

# Applying for McConnell Foundation Funding

# Three focus areas

The McConnell Foundation funds activities focused on at least one of our three focus areas: **Climate**, **Reconciliation** and **Communities**. If your work aligns with our focus areas, it also needs to have the potential to be nationally relevant and to change systems, i.e. to address the root causes of complex problems.

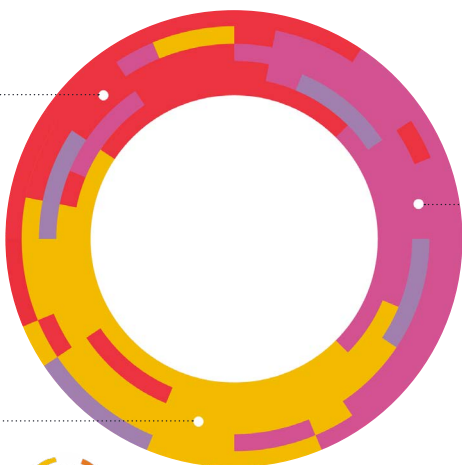
We also offer capacity strengthening funding to support organizations who play a key sector-wide role. For now, this funding is proactive and cannot be applied for.

We also have a specific program for Montreal-based charities. Visit our Montreal page under the What We Fund section.



## Communities

Supporting and amplifying the **leadership of equity-denied groups** to address the systemic barriers to economic and social justice and a local, regional and national level.



## Climate

Contribute to Canada's transition to a **net zero-carbon economy** in a way that produces sustainable and equitable outcomes for all.



## Reconciliation

Advance a **reconciliation economy** where wealth and resources are equitably shared and sustainably stewarded for this generation and those to come.

## Capacity Strengthening

- Organizational development and strengthening
- Support for sector-serving networks
- Leadership development
- Innoweave

## Montreal Funding

We allocate approximately \$2 million annually to Montreal charities.



# Introduction

**This document provides instructions and a sample application for our focus area funding streams only.**

All proposals must be submitted on [our portal](#) so that they may be reviewed by our team.

In this funding stream:

- There are **no deadlines** to apply.
- There is **no maximum funding amount** (but a typical amount is in the range of \$100,000–500,000)
- Projects can span **several years**.

## The Application Process

### 1. Registration

**Register** using the online portal

- Enter the online portal, [on our website](#)
- If you have an account, log in
- If you don't have an account, [register](#)

### 2. Short-form application

**Complete the short-form application**, including:

- Organizational information
- Short-form application questions
- Key budget numbers

### 3. Detailed application

**If selected**, you will be contacted to **complete the detailed application**, including:

- Detailed application questions
- Focus area questions
- Full budget

**Any questions?**  
Contact us by filling out our online form on the [Contact page](#).  
[Sign up](#) to our newsletter.

# Instructions and sample application form

## 1. Registration

Before you can submit an application, you must create an account on our [application portal](#). Upon signing up for the first time, you will first be required to take a short eligibility quiz to ensure your project is eligible for funding.

## 2. Short-form application

Once you have created an account, you may start your short application. This phase of the application should give us a sense of your organization, the work for which you are requesting funding and the impact you hope to achieve. The questions should take a short amount of time to complete. The information provided will be used to assess **if the proposed work meets the necessary criteria to submit a detailed application.**

We will be in touch with you  
**within three months of**  
submitting your proposal

## 2.A Organizational information

The questions below are asked in our portal. Please take the time to **review them before applying**.

### 1. Organization Details

- Organization Name
- Location
- Primary Contact
- Organization President or Equivalent

### 2. Brief Organization Background (brief answer)

### 3. Organization charitable status

### 4. Will you be using a fiduciary organization?

### 5. What type of funding are you applying for?

- Focus Areas
- Innoweave
- Montreal

### 6. Which primary focus area are you applying for?

- Climate
- Reconciliation
- Communities

### 7. Project Title of your work

[150 Characters]

### 8. Project Summary of your work

[350 Characters]

### 9. Geographical area served for this project

[Select from a drop-down menu.]

### 10. Eligibility Questionnaire

In order to verify if your proposal is eligible for funding, please check if any of the boxes below apply to your work. If none apply, confirm "None of the above" at the bottom of the list. Please refer to the [FAQ section](#) for more details on McConnell's funding protocols.

- The request is part of a general fundraising campaign, including staff salaries dedicated to fundraising activities
- The funds will be used to reduce deficits or cover capital or operating shortfalls
- The funds will go to university, college, or hospital endowments
- The funds will be used primarily for ongoing operating costs or frontline service delivery
- The project involves partisan political activities
- The funds will be used primarily for the advancement of religious beliefs
- The project supports purely academic or basic research
- The organizations or projects are based outside of Canada
- The funds will be used for international development initiatives
- The project is focused on nature-based solutions, such as reforestation, tree planting, nature conservation, or biodiversity preservation
- The funds will be used for organizational emergency needs
- The project involves a for profit organization (except in rare and specific situations)
- The funds are for private schools
- The funds will primarily be used for construction or renovation projects, or the purchase of buildings
- None of the above

## 2.B Short-form application questions

The first five questions below must be answered in a maximum of **1400 characters**.

1. Please describe the work for which you are seeking funding.
2. Why is your organization well-suited to carry out this work (described above)?
3. Please describe how your work aligns with the focus area you selected and if you see links with other focus areas.
4. 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 a description of the geographic area that you intend to serve.
5. If the proposed work is successful, what will have changed?

6. Please add the following budgetary details below (one number per line). 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

# 3. Detailed application

**Introduction:** If your proposed work has sufficient alignment with our focus areas, you will be invited to complete a detailed funding application. In this stage, your application must address:

<b>3.A Detailed application: Common questions</b>	Common questions for all focus areas detailing the partnerships, evaluation, the scale and scope of the proposed work, as well as your organization's approach to diversity and inclusion.
<b>3.B Detailed application: Focus Area</b>	Questions pertaining to the focus area to which you are applying.
<b>3.C Budget and other documents</b>	Budgetary information and other relevant documents (if applicable).

Log into our [online portal](#) and go to the Application section to view and submit your application.

Once you've reached this stage of the application process, we will be in touch **within one 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.

## 3.A Detailed application: Common questions

Please answer the following questions in a maximum of **1775 characters**.

1. Who are your partners in this work and what role do they play? Are there new partnerships you hope to develop or enhance? What other stakeholders are working on this issue and how might you complement their efforts?
2. Please describe the monitoring, evaluation and learning plan for the proposed work.
3. Does the project address systems and/or root causes of the problem you are trying to address? If so, how? Are there, for example, specific barriers you are trying to overcome?
4. 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?

5. Is there anything else you would like us to know about the proposed work that is not covered in your short or detailed application full proposal and expression of interest?
6. If your proposed work also connects to other **McConnell Focus Areas**, aside from the one you selected, please describe which one(s) and how?

## 3.B Detailed application: Focus Area questions

### Communities

Please select which **Communities strategy** you are applying to and answer the related questions:

#### Collaboration and collective action

- What is the value of tackling this issue with collective action and collaboration?
- How long have the members of the collective been working together on this issue?
- How are you engaging with community or group(s) impacted by the issue? Who is leading the work?
- Which types of groups or organizations are involved in the collective?
- Who are the stakeholders connected to this issue?

#### Policy Change

- What type of policy change are you working on?
- Please give us a brief description of the types of policy change(s) you are working on.
- How would you describe the stage of development of this policy project?
- Please give us a brief description of the stages of development your project is at.
- How are you engaging with community or group(s) impacted by the issue? Who is leading the work?
- 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

- Explain the reasons why a regenerative approach is needed to address this issue.
  - a. How is your project regenerative? What is needed in the community to heal?
  - b. What will the community look like when regeneration work is successful?
- Please select the strategy(ies) your project will deploy.
- What are some of the reasons this issue remains in place?
- Who are the stakeholders connected to this issue?

### Reconciliation

Please select which **Reconciliation strategy** you are applying to and answer the related questions:

#### Indigenous-led solutions to activate the NIES Calls to Economic Prosperity

- How is your project contributing to **National Indigenous Economic Strategy** (NIES)?
- Which of the NIES Call(s) to Economic Prosperity apply to your project? (Indicate which number(s) between 1 to 107).
- Describe how your project will advance or relate to the Call(s) to Economic Prosperity you have indicated above.
- Describe the Indigenous engagement and leadership in your organization. Could you describe any relationships you have with Indigenous organizations or leaders?
- Does your project advocate for policies that encourage governments and institutions to fulfill their responsibilities? If yes, please describe which institutions and/or policies this project addresses.

#### Indigenous-led Collaborative Funding Projects

- How does your collaborative funding project aim to redistribute resources and power back to Indigenous populations or communities?
- What issues are you aiming to address through an Indigenous-led collaborative funding project?
- How does your collaborative project include and engage Indigenous individuals, organizations or communities that will directly benefit?

## Instructions and sample application form

### Climate

Please select which **Climate strategy** you are applying to and answer the related questions:

#### **Climate mitigation solutions**

- Please identify which high emitting sector(s) your project would target.
- Please identify which outcomes your project will target.
- Please identify how your project outcome will contribute to decarbonizing the sector(s) targeted?
- If possible, qualify or quantify contribution to emissions reduction.
- Please outline any challenges or barriers that are faced in decarbonizing the sector(s) you are targeting?

#### **Equity, Diversity & Inclusion**

- Please identify the equity outcomes your work will contribute to.
- Please describe how your project will contribute to the equity outcomes identified.
- 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?

#### **Climate finance solutions**

- Please identify the outcomes your work will contribute to in the Canadian corporate and financial sectors
- Please describe how your project will contribute to the outcomes identified
- Who would benefit from your work? Who will be involved and lead the project, and what other organizations will you collaborate with?
- Please outline any challenges or barriers that are faced in achieving these outcomes

## Instructions and sample application form

# 3.C Budget and Other Documents

### Budget

Please upload your budget in Excel. You can find a budget template [here](#).

TEMPLATE BUDGET   GABARIT DE BUDGET		
Revenues Recettes de toutes sources	Year 1 Année 1	Year 2 (if applicable) Année 2 (si applicable)
Name of funder - amount requested of: / Nom de l'organisme de financement - montant demandé à : McConnell Foundation / Fondation McConnell	-	-
Name of other funder (foundation, government, corporate...) Nom du bailleur de fonds (fondation, gouvernement, corporation...) <i>Please indicate if funds are confirmed or tentative_SVP Indiquer si les fonds sont confirmés ou tentatifs</i>	-	-
Name of other funder (foundation, government, corporate...) Nom du bailleur de fonds (fondation, gouvernement, corporation...) <i>Please indicate if funds are confirmed or tentative_SVP Indiquer si les fonds sont confirmés ou tentatifs</i>	-	-
Name of other funder (foundation, government, corporate...) Nom du bailleur de fonds (fondation, gouvernement, corporation...) <i>Please indicate if funds are confirmed or tentative_SVP Indiquer si les fonds sont confirmés ou tentatifs</i>	-	-
Earned income Revenu gagné	-	-
Membership fees Droits d'adhésion, cotisations	-	-
Benefit events Événements bénéficiaires	-	-
Other earned revenue Autres sources de revenu	-	-
Other sources (list) / Add more rows if necessary Autres sources (veuillez préciser) / Ajouter plus de lignes si nécessaires	-	-
<b>Total</b>	-	-
All Project Expenses Toutes les charges pour ce projet	Year 1 Année 1	Year 2 (if applicable) Année 2 (si applicable)
<i>Indicate \$0 if an expense item, listed below, is not applicable to your project. / Mettre 0 \$ si un item de charge ci-dessous ne s'applique pas à votre projet. Please factor in inflation and cost of living in appropriate line items such as salaries / Veuillez vous assurer d'accumuler pour le taux d'inflation et le coût de la vie sur les lignes budgétaires appropriées (ex. les salaires)</i>		
Salaries (list per job function) Salaires (veuillez énumérer en fonction des rôles de chaque)	-	-
Consultants (type) Consultants (identifier quel type)	-	-
Travel Déplacements	-	-
Communications Communications	-	-
Program Costs (identify: equipment, material, fundraising, etc.) Coûts du programme (identifier: équipements, matériaux, coûts de levée de fonds, etc.)	-	-
Evaluation Évaluation	-	-
Administration (rent, office set-up, etc.) Administration (loyer, installations de bureaux, etc.)	-	-
Other expenses (identify) Add more rows if necessary Autres charges (veuillez préciser)	-	-
<b>Total</b>	-	-
Expenses allocated to the funding from the McConnell Foundation Charges allouées à la contribution de la Fondation McConnell	Year 1 Année 1	Year 2 (if applicable) Année 2 (si applicable)
Salaries (list per job function) Salaires (veuillez énumérer en fonction des rôles de chaque)	-	-
Consultants (type) Consultants (identifier quel type)	-	-
Travel Déplacements	-	-
Communications Communications	-	-
Program Costs (identify: equipment, material, fundraising, etc.) Coûts du programme (identifier: équipements, matériaux, coûts de levée de fonds, etc.)	-	-
Evaluation Évaluation	-	-
Administration (rent, office setup, etc.) Administration (loyer, installations de bureaux, etc.)	-	-
Other expenses (identify) Add more rows if necessary Autres charges (veuillez préciser)	-	-
<b>Total</b>	-	-

### Other Documents

In the "Other Documents" section of the form, you have the option to upload supplementary materials. However, the main content of your proposal should be contained within the main form.

# Ready to submit? Congratulations! Visit our portal.



**The McConnell Foundation**

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