

# Quiz & Application Questions

# Stage 1 Quiz

## 1. Is your project led by or partners with the communities you serve?

☐ 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 aligned with one or more of the following communities strategies:

2a. Collaborative action among multiple organizations to address social or economic barriers at a systematic level

☐ Yes    ☐ No

2b. Promoting or working towards the advancement of policy change that favours social justice, builds economic resilience and addresses barriers

☐ Yes    ☐ No

2c. Supporting communities in their capacity to develop solutions that enable recovery from historical harm (regeneration)

☐ Yes    ☐ No

If you have answered **No** to all 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.

## 3. Is your project primarily seeking funding for ongoing frontline support and programs, without addressing one of the above three strategies?

☐ Yes    ☐ No

\*Our role as a systems change funder is focused on making change to inequitable systems, so your project must affect long term change, via one of the above sub-strategies.

If you have answered **Yes** 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.

---

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/km<sup>2</sup>. 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/km<sup>2</sup>) 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 Communities focus area is focused on prioritizing projects that address systemic issues.**

**Systemic issues** could be described as deeply rooted challenges that lie beyond the control of individuals and that are shaped by the interplay of historical, institutional, and collective forces.

**Systemic solutions** are solutions that have the potential to shift how much equity denied communities are impacted by the systemic issues.

**1. Please select which strategy of the Communities focus area your project aligns with (Select as many as apply):**

- ☐ Collective Action
- ☐ Policy Change
- ☐ Regeneration

**2. What systemic issue are you trying to address, and for which equity denied community(ies)?**

**3. What systemic solution are you proposing, and which specific part of the system is it addressing?**

**4. Please describe the work for which you are seeking funding:**

4a. What specific activities will you undertake?

4b. How do you plan to allocate your budget across major activities or categories?

4c. Provide an approximative timeline and key milestones for implementation.

**5. Who are your partners in this work and what role do they play?**

**6. Monitoring, Evaluation, Learning: Please describe the monitoring, evaluation and learning plan for the proposed work.**

6a. If funding was available, would you be interested in discussing an evaluation and monitoring process for your project?

☐ Yes      ☐ No

6b. What does success look like for this project? What are some potential project outcomes or indicators of success?

# Strategy-Specific Questions

## Collective Action & Collaboration

We want organizations to reach together to accomplish audacious goals that they are less likely to achieve on their own, creating spaces of collaboration for multiple organizations to come together to address barriers to social and/or economic inclusion in a bold way.

**1. What is the value of tackling this issue with collective action and collaboration?**

**2. How long have the members of the collective been working together on this issue?**

**3. How are you engaging with community or group(s) impacted by the issue? Who is leading the work?**

#### 4. Which types of groups or organizations are involved in the collective?

- ☐ Networks
- ☐ Non-profits
- ☐ Grassroots
- ☐ Other (please describe)

#### 5. Who are the stakeholders connected to this issue?

Stakeholders are people who may have an interest, meaning could be supportive or resistant to the project.

### Policy change

We will support policy change efforts that favour social justice, build economic resilience and address barriers at all stages: from advocacy to engagement, communication, consultation and priority setting.

#### 1. What type of policy change are you working on? (Select as many as apply)

- ☐ Law (ie. legislative policy change)
- ☐ Regulation (ie. procedural policy change)
- ☐ Institutional (ie. policy change in internal regulations or guidelines of Institutions)
- ☐ Social Norms (ie. perceived informal rules that define acceptable and appropriate actions within a given group or community)
- ☐ Other: (please describe)

**2. Please give us a brief description of the types of policy change(s) you are working on.**

**3. How would you describe the stage of development of this policy project? (Select as many as apply)**

- ☐ Early-stage (ie. policy project still being formulated)
- ☐ In-progress stage (ie. policy project in campaign mode)
- ☐ Advanced-stage (ie. policy project that must be properly implemented)
- ☐ Mature-stage (ie. policy win that must be protected)

**4. Please give us a brief description of the stages of development your project is at.**

**5. How are you engaging with community or group(s) impacted by the issue? Who is leading the work?**

**6. Who are the stakeholders connected to this issue? Stakeholders are people who may have an interest, meaning could be supportive or resistant to the project.**

## **Regeneration**

We want to support groups rooted in a deep understanding of history, focusing on local innovation to rebuild a more equitable future. Regeneration involves processes of renewal, restoration, and growth—particularly in communities that have faced systemic damage or loss.

### **1. Explain the reasons why a regenerative approach is needed to address this issue.**

1a. How is your project regenerative? What is needed in the community to heal?

1b. What will the community look like when regeneration work is successful?

**2. Please select the strategy(ies) your project will deploy: (Select as many as apply)**

- ☐ Countering Stereotypes in Society
- ☐ Countering Internalized Stereotypes in Communities
- ☐ Holistic Community Healing Approaches
- ☐ Other (Please Describe)

**3. What are some of the reasons this issue remains in place?**

**4. Who are the stakeholders connected to this issue?**

Stakeholders are people who may have an interest, meaning could be supportive or resistant to the project.

# 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. 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.

### **3. 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.

### **4. 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



**The McConnell Foundation**

Suite 1800 – 1002 Sherbrooke Street West  
Montreal, QC H3A 3L6  
Phone: 514 288-2133  
Fax: 514 288-1479

[mcconnellfoundation.ca](http://mcconnellfoundation.ca)