



Applying for McConnell Foundation funding

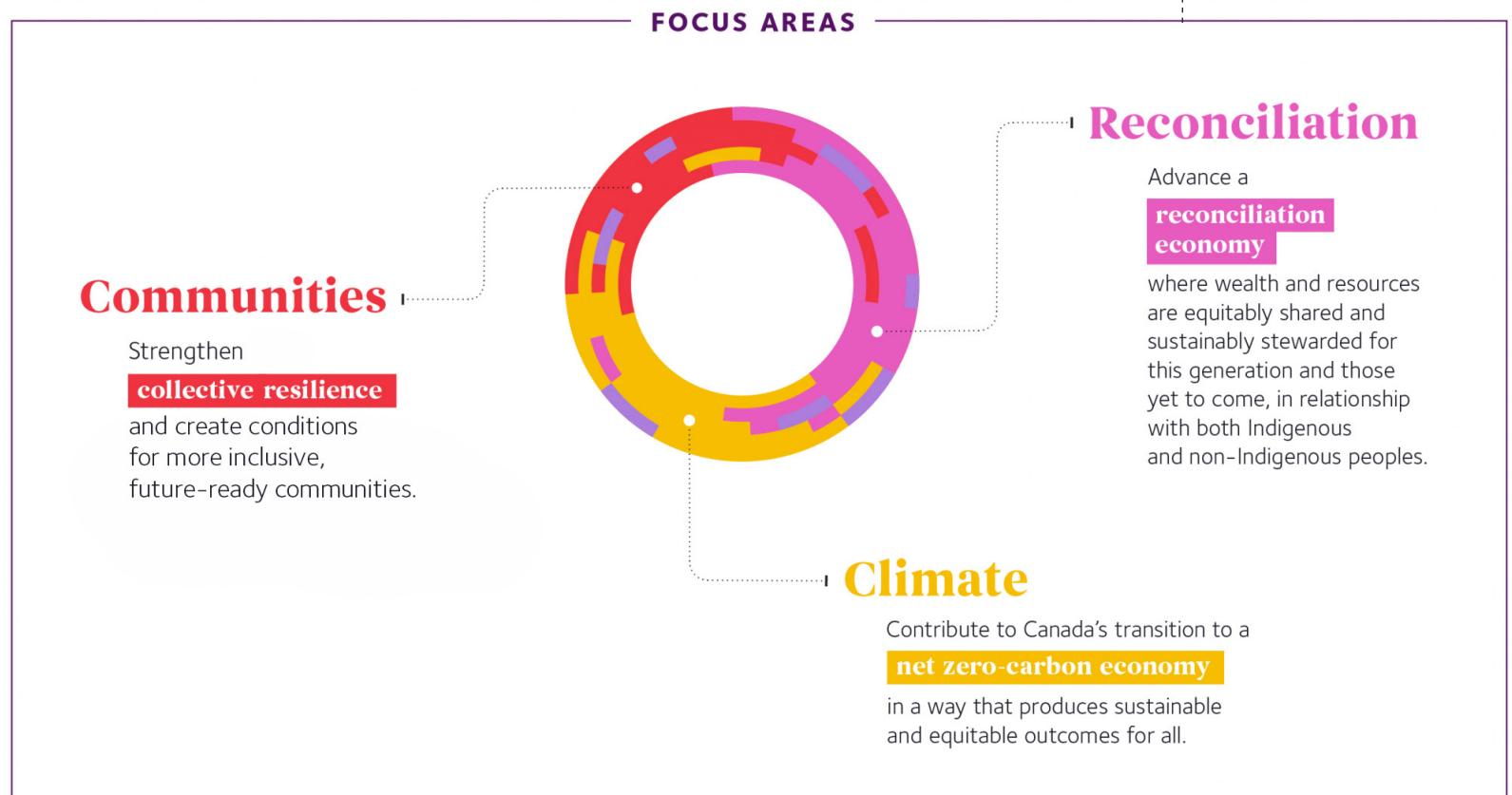
Sample Application and Instructions

February 2022

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.

The Foundation's **Innoweave** program offers coaching support for organizations seeking to clarify their outcomes and improve their impact. We also have a specific program for Montreal-based 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**.
- Projects can span **several years**.
- Financial support is typically given to **registered** charities, but other types of organizations may also be supported.



Any questions? Contact us at
info@mcconnellfoundation.ca.
Sign up to our newsletter [here](#).

THE APPLICATION PROCESS:

1. Register using the online portal

2. Complete the short-form application including:

- Preliminary questions
- Short application questions
- Key budget numbers

▼ If selected, you will be contacted to:

3. Complete the detailed application including:

- Detailed application questions
- Focus area questions
- Full Budget



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.**

Please note, the McConnell Foundation is interested in applications which fall into our Focus Areas. You must identify one of these areas in your application. We no longer accept applications to our **Social Innovation Fund**. If your proposed work is aligned with our Focus Areas, and you are interested in applying for funding (up to \$400,000) for work that would have previously aligned to the Social Innovation Fund, you are welcome to apply via the Focus Areas funding stream.



You will receive a response regarding your proposal **within one month** of submitting your application.

2A — Preliminary Questions

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

- **Organization Details**

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

- **Brief Organization Background** (brief answer)

- **Organization charitable status**

- Will you be using a **fiduciary** organization?

- What **type of funding** are you applying for?

- Focus Areas
- Innoweave
- Montreal

- Which **primary focus area** are you applying for?

- Climate
- Reconciliation
- Communities

- **Project Title** of your work [150 Characters]

- **Project Summary** of your work [350 Characters]

- **Geographical area** served for this project:

[Select from a drop-down menu.]

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
- 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.

2B – Short-form application questions

The first five questions below must be answered in a maximum of **1400 characters**, or approximately **250 words**.

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:

- A.** 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.** Questions relevant to your primary focus area to which you are applying.
- C.** Budgetary information
- D.** Other relevant documents (if applicable)

You can find your **Stage 2 application** in our online portal on the left-hand bar under the **Proposals/Demandes** menu, in the **Edit/Modifications** section.

Please answer the following questions in a maximum of **1775 characters, or approximately 300 words.**



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.

3A — Detailed application: Common questions

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.

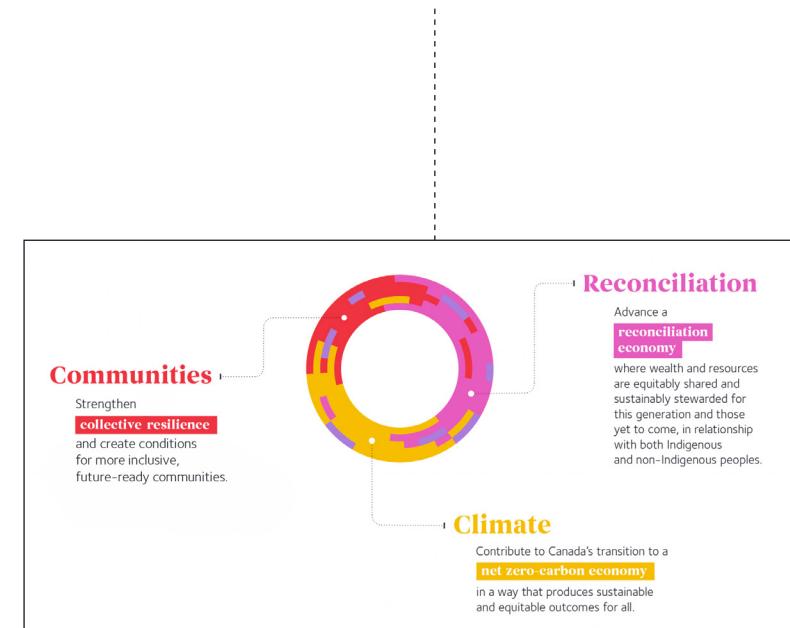
3. Does the project address **systems and/or root causes of the problem** you are trying to address? If so, how? Are there, for example, specific barriers you are trying to overcome?

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?**



3B — Detailed application: Focus Area questions

COMMUNITIES

1. Please select which **Communities strategy** you are applying to and answer the related question:

- Inclusive community building:** How does your work contribute to creating conditions for inclusive community building?
- Building social and civic infrastructure:** How does your work contribute to **building social or civic infrastructure** (outside of capital projects) for long-term change?
- Innovative financial solutions:** How does your work contribute to creating or accelerating financial solutions for social good?

2. At what **scale and geography** is the project focused (i.e. local, regional, and/or national)? Does the project relate to the land, place or local geography where it's carried out? If so, how?

RECONCILIATION

1. Please select from the list below which **Reconciliation strategy** your work relates to, and answer the related question:

- Collaborative funding models:** How does your work contribute to creating collaborative funding models?
 - Innovative platforms for change:** How does your work contribute towards creating innovative platforms for change?
 - Innovative financial solutions:** How does your work contribute to creating or accelerating innovative financial solutions for lasting systemic change?
2. How does the proposed work advance the reduction of the **socioeconomic gap** between Indigenous and non-Indigenous peoples, and relate to the **reconciliation economy**, where wealth and resources are equitably shared and sustainably managed?
3. Please describe the **Indigenous engagement and leadership** in your own organization. Could you describe any relationships you have with Indigenous organizations or leaders?

CLIMATE

1. 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:** 1. How does your work contribute to reducing greenhouse gas emissions?
 - 2. Please identify in which sector the greenhouse gas emissions reduction would take place and quantify if possible.
 - 3. How does your work increase equity or participation of equity-seeking individuals or communities?
- Diversity & Inclusion – Equitable outcomes for all:** 1. Please describe the diversity and inclusion challenge your project addresses.
 - 2. How will your project increase equity?
 - 3. 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:** 1. What are the specific information, data gaps or capacity needs that your work is addressing in sustainable finance?
 - 2. Who in the financial sector would benefit from your work?
 - 3. How will your work facilitate private or public capital investments into climate mitigation solutions?
 - 4. How will your work address equity in the net-zero carbon economy?

3C – Budget + Other Documents

Budget: Please upload your budget in Excel.

You can find a budget template [here](#).

Other Documents: You may include a full copy of your proposal in another format. 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 discover you have made an error in your uploads and need to re-submit, or have been asked by the Foundation to re-submit your uploads, you may re-submit your uploads using the “**Upload Documents**” box at the bottom of this form. Please ensure you save any changes to the form prior to re-submitting documents.

Budget Template Modèle de budget	
1	
2	
3	Please submit your budget using this template or an equivalent spreadsheet. <i>Veuillez soumettre votre budget en utilisant ce modèle ou un modèle équivalent.</i>
4	
5	
6	
7	Share relevant information on global revenues and expenses, indicating which are to be allocated to funding from the McConnell Foundation <i>Partagez avec nous les informations globales concernant les revenus et les dépenses qui seront alloués à la contribution de la Fondation M</i>
8	
9	
10	
11	Individual budget line categories should be changed or added to reflect the nature of your project. <i>Les noms des catégories de chaque section du budget peuvent être changés pour refléter la vraie nature de votre projet.</i>
12	
13	
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18	
19	Revenues Recettes de toutes sources
	Year 1 Année 1
20	Name of funder - amount requested of: / Nom de l'organisme de financement - montant demandé de: McConnell Foundation / Fondation McConnell
21	Name of other funder (foundation, government, corporate...) Nom du bailleur de fonds (fondation, gouvernement, corporation...)
22	Name of other funder (foundation, government, corporate...) Nom du bailleur de fonds (fondation, gouvernement, corporation...)
23	Name of other funder (foundation, government, corporate...) Nom du bailleur de fonds (fondation, gouvernement, corporation...)
24	Earned income Revenu gagné
25	Membership fees Droits d'adhésion, cotisations
26	Benefit events Événements bénéfice
27	Other earned revenue Autres sources de revenu gagné
28	Other sources (list) Autres sources (veuillez préciser)
29	Total
30	
31	
32	All Project Expenses Toutes les charges pour ce projet
	Year 1 Année 1
33	Salaries (list per job function) Salaires (veuillez énumérer en fonction des rôles de chaque)
34	Consultants (type) Consultants (identifier quel type)
35	Travel Déplacements
36	Communications Communications
37	Program Costs (identify: equipment, material, fundraising) Coûts du programme (identifier: équipements, matériaux, coûts de levée de fonds, etc)
38	Evaluation Évaluation
	Administration (rent, office set-up etc)
	Budget +



Ready to submit?
Congratulations!
Visit our portal [here](#).



The McConnell Foundation

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