
- ☐ QC
- ☐ ON
- ☐ MB
- ☐ SK
- ☐ AB
- ☐ BC
- ☐ NU
- ☐ NWT
- ☐ YK
- ☐ Pan-Canadian

6. What best describes the zone your project will operate in? (Select all that apply)*

- ☐ Urban
- ☐ Suburban
- ☐ Rural
- ☐ Remote

The zones are defined as per the below:

- **Urban:** Populations over 1,000 with a density of over 400 people/km². In simpler terms: a place that people commonly refer to as a “city” or “town”.
- **Suburban:** A lower density community that is within commuting distance of a large (over 100,000 population) city.
- **Rural:** Low density (>400 people/km²) communities characterised by long commuting distances, limited supplies of goods and services, and mostly agriculture-based and natural-resource-based economies.
- **Remote:** Communities isolated from major population centres, facing access challenges in terms of distance or geographical features that limit transportation and travel options.

7. Community involvement*

Please describe the communities or population(s) your organization works with. Who will benefit, and how will they be involved in the work? Please be sure to include the geographic area(s) that you intend to serve.

8. Impact*

If the proposed work is successful, what will have changed?

9. Equity, Diversity, Inclusion*

Please answer the following questions on how your organization is addressing issues of justice, equity, diversity, inclusion and accessibility:

- Describe the demographic makeup of your staff and board.
- Describe your diversity and inclusion objectives, if applicable.
- If relevant, in what ways is your organization committed to increasing the participation of underrepresented individuals or communities facing multiple barriers?

Budget*

Please fill in your work's basic budgetary details below. If your application is approved to continue to Stage 2, you will have an opportunity to share further project details and a full budget.

Total amount requested:

Number of years for which you are requesting funding:

Estimated total budget for the proposed work:

Total funding already confirmed:

Stage 2 Questions

Congratulations! Your organization is now invited to complete a detailed funding application.

Please answer the following questions in a maximum of 1900 characters each. (1900 characters equates to roughly between 300 to 400 words)

The Climate focus area is dedicated to tackling the climate crisis and supporting communities coast to coast to coast in transitioning to net-zero carbon.

1. Strategy Selection

Please select from the list below which Climate Focus Area strategy your work relates to. Please answer only those that are applicable to your work. (Select as many as apply)

- ☐ Climate Mitigation Solutions
- ☐ Equity, Diversity & Inclusion
- ☐ Climate Finance

2. Detailed Project Description

Please describe the work for which you are seeking funding by answering the following:

2a. What specific activities will you undertake?

2b. How do you plan to allocate your budget across major activities or categories?

2c. Provide an approximative timeline and key milestones for implementation.

3. Monitoring, Evaluation, Learning

Please describe the monitoring, evaluation and learning plan for the proposed work.

3a. If funding was available, would you be interested in discussing an evaluation and monitoring process for your project?

☐ Yes ☐ No

3b. What does success look like for this project? What are some potential project outcomes or indicators of success?

Strategy-Specific Questions

Climate Mitigation Solutions

McConnell’s goal is to enable conditions for rapid decarbonization of high emitting sectors in Canada.

1. Emissions Reduction Sector*

Please identify which high emitting sector(s) your project would target.

Select as many as apply from these options:

- ☐ Transportation
- ☐ Coal, Oil and / or Natural Gas
- ☐ Buildings
- ☐ Electricity
- ☐ Agriculture
- ☐ Large industries
- ☐ Other (please specify): _____

2. Outcomes

Please select which outcomes your project will target: Select as many as apply from these options:

- ☐ Enable conditions necessary to decarbonize high emitting sectors (e.g., strategic communications, coalitions and movement building, public policy advocacy etc.)
- ☐ Implement climate mitigation solutions to scale
- ☐ Develop new net zero pathways in hard to abate sectors, please specify which ones
- ☐ Other (please specify): _____

3a. Project Decarbonizing

Please identify how your project outcome will contribute to decarbonizing the sector(s) targeted?

3b. Emission Reduction

If possible, qualify or quantify contribution to emissions reduction.

4. Challenges

Please outline any challenges or barriers that are faced in decarbonizing the sector(s) you are targeting?

Equity, Diversity & Inclusion

McConnell's goal in the transition to a net-zero carbon economy is to reduce income inequality and energy poverty, respect Indigenous rights and support Indigenous leadership and economic development, create a diverse climate ready workforce and ensure intergenerational equity.

1. Equity Outcomes

Please identify the equity outcomes your work will contribute to.

(select as many as apply)

- ☐ Energy poverty: Programs and policies inclusive of low-income Canadians in the energy transition
- ☐ Indigenous Communities: Capacity for indigenous communities to lead and benefit from climate mitigation projects; respect of UNDRIP and Indigenous rights in any energy projects
- ☐ Youth: Empowerment of youth in climate decisions and policies
- ☐ Work force: Growth of a diverse Canadian work force ready for the net zero carbon economy
- ☐ Accountability of the fossil fuel industry: Remediation and compensation for communities adversely impacted by fossil fuel projects
- ☐ Other (please specify): _____

2. Description of equity outcomes

Please describe how your project will contribute to the equity outcomes identified.

3. Partners

Please describe who is leading or involved in the project (for whom by whom)? And who are the *new* partners you are seeking to involve in this work?

4. Challenges

Please outline any challenges or barriers that are faced in achieving these equity outcomes.

Climate Finance

McConnell's goal is to align the Canadian corporate and financial sectors' capital investments with climate science via regulatory oversight and legal precedents.

1. Outcomes

Please identify the outcomes your work will contribute to in the Canadian corporate and financial sectors:

- ☐ Anti-Greenwashing: Implementation, enforcement and defense of Bill C-59
- ☐ Climate risk disclosures: Mandatory uptake for financial institutions and improved disclosures for Canadian companies
- ☐ Implementation of a Canadian green and transition taxonomy
- ☐ Other regulations and policies to align the financial sector with climate science
please specify _____

2. Description of project outcomes

Please describe how your project will contribute to the outcomes identified.

3. Partners

Who would benefit from your work? Who will be involved and lead the project, and what other organizations will you collaborate with?

4. Challenges

Please outline any challenges or barriers that are faced in achieving these outcomes.

All Stage 2

1. Project Budget*

We know that budgets can change mid-project. If there has been a change in funding contributions received or in the amount you are requesting, please enter the new values below; otherwise, simply re-state your original budget request as per your stage one application.

Total amount requested:

Number of years for which you are requesting funding:

Estimated total budget for the proposed work:

Total funding already confirmed:

Please upload a detailed budget at this stage. If you are applying for multi-year funding, we encourage you to factor inflation on relevant budget line items.

Please use the following template: [Budget Template](#)
Please upload your project budget in Excel format below.

2. Other

Is there anything else you would like us to know about the proposed work that is not covered in your short or detailed application?

3. Organizational Audited Financial Statements

Please upload your most recent **audited** organizational financial statements below.

*Here we are looking for audited statements, or those reviewed and signed by a Certified Public Accountant. If you don't have those, submit statements that have been approved by your organization's Board of Directors or Treasurer. This helps us get a better understanding of your organization.

Please, upload your audited statements below.

4. Other Documents

You may include other documents at this stage. However, please note that the essence of your proposal must be contained in this form, and that additional material may not receive the same careful review.

If you wish, please upload your additional documents below.

5. Submitting your Stage 2 application

Once submitted, applications can no longer be edited on our granting portal, but you can see your submitted application in the portal. You will hear from us within a month regarding timing and next steps. We aim to make funding decisions within four months; however, this can take up to six months depending on the timing and complexity of the proposed work. We appreciate your patience and understanding.

STAGE 2 system requirements:

- Project budget
- Audited financial statements

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