Applying for McConnell Foundation Funding

McConnell

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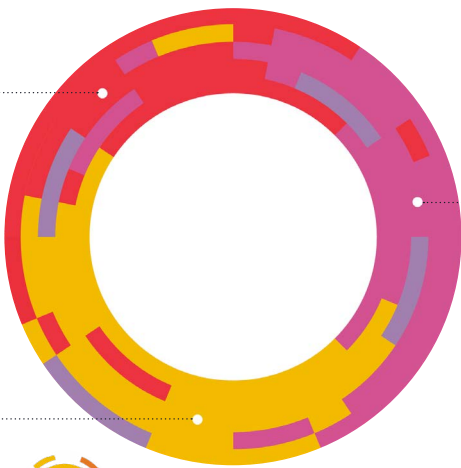
We also offer capacity strengthening funding to support organizations who play a key sector-wide role. For now, this funding is proactive and cannot be applied for.

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-deserving 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 yet to come, in relationship with both Indigenous and non-Indigenous people

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, **Fluxx** • 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**. Within a few days of registering, you will receive a log-in and password to be able to submit your proposal.

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 one month** 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 proposed project takes place outside Canada
☐ The proposed project is focused on reforestation, tree planting, nature conservation, or biodiversity preservation
☐ This request is part of a general fundraising campaign
☐ The funds will be used to reduce a capital or operating deficit
☐ The funds will be used to make a contribution to an endowment
☐ The funds will be used primarily to respond to an organizational emergency
☐ The funds will be used primarily for academic research
☐ The funds will be used primarily for religious activities
☐ The request is for conference or event sponsorship
☐ The project involves partisan political activities.
☐ 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:

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

You can find your **Detailed application** in our online portal on the left-hand bar under the **Proposals/ Demandes** menu, in the **Edit/Modifications** section.

> Once you have submitted your application, 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.

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 question:

Collaboration and collective action
- How will the proposed work advance social and economic inclusion, equity and justice?
- Why are you proposing a collaboration or collective response?
- How will your work include individuals or communities that are the intended beneficiaries of the proposed activities?
- Please describe the history of your partnership. How long have you been working together? What brought you together? What has changed as a result of your work together?
- What support is needed for you and your partners to work on this?

Policy Change
- How will the proposed work advance social and economic inclusion, equity and justice?
- Why are you proposing a policy response?
- How will your work include individuals or communities that are the intended beneficiaries of the proposed activities?
- What support is needed for you and your partners to work on this?

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

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 from the list below which **Climate strategy** your work relates to. Please answer only those that are applicable to your work. Learn more about the Climate focus area strategies **here**.

Climate Solutions
- How does your work contribute to reducing greenhouse gas emissions?
- Please identify in which sector the greenhouse gas emissions reduction would take place and quantify if possible.
- How does your work increase equity or participation of equity-seeking individuals or communities?

Diversity & Inclusion – Equitable outcomes for all
- Please describe the diversity and inclusion challenge your project addresses.
- How will your project increase equity?
- Is your work led by equity-seeking individuals or communities? Learn more about the groups that we wish to support **here**.

Sustainable Finance – Increasing impact
- What are the specific information, data gaps or capacity needs that your work is addressing in sustainable finance?
- Who in the financial sector would benefit from your work?
- How will your work facilitate private or public capital investments into climate mitigation solutions?
- How will your work address equity in the net-zero carbon economy? |

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...)* *Please indicate if funds are confirmed or tentative_SVP Indiquer si les fonds sont confirmés ou tentatifs*	-	-
Name of other funder (foundation, government, corporate...) *Nom du bailleur de fonds (fondation, gouvernement, corporation...)* *Please indicate if funds are confirmed or tentative_SVP Indiquer si les fonds sont confirmés ou tentatifs*	-	-
Name of other funder (foundation, government, corporate...) *Nom du bailleur de fonds (fondation, gouvernement, corporation...)* *Please indicate if funds are confirmed or tentative_SVP Indiquer si les fonds sont confirmés ou tentatifs*	-	-
Earned income *Revenu gagné*	-	-
Membership fees *Droits d'adhésion, cotisations*	-	-
Benefit events *Événements bénéfice*	-	-
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*	-	-
Total	-	-
All Project Expenses *Toutes les charges pour ce projet*	**Year 1** *Année 1*	**Year 2 (if applicable)** *Année 2 (si applicable)*
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 on appropriate line items such as salaries / Veuillez vous assurer d'accompter pour le taux d'inflation et le cout de la vie sur les lignes budgetaires appropriés (eg. les salaires)		
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, materiaux, 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)*	-	-
Total	-	-
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 roles de chaque)*	-	-
Consultants (type) *Consultants (identifier quel type)*	-	-
Travel *Déplacements*	-	-
Communications *Communications*	-	-
Program Costs (identify: equipment, material, fundraising, etc.) *Coûts du programme (identifier: équipements, materiaux, 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)*	-	-
Total	-	-

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**.