

Investment Readiness Program

Funding Guideline and Criteria

To be considered for funding, submit an application ONLINE here:

Use this link to **register** for the online application portal:

https://www.grantrequest.com/SID_5647?SA=SNA&FID=35469

Use this link to access **my account** (in-progress / completed application)

https://www.GrantRequest.com/SID_5647?SA=AM

Please also read the [Application Instructions, FAQs, and Glossary on our website](#)

We expect the following information:

1. **Organizational Information**, including organization name, charitable number or qualified donee (QD) status, non-profit business number (applicable if partnering with a charity/qualified donee), contact information and mission
2. **Social Purpose/Social Innovation/Social Enterprise/Business Initiative Information**, including geographic area, individuals and communities served, and total amount requested from the Canadian Women's Foundation
3. **Proposal Questions**, including a brief description and purpose, how the project does/plans to generate revenue, and key partnerships.

Register for our webinars:

[Investment Readiness Program - Info-session](#) - April 7 at 3:00-4:00 pm EST

[Investment Readiness Program - Drop-in session and Q&A](#) - April 8 at 1:00-2:00 pm EST

For Further Assistance

If you have any questions about your application, please read the [Application Instructions](#), [FAQs and Glossary](#) on our [website](#). Staff will make every effort to respond to inquiries, however we may not respond to all questions due to the high volume of inquiries.

For questions related to technical issues, troubleshooting, or accessing the online application portal, contact:

Phaedra Maicantis (Manager, Investment Readiness Program)
pmaicantis@canadianwomen.org 416-365-1444 **ext. 263** or 1-866-293-4483

Pamela Fillion (Bilingual French-speaking) (Coordinator, Investment Readiness Program)
pfillion@canadianwomen.org 416-365-1444 **ext. 270** or 1-866-293-4483

For questions related to your project and eligibility, contact:

Sagal Dualeh (Director, Investment Readiness Program)
sdualeh@canadianwomen.org 416-365-1444 **ext. 221** or 1-866-293-4483

Staff will make every effort to respond to inquiries, however due to the high volume of inquiries, we may not respond to all inquiries.

About the Canadian Women's Foundation

The Canadian Women's Foundation is a national leader in the movement for gender equality in Canada. Through funding, research, advocacy, and knowledge sharing, the Foundation works to achieve systemic change that includes all women. The Foundation supports women, girls and gender-diverse people to move out of violence, out of poverty, and into confidence and leadership.

“Until all of us have made it, none of us have made it”

- Rosemary Brown, Canadian Women's Foundation Founding Mother

Launched in 1991 to address a critical need for philanthropy focused on women, the Canadian Women's Foundation is one of the largest women's foundations in the world. With the support of donors, the Foundation has raised more than \$130 million and funded over 2,500 programs across the country. These programs focus on addressing the root causes of the most critical issues and helping women and girls who face the greatest barriers.

The Canadian Women's Foundation aims to be inclusive of diverse people across gender and sexuality spectrums. We focus our efforts on supporting those who face the most barriers and have the least access to relevant services. This includes people who identify as women, girls, trans, genderqueer, non-binary, and 2SLGBTQI+.

Our Approach to Funding

The Canadian Women's Foundation prioritizes inclusion and addressing barriers to access. Our vision of gender equality for all in our grantmaking is expressed in our prioritization of women, girls, trans, Two Spirit, and non-binary peoples who face multiple challenges.

In recognition of the long histories and ongoing effects of colonization, racism, violence and exclusion, the Canadian Women's Foundation has increased our focus on the following communities:

- ✓ **Black and racialized** women, girls, trans, Two Spirit, and non-binary peoples
- ✓ **First Nations, Métis, and Inuit** women, girls, trans, Two Spirit, and non-binary peoples
- ✓ Women, girls, trans, Two Spirit, and non-binary peoples **living with disabilities**
- ✓ Two Spirit, lesbian, gay, bisexual, trans, queer, questioning, intersex, pansexual, androgynous, and asexual (**2SLGBTQI+**) peoples

What We Fund

- ✓ Programs for women, girls, trans, Two Spirit, and non-binary people **who face multiple barriers and are underserved**, including First Nations, Métis, and Inuit peoples, Black people and racialized people, those living in rural or northern communities, those who identify as 2SLGBTQI+, living on low-incomes, older peoples, refugee, immigrant or non-status peoples, those with disabilities and/or who are Deaf, and young people.
- ✓ Projects in which **participants are leaders**.
- ✓ Projects that **consider the realities of participants' lives** e.g. by providing childcare, transportation assistance and advocacy supports.
- ✓ Projects that have established **partnerships** with other local women's organizations or community-based organizations that have experience working with women, girls, trans, Two Spirit, and non-binary peoples.
- ✓ **Grassroots** organizations with small budgets.
- ✓ Projects that demonstrate a **gender-analysis** within the project materials, organizational structure, etc.
- ✓ Projects where our funds can help **leverage** other funds.

Canadian Women's Foundation does not fund

- ✗ Individuals (including sole proprietorships)
- ✗ Federal, provincial or municipal government agencies and school boards (they can be involved but funding will be made directly to the community organization)
- ✗ Fundraising events
- ✗ Conferences
- ✗ Projects outside of Canada
- ✗ Projects not solely or primarily focused on women, girls, trans, Two Spirit, and non-binary peoples
- ✗ Deficit or emergency funding
- ✗ Films or videos (unless this is part of a larger project)
- ✗ Capital expenditures (e.g. procuring real estate such as purchasing a building, facility or other real estate assets, debt restructuring, the normal cost of business such as rent/leases, major capital equipment purchases such as vehicles, manufacturing equipment, major building/facility upgrades, and depreciation of capital assets).
- ✗ Self-defense training (if it is the only component of the project)
- ✗ Profit-based organizations that apply as the primary applicant (refer to page 6 note)

About the Investment Readiness Program (IRP)

The IRP is an initiative first initiated in 2019-2021 which distributed nearly \$50 million to social purpose organizations (charities, non-profits, social enterprises, for-profits with a social purpose and co-operatives) to help build their capacity to participate in Canada's growing social finance market. The program is designed to help social purpose organizations (SPOs) prepare for the Government of Canada's broader investment in social finance via the Social Finance Fund, a bold \$755 million commitment expected to launch in 2022-2023. More information about the [Government of Canada's Investment Readiness Program](#).

The Canadian Women's Foundation is one of four Readiness Support Partners mandated by the Government of Canada to deliver funding for the IRP in 2022-2023. The Foundation will receive nearly \$5 million in 2022-2023 to help build the capacity and investment readiness of SPOs, so they are better able to access the proposed Social Finance Fund or other investment opportunities in Canada. More information about previously funded organizations from the Canadian Women's Foundation IRP in 2019-2021 is available on our website [here](#).

Applicants to the Canadian Women's Foundation are eligible to apply to other Readiness Support Partners listed below if the proposed project is different. To learn more about other Readiness Support Partners' IRP criteria and application intakes, please visit their websites:

- [Community Foundations of Canada](#)
- [Chantier de l'économie sociale](#)
- [National Association of Friendship Centres](#)

Program Goals

Through the IRP, the Foundation aims to boost women's sector participation in social innovation and social finance. This is especially important for organizations that serve women who face multiple barriers and are underrepresented in this field. We believe that promoting entrepreneurship and innovation, as well as the growth of micro-, small- and medium-sized enterprises helps women develop greater economic prosperity. With more knowledge and experience in the use of social finance mechanisms and tools, the women's sector will be better able to support these enterprises.

The Foundation will support and encourage the growth and readiness of women-serving organizations to join the social innovation and social finance ecosystem. This may include support to social purpose organizations that currently do not consider themselves part of that ecosystem. The Foundation seeks to prioritize funding to organizations that reach women who face multiple barriers, in communities where the needs are greatest.

Through the Investment Readiness Funding, we aim to:

- Increase the number and variety of groups engaged in the social finance ecosystem
- Build awareness and enhance capacity of social purpose organizations
- Contribute to learnings, best-practices and knowledge transfer in the ecosystem
- Apply a gender lens and intersectional approach to the IRP initiative

General Eligibility:

To be eligible for funding, organizations must:

- ✓ Be a registered charity or qualified donee (QD) (i.e. municipality, university, First Nation Band, or other Indigenous-based entity) designated by Canada Revenue Agency. More information about [qualified donees](#). If your organization does not have charitable status or is not a qualified donee, we can consider an application in partnership with another organization that is a registered charity or qualified donee with a mandate relevant to your project.

- ✓ Demonstrate that:

Impact Stream (application open now - Spring 2022 - March 31 - April 27):

- They have or intend to develop, launch, grow or scale a social enterprise operation/business initiative that does/plans to generate revenue and profit from the sale of goods/services; or,
- They have or intend to explore, develop and/or launch a community-driven social innovation project (e.g. other social innovation projects, community bond raising project, outcomes contract project, etc).

Catalyst Stream (application portal will be open in Fall 2022 - Coming Soon):

- They have or intend to develop, launch or grow a social enterprise that plans to generate revenue and profit from the sale of goods/services.
- This **seed funding** is designed for **smaller scale projects or one component of a larger project** to help get ideas and concepts off the ground or to achieve growth.
- Organizations could be exploring and testing ideas and approaches, piloting a social enterprise and/or revenue-generation operation, or a community-based social innovation project.

System-Change/Collaborative Stream (application portal will be open in Fall 2022 - Coming Soon):

- They have or intend to undertake a collaborative project that builds the ecosystem (e.g. resource development, research, reports, sector case studies, network development, etc.) that addresses a systemic issue in the intersecting areas of gender, charities/non-profits, and social finance.
- This stream supports **system-change / collaborative projects that address a systemic issue** that impacts social purpose organizations serving/led by women and non-binary people.

- ✓ Have or plan to build, capacity and expertise to carry out the project
- ✓ Organizations that received IRP funds in the past are eligible to apply for further funds by submitting an application. Previous IRP funding recipients must demonstrate milestones reached, successes and how additional funding will further advance your investment readiness goals.

Note: Non-Profits / For-Profits:

Are eligible to apply in partnership with a charity/qualified donee (QD) that is the lead/primary applicant and has a mandate relevant to your project. This includes incorporated non-profit organizations, incorporated for-profit based organizations such as entrepreneurial ventures with a social mission and social enterprises. If successful, funding will be made directly to the charity/QD that you apply in partnership with. The charity/QD will receive the funds and be required to sign a funding agreement and work in partnership with your organization to deliver the project. The charity organization/QDs volunteer Board of Directors will have fiscal responsibility for the funding and be legally responsible for ensuring that the funds are spent for the charitable purposes intended.

Charities that operate Incubation Hubs /Accelerators /Commercialization Centres:

Are eligible to apply if you demonstrate that the hub/accelerator/centre itself is the social enterprise generating revenue or developing plans to generate revenue; with the intention that investment readiness funds will build the hub/accelerator/centres capacity to be better prepared to take on investment in the future, attract investment or access future repayable capital. If the hub is a non-profit/for-profit, see note above regarding non-profits/for-profits.

Canadian Women's Foundation IRP Funding Streams:

In 2022, applicants can apply to one of three funding streams (only one stream is currently open in Spring 2022):

1. Impact Stream - Application open **NOW Spring 2022 (March 31 - April 27)**
2. Catalyst Stream - Application will be open in Fall 2022 (date to be confirmed)
3. System-Change Stream - Application will be open in Fall 2022 (date to be confirmed)

We will accept only **one application per organization**.

Organizations can **apply for funding in only one of the three streams**. If you apply to the Impact Stream in March 31-April 27 (Spring 2022) and are awarded funding, you **cannot** apply again to the Catalyst and System Streams scheduled to open in Fall 2022. If you apply to the Impact Stream in March 31-April 27 (Spring 2022) and are unsuccessful, you **can re-apply** to the Catalyst or System Stream in the Fall 2022.

Please refer to the following streams to select where your project best aligns.

Projects can be in the early, middle, or later stages of investment readiness and anywhere in between. There are many stages along the path to becoming investment ready, so we are not prioritizing one stage over another. The stages of investment readiness could begin with early ideas/ideation, design, enterprise development and culminate in a social purpose organization being primed to receive investment. Some of the key stages of readiness include:

1. **Idea:** primarily at the thinking-stage and brainstorming multiple scenarios
2. **Concept:** Articulation of concrete plans continuously being further developed and refined
3. **Launch:** formalizing and project implementation to bring concept to fruition
4. **Growth:** growing operations and scaling the impact
5. **Established:** mature operation with deep/broad impact

1. Impact Stream - Call for Proposals Open Spring 2022 (March 31 - April 27)

Approximately up to 42 organizations awarded with funding requests between **\$45,000 - \$75,000** each will be allocated. This stream funds **larger scale** projects that require up to \$75,000 to realize.

Examples could include:

- Social enterprises already beyond the “idea stage” and are getting ready-to-grow / expand or prove a concept. For example, you have already identified the need, demonstrated the business feasibility, and/or have a working concept or model in place; and are seeking to expand these elements and grow/expand operations or the project/initiative/social enterprise. Please note that if your project/venture is in the early stages, we encourage you to consider applying for the Catalyst Funding stream to open in Fall 2022.
- Social enterprises seeking to diversify revenue streams, increase cash flow and working towards financial sustainability.
- Projects exploring, planning, or implementing a Community Bond. A Community Bond raises money from community-aligned and value-driven investors instead of donors. A Community Bond is a social financing tool (an interest-bearing loan) issued by a charity, non-profit or co-operative organization to finance projects that have community impact, generate a social or environmental return, as well as a financial return.
 - Activities could include: conducting feasibility studies, consultations with stakeholders, partners and community groups, preparing necessary governance documents, structuring the bond, building financial models, developing marketing/communication materials and launching a public campaign to raise funds/capital, evaluating the impact of an existing community bond project, seeking legal and financial advice, strengthening digital infrastructure, completing due diligence/risk management processes, etc.
- Assessing the feasibility of and/or piloting/implementing existing community-driven social finance projects such as outcomes contracts, outcome-based financing, etc.
 - For example: Community-Driven Outcomes Contract (C-DOC) is a community-driven and community-led contract between three organizations (government, investors, and social purpose organizations delivering a social project). Investors provide upfront money to a social purpose organization implementing

a new approach to a social, cultural or environmental issue. If successful, the ‘outcomes purchaser’, usually the government (municipal, provincial or federal) pays back investors. This type of project may not be appropriate for some charities/non-profits missions. For applicants exploring a CDOC, activities could include:

- Exploring the concept of a CDOC for a social innovation project
- Seeking technical, financial, and/or legal expertise
- Conducting a feasibility assessment, defining the social, cultural and/or environmental issue, developing a theory of change or strategy, defining outcomes and target populations
- Engaging in community consultations, gathering data and feedback, developing a community stakeholder strategy, and/or marketing materials
- Identifying potential partners, value-driven community investors, government organizations, funders, businesses, individuals, etc.
- Getting buy-in from the board, management, staff, early adopter stakeholders, and/or strengthening organizational management
- Cultivating relationships with new or existing community partners, potential investors, community organizations, government
- Defining the outcome metrics, business case, cost calculations, structuring the contract, risk management, preparing due diligence documents

2. Catalyst Stream - Call for Proposals Open in Fall 2022 (date tbc)

Approximately up to 22 organizations with funding requests between \$5,000 - \$15,000 each will be allocated. This **seed funding** is designed for **smaller scale projects or one component of a larger project** to help get things off the ground or achieve growth. Organizations could be exploring and testing ideas and approaches, piloting a social enterprise and/or revenue-generation operation, or community-based social finance project.

Examples could include projects:

- Social enterprises at the early ‘idea’ or ‘proof-of-concept’ stage or an existing early-stage enterprise where research and development has not been carried out. Your organization may have an idea and you would like to align a proposed solution to an identified need.
 - Activities could include concept development, developing a business case, business model, demonstrating feasibility, using data for planning or developing an impact measurement plan, mapping diverse funding sources, etc.
- If the social enterprise or community-driven social innovation project is operational, and growing and scaling, projects could include activities such as:
 - Developing or advancing investor outreach strategies, cultivating investor relationships, preparing an investment pitch
 - Impact Measurement
 - Deepening and fine-tuning the business model

- Prototyping and/or testing new products and services
- Marketing, digital engagement, communication and storytelling strategies
- Diversifying earned income and revenue streams, testing and fine-tuning business/financial models

3. Systems-Change / Collaborative Stream - Call for Proposals Open in Fall 2022 (date tbc)

Approximately up to 6 organizations with funding requests between **\$35,000 - \$60,000** each will be allocated. This stream supports **system-change / collaborative projects that address a systemic issue** that impacts social purpose organizations (charities/non-profits) serving/led by women and non-binary people. Systems change refers to initiatives which address root causes rather than symptoms, by altering, shifting, and transforming either structures, mindsets, power dynamics and rules; through collaboration across a diverse set of actors, with the intent of achieving lasting social, cultural, or environmental changes either locally, regionally and/or nationally.

Examples could include projects focused on:

- Research, case studies, market research, policy work/leadership, advocacy, concept papers, environmental scans, resource development, knowledge mobilization, capacity-building programs, training opportunities, and/or initiatives that support systemic change efforts that address root challenges on a local, regional or national scale, in one or more intersecting areas listed below. The list is not exhaustive, and we will consider other related areas:
 - social entrepreneurship, social enterprise development, earned income
 - social financing options for charities and non-profits
 - gender inclusive financing, gender-lens investing, investor relationships
 - investment awareness, investment readiness, social procurement
 - intersectional feminist approaches and/or diversity, equity, inclusion, and access in the social finance or social innovation ecosystem
 - Gender Based Analysis +, or Indigenous and/or culturally appropriate practices in the social innovation and social finance sector
- Sectoral resource development, capacity building, or knowledge mobilization by community groups, regional, provincial, or national groups focused on building or enhancing connections between organizations serving/led by women AND the social finance sector (e.g. intermediary social finance organizations, impact investment firms, traditional financial institutions such as banks, or alternative financial institutions such as credit unions, value-driven/community-aligned investors, etc.)

Please note that all streams prioritize women, girls, trans, Two Spirit, and non-binary people who face multiple barriers and are underserved, including First Nations, Métis, and Inuit peoples, Black people and racialized people, those living in rural or northern communities, those who identify as 2SLGBTQI+, living on low-incomes, older peoples, refugee, immigrant or non-status peoples, those with disabilities and/or who are Deaf, and young people.

Assessment Criteria

In assessing the applications for funding, we will be considering the following, in addition to the Canadian Women's Foundation's general selection criteria outlined below for all projects:

Social Purpose Project/Social Enterprise/Business Initiative:

- **Clarity** of Initiative
- **Potential feasibility or viability** of Initiative
 - Community/Customer need
 - Fit between identified need and Initiative design
 - Evidence of strong business model/plan development
- Potential Initiative **impact** (breadth & depth of impact)
 - On social/environmental challenges
 - On women and other marginalized groups (as listed in this document)
- **Timing** of application (key unlocking moment for this initiative to receive funding)
- **Impact** on broader organization (how might capacity building support the Initiative and the organization that is applying for funding or the partners you're working with)
- Community/Funder **Backing**
 - **Demonstrated support & traction** for this initiative either through community support, funding, needs assessment, stated desire/need for this product/service/policy, community consultations, etc.

Organization:

- **Strong organization** with a track record
- **Strong team** open to learning & with a commitment in time & energy
- **Openness** to participate in monitoring & evaluation of the Investment Readiness Program

For small, new or emerging organizations / groups:

- **Early impact** in the community your organization serves
- **Good community buy-in** and/or partnerships
- **Strong leadership** with a commitment in time & energy and openness to learn

Alignment:

- Alignment with **Investment Readiness Program** goals
- As with all three funding streams, projects should focus within/across priority population(s) who face multiple barriers and are underserved, which includes women and girls, Two Spirit, trans and non-binary people who identify as: Black and/or racialized people, First Nations, Métis and Inuit people, those who identify as 2SLGBTQI+, those living in rural or northern communities, those living on low-incomes, refugee, immigrant or non-status peoples, younger or older people, and/or those living with disabilities, and/or who are Deaf.

Selection Criteria

In addition, the following criteria that apply to all Canadian Women's Foundation funded projects will also be used for assessing applications:

- ✓ Relevance of the approach for participants in a local area
- ✓ Organization's philosophy and previous experience with the proposed community
- ✓ Program alignment with the criteria and the Foundation's overall mission and vision
- ✓ Clarity and viability of ideas along with a realistic assessment of the initiative's goals and challenges
- ✓ Ongoing effects/impact which will endure beyond funding (stream dependent)
- ✓ Organization's ability to carry out the work and to attract the other funds required if the request to Foundation is for partial support of costs
- ✓ Demonstrated experience applying a gender-analysis on the issue and delivering projects from an intersectional feminist approach
- ✓ Organization's openness to learning from other approaches and interest in testing new ideas
- ✓ Experience with monitoring and documenting learnings, and willingness to participate in national evaluation activities led by the Canadian Women's Foundation
- ✓ If partnering, relevant partnerships with organizations that have prior experience with programs of this type
- ✓ The ability to provide, either internally or through confirmed referrals, a wide range of supports and services to ensure that community members are able to fully participate or benefit: childcare, transportation (if applicable)

Review Committee

An Advisory Committee of community volunteers from across the country will review shortlisted proposals and make recommendations. Committee members have diverse experiences in social finance, community development, gender and social advocacy, business development, youth engagement, social enterprise development, impact investing, and social innovation and entrepreneurship.

The Committee, which includes members who represent partners, and the Canadian Women's Foundation, makes recommendations to the Foundation's Board of Directors about which projects to fund.

For a list of voluntary committee members, please visit our website [here](#). The Canadian Women's Foundations Board of Directors reviews recommended proposals and makes the final funding decision. For a list of the Canadian Women's Foundation Board of Directors, please visit our website [here](#).

Process & Decision Timing - Impact Stream - Spring 2022

Stream 1 (Impact Funding): Application open NOW in Spring 2022

- Applications will be accepted from **March 31 - April 27, 2022** until 11:59 pm PST

March 31, 2022	Call for Proposals Open
April 27, 2022	Call for Proposals Close
May 2022	Proposals shortlisted
June 2022	Advisory Committee reviews and recommends proposals
June 2022	Board Approval
July 2022	All applicants notified of funding decision (successful & unsuccessful). Funding agreements signed and projects started.

Applicants interested in the Impact Stream may discuss the proposal with staff listed in this guideline document. Please note that due to the high volume of inquiries, we may not be available to respond to every inquiry.

Process and Decision Timing - Catalyst and Systems Streams - Fall 2022

Stream 2 and 3 (Catalyst and System Funding): Application will open in Fall 2022

- Online application will open and proposals will be accepted from:
 - **September-October 2022 (Exact dates to be confirmed)** until 11:59 pm PST

Sept 2022	Call for Proposals Open (exact date to be confirmed)
Oct 2022	Call for Proposals Close (exact date to be confirmed)
Oct 2022	Proposals shortlisted
Nov 2022	Advisory Committee reviews and recommends proposals
Dec 2023	Board Approval
Dec 2022-Jan 2023	All applicants notified of funding decision (successful & unsuccessful). Funding agreements signed and projects started.

We encourage applicants interested in the Catalyst and System-Change streams to contact staff in Summer/early Fall 2022, if you have any questions or would like to discuss the proposal. Please note that due to the high volume of inquiries, we may not be available to respond to every inquiry.

The Catalyst funding stream is generally for applicants either in the early stages of development or require funds for one specific component of a larger social purpose project. The Systems-Change/Collaborative stream is generally for applicants that are undertaking sector research and/or applying in partnership and working collaboratively to address a systemic issue that impacts women/gender diverse people in the social finance sector.

Project Duration

Impact Stream: projects must be completed within 12 months.

- Project Start Date: June 30, 2022
- Project End Date: June 30, 2023*

Catalyst and System Streams: projects must be completed within 3-6 months.

- Project Start Date: December 2022
- Project End Date: June 2023*

*The project duration and end date may be subject to change. Once awarded funding, staff will discuss project end dates and reporting due dates with recipients.

Project Reporting

Once awarded funding, two reporting templates will be made available through the online applicant portal. The tentative due dates for submitting reports are:

Impact Stream:

1. Interim Progress Report due: December 15, 2023
2. Final Report due: June 30, 2023*

Catalyst & System Stream:

1. Interim Progress Report due: March 31, 2023
2. Final Report due: June 30, 2023*

*Please note that project end dates and reporting due date may be subject to change. Once awarded funding, staff will discuss both project end dates and reporting due dates with recipients.

Note that organizations can submit verbal/oral reports instead of written online reports:

- if project staff have accessibility needs and/or;
- if the organization is located in a rural, remote and northern region and experiences connectivity / internet issues, and/or;
- if the organization is relatively small, grassroots or has limited internal capacity due various reasons including responding to Covid-19-related crises.

Awardees can discuss this alternative reporting option with the staff listed in this guideline.

Eligible and Ineligible Project Expenses

Eligible	Ineligible
✓ Financing of project activities carried out by staff or an external professional/consultant related to:	✗ Projects from Individuals
✓ Business plans, strategy development, feasibility/viability studies, market research, market analysis, technical studies	✗ Projects from federal, provincial, municipal government agencies and school boards (they can be involved as a partner, but funding will be made to the charity/qualified donee)
✓ Financial expertise services including, forecasts and financial modelling, accounting services, financial recording, cost analysis	✗ Projects from profit-based organizations (they can be involved as a partner, but funding will be made to the charity/qualified donee)
✓ Legal, financial, or other technical expertise advice, guidance, and services	✗ Fundraising events
✓ Impact Measurement	✗ Conferences
✓ Investment structuring	✗ Projects outside of Canada
✓ Procurement tendering and bid writing	✗ Projects not solely or primarily focused on women, girls, trans, Two Spirit, and nonbinary peoples
✓ Management coaching	✗ Deficit/emergency funding
✓ Research and development	✗ Self-defense training (if it is the only component of the project)
✓ Marketing, design, branding, or expenses related to acquiring software, web site/e-commerce design, digital products, software packages	✗ Fines and penalties
✓ Product development, production of prototypes, market and product/service tests, percentage of licensing or market fees	✗ Insurance Coverage
✓ Minor asset purchases and/or renovations (must be related to enterprise development)	✗ Major capital expenditures and the normal cost of business (incl. overhead, rent, leases, depreciation of capital assets, ongoing admin. costs, purchasing real estate)
✓ Incremental HR/staff expenses dedicated to carrying out activities and admin. costs related to the project (up to 20% of project budget)	✗ Cost of alcoholic beverages
✓ Expenses related to stakeholder, partner, community meetings/consultations (e.g. room rentals, audio-visual/digital equipment, printing, translation, interpretation, etc.)	✗ Films or videos (unless this is part of a larger project)
✓ Travel expenses deemed essential to the project. Expenses cannot exceed the rates set out in the Directive on the Management of Expenditures on Travel, Hospitality and Conferences. Appendix A - Section 2.3 of Canada's Treasury Board.	✗ Pandemic or COVID-19 related expenses

For Further Assistance

If you have any questions about your application, please read the [Application Instructions](#), [FAQs and Glossary](#) on our [website](#). Staff will make every effort to respond to inquiries, however we may not respond to all questions due to the high volume of inquiries.

For questions related to technical issues, troubleshooting, or accessing the online application portal, contact:

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