**Preview: CANADA General Application**

This form is to help you prepare your application. All applications must be submitted through [SurveyMonkey Apply](https://wes.smapply.io/), our online portal. **Paper applications and applications sent by email will not be accepted.**

**Phase 1: Letter of Intent (LOI)**

**Eligibility Criteria**

Please carefully review the information about this funding opportunity [on our website](https://www.wes.org/fund/canada-funding-opportunity-general-application/) carefully to confirm if you are eligible to apply for this funding opportunity.

The WES Mariam Assefa Fund will NOT consider the following for funding:

1. Incremental expansion of existing programs (e.g., increasing the number of a program’s participants).
2. One-off programs with limited potential for learnings that could be shared more broadly and lead to system change and/or replication.
3. Research projects without actionable recommendations, dissemination and stakeholder engagement activities.
4. Scholarships and grants to individuals.

* Please click here to confirm that funds will not be used for the above listed activities.

1. **WES/MAF Relationship: Current grantees of the World Education Services Mariam Assefa Fund are ineligible to apply. Is your organization a current grantee or investee partner of the World Education Services Mariam Assefa Fund?**

* Yes
* No

[if No: Sorry, you are not eligible for this program if you're a current grantee or investee partner]

* 1. **Entity Type:**

**Please indicate your organization type:**

* Non-profit organization
* Registered Charity
* Mission-driven for-profit
* Social enterprise
* Fiscally sponsored – if chosen, indicate
  + Fiscal Sponsor Name
  + Fiscal Sponsor Address (include street address, city, province, postal code)

1. **Geography:**

**Is your organizations either registered and doing work in Canada, or based outside of Canada but leading work in Canada?**

* Yes
* No

[if No: Sorry, you are not eligible for this program.]

[If you see any messages above stating that your organization is not eligible to apply, please do not proceed with submitting an application. If you have any questions about your eligibility, please contact Marina Nuri (mnuri@wes.org)]

1. **Grant Term: The proposed time period for funding is one to two years.  Please indicate how many years you are requesting funding for.**

* 1 Year
* 2 Years

1. **Total Requested Funding Amount:**

Most grants awarded through the open application will range from CAD150,000 to CAD200,000. In exceptional circumstances, grants of up to CAD300,000 will also be considered. Please indicate how much you are requesting:[text box to enter amount]

1. **Mission Alignment:** How does your organization or project address one or more of the WES Mariam Assefa Fund’s social impact goals?
2. **Lived Experience:** Organizations with leadership and staff who reflect the communities they serve and that have lived experience from immigrant and refugee communities and communities of color are particularly encouraged to apply. Please indicate if you share the same background, belong to the community being served, or have significant experience with the issues you seek to solve?

* Yes
* No

1. **If applicable, please provide a brief explanation further describing how your leadership team and staff reflect the communities you serve, and in particular bring lived experience from immigrant and refugee communities and communities of color.** (Suggested word count: 150 words or less)

**Contact and Organization Information**

* + 1. **For the Application Contact, please identify the person responsible for this application. If we have questions about your application, we will contact this person.**
* Application Contact’s First Name:
* Application Contact’s Last Name:
* Application Contact’s Preferred Email Address:
* Application Contact’s Phone Number:
* Application Contact’s Job Title:
  + 1. **What is the Application Contact’s pronouns? (select all that apply)**
* She/Her
* He/Him
* They/Them
* Ze/Zir
* Ze/Hir
* Prefer Not to Answer
* Prefer to Self-Describe [Text box]

1. **Are you the Organizational Leader of your organization?**

* Yes
* No

[if yes, section skipped; if no]

**Please provide the following information.**

* Organizational Leader First Name:
* Organizational Leader Last Name:
* Organizational Leader Title:

1. **Are you the person responsible for leading or managing the effort you are requesting funding for?**

* Yes
* No

[if yes, section skipped; if no]

**Please provide the following information.**

* Project Lead First Name
* Project Lead Last Name
* Project Lead Title

1. **Organization Legal Name:**
2. **Does your organization go by any other name?** [optional]
3. **Organization Tax ID:**
4. **Organization Address**

Street Address:

City:

Province:

Postal Code:

1. **Organization Website:**
2. **What is your organization’s current operating budget?**
3. **Please provide a short description about your organization. [suggested word count: up to 150 words]**
4. **The WES Mariam Assefa Fund has made an explicit** [commitment to equity, diversity, and inclusion](https://www.wes.org/fund/equity-diversity-inclusion/)**. Please discuss how your organization advances equity and inclusion. For example, does your organization have any diversity, equity, inclusion, and/or racial justice goals, priorities, initiatives, and policies?**

**Please briefly describe them here [suggested word count: up to 150 words]**

1. **How did you hear about the WES Mariam Assefa Fund?**

Dropdown Menu:

Conference or meeting

Email from the WES Mariam Assefa Fund

Other

Social Media

Word-of-mouth

For Other, please provide further information: [text field]

**Proposed Initiative Information**

1. **Proposed Initiative Name:**
2. **Anticipated Start Date of Proposed Initiative:**
3. **Anticipated End Date of Proposed Initiative:**
4. **Please provide a one-sentence description of your proposed initiative.**
5. **Are you applying for general operating support for your organization or funding for a specific program / project? We will consider a request for general operating support if the work of the organization as a whole is aligned with one of the focus areas of this call.**

* General Operating Support
* Program/Project-specific Support

[if General Operating Support, section skipped; if Program/Project-specific Support]

**5a. Is this an idea for a new project or an existing program/project?**

* + New Project
  + Existing Program/Project [Yes/No; if Yes]
    - For how long has your organization been developing or administering this program?

**5b. Are the costs to implement this project greater than the amount requested from the Fund?**

* Yes
* No

[if yes]

**5c. Please include the total project cost. To be clear, we are not asking for your organization's total budget, just the budget for designing and implementing this specific project.**

1. **Communities Served:** Please choose which geographical areas will be most impacted by your initiative (province(s); national)? [dropdown menu of province(s), national]
2. Please tell us more about the communities and people that benefit from your work, such as information about race and ethnicity identities, gender identity, or socioeconomic status. If you are requesting funds for a specific initiative, please provide data on the people you expect to serve with that initiative. Otherwise, please provide data on the people your organization serves in a year. Please share estimated percentages of the total number of people who will benefit or be served, if available, and/or a qualitative description. (suggested word count: up to 250 words)

**LOI Questions**

*For each of the questions below, the suggested word count is up to 200 words per question (about half a page of single-spaced text). Please feel free to use bullet points in your responses.*

1. Please describe the problem you are trying to solve.
2. Please briefly describe your solution and how you are planning to implement it.
3. How are you planning to engage workers/jobseekers, employers and/or other stakeholders, in shaping this initiative?
4. Please describe how your proposed solution can drive systems change?
5. How different is this approach from what you and others have tried in the past?
6. What are two (or more) things you are hoping to learn from this initiative if you receive funding?
7. What partners are you planning to, or already, engage with for this proposed solution, and what will be/is their role?
8. Optional Question: Is there any other information not captured elsewhere regarding your organization, initiative, community served, or anything else that you believe will help in our evaluation of your request? (300 words max.) You can also provide this additional information in the video format – please see below.

**Video** (optional)

You have the option to supplement the information provided in your application by making and submitting a brief video (maximum 60 seconds) in which you introduce yourself and describe your initiative. You can also use the video to answer the optional question, "Is there any other information not captured elsewhere regarding your organization, initiative, community served, or anything else that you believe will help in our evaluation of your request?

Reviewers will review the videos for content, not for production value. To be clear, this video is not expected to be of professional quality; we prefer seeing a new video made on a smartphone versus a higher quality video made for another purpose.

Please either insert a URL address from YouTube or Vimeo or upload the video here.

**Demographic Information**

**WES Mariam Assefa Fund is committed to better understanding the diversity of the organizations it supports.  To that end, we would like to invite you to provide information about the identities of your leadership and staff, as well as an opportunity to list the aspects of your identities that you feel are most important to you.**

**Providing this information is entirely voluntary. No information you provide (or choose not to provide) will be used to treat you in any adverse manner.**Furthermore, we will not share individual organization information externally. Data provided on this form will be aggregated and used to develop portfolio-level metrics for internal and external reporting, communications, and goal setting.

To learn more about why the WES Mariam Assefa Fund is collecting demographic data as part of its application process, please refer to our [Equity, Diversity, and Inclusion Statement](https://www.wes.org/fund/equity-diversity-inclusion/).

**Leadership Identity**

Please share with us some information about your organization's leadership. We have listed some demographic identities for your use in telling us about how your executive team and board of directors / advisory board identify. If you prefer to share qualitative insights, we also invite you to tell us about the ways in which members of your organization self-identify in the narrative questions in each section.

**Executive Team:** Please describe the organizational structure of your executive/leadership team.

Provide the total number of Executive Team Members, then fill in how many executives identify with each demographic identity.

Total Number of Executive Team Members: \_\_\_\_\_

**Race & Ethnicity​ Identities:** How many of your executive team members publicly self-identify as (select all that apply for each team member, using numbers to indicate how many executives identify in each category):

* Aboriginal (Inuit, Métis, North American Indian)
* Arab/West Asian (e.g., Armenian, Egyptian, Iranian, Lebanese, Moroccan)
* Black (e.g., African, Haitian, Jamaican, Somali)
* Chinese
* Filipino
* Japanese
* Korean
* Latin American
* South Asian
* South East Asian
* White (Caucasian)
* Prefer Not to Answer
* Prefer to Self-Describe (field provided below)

If you chose “Prefer to Self-Describe”, please use this field to do so.

**Immigrant and Refugee Identity:** Are any executives on your team a first or second generation immigrant to Canada? The first generation refers to those who are born internationally. The second generation refers to those with at least one parent born internationally. (Select all that apply for each team member, using numbers to indicate how many executives identify in each category):

* First Generation
* Second Generation
* Other relevant lived experience with immigration or forced migration
* No
* Prefer Not to Answer
* Prefer to Self-Describe (field provided below)

If you chose ‘Prefer to Self-Describe”, please use this field to do so.

**Gender**​: How many of your executive team members publicly self-identify as (select all that apply for each team member, using numbers to indicate how many executives identify in each category):

* Female
* Male
* Non-binary
* Prefer Not to Answer
* Prefer to Self-Describe (field provided below)

If you chose ‘Prefer to Self-Describe”, please use this field to do so.

**Transgender/Cisgender**: How many of your executive team members publicly self-identify as (select all that apply for each team member, using numbers to indicate how many executives identify in each category):

* Transgender (gender assigned at birth was not consistent with my gender identity)
* Cisgender (gender assigned at birth was consistent with my gender identity)
* Prefer Not to Answer
* Prefer to Self-Describe (field provided below)

If you chose ‘Prefer to Self-Describe”, please use this field to do so.

If you prefer to share qualitative insights into your executive’s background and personal alignment with the issue areas, please feel free to do so here. For example, are there other forms of identity that are most relevant and important for us to know? Do any members of your executive team share the same background, belong to the communities you serve, or have significant experience with the issues you seek to solve? (suggested word count: up to 200 words)

**Board of Directors / Advisory Board:**

Start with providing the total number of board of directors / advisory board members, then fill in how many board members identify with each demographic identity.

Total Number on Board of Directors / Advisory Board: \_\_\_\_\_

**Race & Ethnicity​ Identities:** How many of your board of directors/ advisory board publicly self-identify as (select all that apply for each board member, using numbers to indicate how many board members identify in each category):

* Aboriginal (Inuit, Métis, North American Indian)
* Arab/West Asian (e.g., Armenian, Egyptian, Iranian, Lebanese, Moroccan)
* Black (e.g., African, Haitian, Jamaican, Somali)
* Chinese
* Filipino
* Japanese
* Korean
* Latin American
* South Asian
* South East Asian
* White (Caucasian)
* Prefer Not to Answer
* Prefer to Self-Describe

If any of your board members chose to self-describe, please use this field to do so.

**Immigrant and Refugee Identity:** How many of your board of directors / advisory board are first or second generation immigrants to the Canada? The first generation refers to those who are born internationally. The second generation refers to those with at least one parent born internationally.

* First Generation
* Second Generation
* Other relevant lived experience with immigration or forced migration
* No
* Prefer Not to Answer
* Prefer to Self-Describe

If any of your board members chose to self-describe, please use this field to do so.

**Gender**​: How many of your board of directors / advisory board publicly self-identify as (select all that apply for each board member, using numbers to indicate how many board members identify in each category):

* Female
* Male
* Non-binary
* Prefer Not to Answer
* Prefer to Self-Describe

If any of your board members chose to self-describe, please use this field to do so.

**Transgender/Cisgender**: How many of your board members publicly self-identify as (select all that apply for each board member, using numbers to indicate how many board members identify in each category):

* Transgender (gender assigned at birth was not consistent with my gender identity)
* Cisgender (gender assigned at birth was consistent with my gender identity)
* Prefer Not to Answer
* Prefer to Self-Describe

If any of your board members chose to self-describe, please use this field to do so.

If you prefer to share qualitative insights into your Board of Directors’ / Advisory Board’s background and personal alignment with the issue areas, please feel free to do so here. For example, are there other forms of identity that are most relevant and important for us to know? Do any members of your Board of Directors / Advisory Board share the same background, belong to the communities you serve, or have significant experience with the issues you seek to solve? (suggested word count: up to 200 words)

**Terms and conditions**

By submitting your application, you agree to the WES Mariam Assefa Fund Application [Terms and Conditions](https://wes.smapply.io/protected/resource/eyJoZnJlIjogMTA5MTY3NzA3LCAidnEiOiAxNjk2NjF9/).

* Yes, I understand that my submission of this application means I have read, understand, and accept the WES Mariam Assefa Fund Application Terms and Conditions.

Would you like to be added to our mailing list and be notified of future funding opportunities? [optional]

* Yes, I agree to be added to the WES Mariam Assefa Fund mailing list and be notified of future funding opportunities.

**Phase 2: Full Application Questions**

*If applicants are chosen to submit a full application, we will ask for them to provide further information on the same eligibility criteria mentioned above.*

*Please feel free to use bullet points in your responses.*

1. Describe the challenge or opportunity that this proposal seeks to address. Include how you will address the problem, the goals and objectives, and expected outcomes. (suggested word count: up to 750 words)
2. How will you know if your initiative is successful? What specific metrics will you use to assess success? (suggested word count: up to 300 words)
3. What makes this a timely and important intervention to support this year? (suggested word count: up to 300 words)
4. Why is your organization in a unique position to offer this solution? (suggested word count: up to 300 words)
5. How do you build relationships with the communities you serve/focus on? How do you center the agency and perspectives of workers in your programs and solutions? (suggested word count: up to 300 words)
6. How can learnings from this initiative benefit your organization, the Fund and other organizations in the field? How do you plan to share learnings with other partners and/or the field? (suggested word count: up to 300 words)
7. Tell us more about your partner engagement strategy – what is your current level of engagement and potential for continued partnership after the program? (suggested word count: up to 300 words)
8. Beyond funding, what do you anticipate being the biggest hurdle your initiative will face in the next couple of years? What strategies have you considered to help mitigate these risks? (suggested word count: up to 300 words)
9. Tell us more about how you plan to do this work. Who is working on this initiative and what are their roles (including internal teammates, external partners, others)? (suggested word count: up to 300 words)
10. If you are receiving other funding for this initiative, please share a summary of your confirmed funding commitments and pending requests. (suggested word count: up to 300 words)
11. Please provide a brief and high-level breakdown of your initiative’s expenses. To be clear, we’re not asking for your organization’s total budget, just the budget for making this specific initiative happen. (suggested word count: between 300 – 500 words)
    1. Optional: Upload budget
12. Please share any qualitative insights into your staff members’ background and personal alignment with the issue areas. For example, are there forms of identity that are most relevant and important for us to know? Do any members of your staff, in particular program / project team members, share the same background, belong to the communities you serve, or have significant experience with the issues you seek to solve? (suggested word count: up to 200 words)
13. Optional Question: Is there any other information not captured elsewhere regarding your organization, initiative, community served, or anything else that you believe will help in our evaluation of your request? (300 words max.)