

Call for proposals, CanWILL Inclusive Community Initiatives – [Apply here!](#)

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Context

Canadian Women in Local Leadership (**CanWILL**) is a three-year (2021-2024) project implemented by FCM in collaboration with key national partners and funded by the federal government through **Women and Gender Equality Canada** (WAGE). It builds on the success of FCM’s Toward Parity in Municipal Politics initiative (2018-2020) and Diverse Voices (2016-2018). The program aims to address the systemic barriers that women face running for municipal office, while also improving the context and environment once elected to ensure their full participation once in office. This includes addressing gender-based violence (GBV) and harassment, systemic bias and racism, which have been identified as significant obstacles to women’s participation. The use and promotion of gender-responsive approaches, like Gender-Based Analysis ⁺¹, also serve to create an inclusive environment in which women leaders in local government can thrive.

Opportunity

With funds from the department of Women and Gender Equality (WAGE) through the Canadian Women in Local Leadership (CanWILL) project, FCM has established a funding envelope to support **20- 25 inclusive community initiatives of \$5,000 – \$10,000** each, aimed at strengthening the capacity of communities to support women, particularly those who are underrepresented (Indigenous, Black, racialized, LGBTQ2S+, youth, other), run for, assume and/or remain in leadership positions in local government. For definitions of key project terms, please see the [glossary in annex](#).

¹ For more information, consult Women and Gender Equality Canada resources: <https://women-gender-equality.canada.ca/en/gender-based-analysis-plus.html>

From February 2022 to August 2023, there will be two rounds of awards, for total distribution of \$180,000. Deadline for applications to the first round of funding, for implementation between **February 2022 and February 2023**, is **November 5th 2021**. Deadline for application to the second round of funding, for implementation between September 2022 and August 2023, will be in May 2022.

First round funded Inclusive Community Initiatives will:

- Be collaboratively conceptualized, planned and delivered by a local government in **partnership** with a community group that, through their work, focus on women's engagement and political empowerment, and/or outreach to underrepresented groups (Indigenous, racialized, LGBTQ2S+, youth...)
- Be implemented between **February 2022 and February 2023**.
- Focus on strengthening the capacity of community and municipal stakeholders to support women, in particular those who are underrepresented (Indigenous, Black, racialized, LGBTQ2S+, youth, other), to run for local elected office and other leadership positions.²

Target beneficiaries:

- Women, particularly those who are underrepresented (Indigenous, Black, racialized, LGBTQ2S+, youth, other)
- Municipality officials, elected and staff
- Community groups

Application process

Application form – Apply [here!](#)

Inclusive Community Initiative proposals should be submitted online, using the web platform created for this purpose. The [online application form](#) can also be accessed on [FCM website](#). Applications include both eligibility questions and evaluation questions.

Supporting documentation

In addition to completing the online application form, applicants will be required to upload and submit the following supporting documentation:

- Municipality engagement letter (Letter, motion or other directive from Council, Board of Directors, Chief Executive Officer, President or other relevant official)
- Partner engagement letter
- Summary budget (please use template provided)
- Workplan (please use template provided)

² In alignment with other CanWILL project objectives, this includes ability of stakeholders to support women *remain* in office and leadership positions by addressing gender based violence (GBV) and incorporating GBA+ and/or other gender responsive approaches in municipal governance

Key dates

The deadline for applying to the first round of Community Initiatives is **5 November 2021**. Applications received after this date will be considered for the second round of Inclusive Community Initiatives. See timeline for additional dates.

Milestone	Dates – Round 1	Dates – Round 2*
Launch call for proposals	23 Sept 2021	April 2022
Deadline for project applications	5 Nov 2021	May 2022
Project selection	Nov – Dec 2021	May – June 2022
Decision communicated to applicants	Jan 2022	July 2022
Grantee onboarding	Feb 2022	Aug 2022
Launch of projects	March 2022	Sept 2022
Knowledge sharing activities	Jan – Feb 2023	Jul – Aug 2023
Project closure & final report submission	Feb 2023	Aug 2023

**We are sharing tentative dates for the second round for information purposes only - we are currently only accepting applications for the first round.*

Resubmission

Applicants that have not been selected in the first round of Inclusive Community Initiatives are encouraged to submit again in the second round of Inclusive Community Initiatives. Feedback can be provided upon request.

Initiative selection

The following procedure has been determined for the selection of initiatives to ensure contracts are awarded in a transparent, competitive, value-for-money manner.

Eligibility criteria

- Applicant is a local government (or consortium of local governments) and member of FCM. The **lead applicant** is the entity (municipality, local government) that is applying for a grant, and who will receive the funds from FCM, if the application is successful. Successful applicants will be required to sign a Letter of Agreement with FCM outlining the objectives of their initiative and how the funds will be used.
- Partnership established with community group that, through their work, focus on women's engagement and political empowerment, and/or outreach to underrepresented groups (Indigenous, Black, racialized, LGBTQ2S+, youth, other). **You will be required to upload an engagement letter from the local government.**

- Demonstrated support of senior decision makers and that of partner organization (as evidenced by a letter, motion or other directive from its Council, Board of Directors, Chief Executive Officer, President or other relevant official). **You will be required to upload a partnership agreement or engagement document**
- Indication of plan to involve women, particularly those from underrepresented groups (Indigenous, LGBTQ2S+, people of colour).
- Alignment with expected results of CanWILL Inclusive Community Initiatives to strengthen the capacity of communities to support women, particularly those who are underrepresented (Indigenous, Black, racialized, LGBTQ2S+, youth, other), run for, assume and/or remain in leadership positions in local government.
- **Ineligible activities:**
 - Partisan initiatives (funds cannot be used to support candidates, contribute to a political campaign or to a political party) **are not eligible to apply.**

Evaluation criteria

Criteria used to identify successful applicants are the following:

- Extent to which the application articulates clear plans to achieve objectives of funding envelope (quality workplan and budget – templates are provided), to strengthen the capacity of communities to support women, particularly those who are underrepresented (Indigenous, Black, racialized, LGBTQ2S+, youth, other), run for, assume and/or remain in leadership positions in local government. (Weighting: 40%)
- The extent to which proposed initiatives respond to the needs of women, particularly those that are underrepresented, in running for, assuming and/or remaining in leadership positions. (Weighting: 20%)
- The extent to which the partnership represents potential to increase the capacity of the community to support women, particularly those who are underrepresented (Indigenous, Black, racialized, LGBTQ2S+, youth, other), run for, assume and/or remain in leadership positions in local government. (Weighting: 20%)
- The extent to which measures are included to ensure the sustainability of initiative results and activities. Examples of sustainability-reinforcing measures include but are not limited to: institutionalized programmes, initiatives and/or partnerships; advocacy campaign gains (organizational/funding commitments, new policies); new structures or networks. (Weighting: 20%)
- For applicants previously funded by FCM gender parity programmes, applications indicate how the proposed initiative builds on results achieved, and why additional funding is necessary.
- Bonus points will be awarded to initiatives that also include one or more of the following elements:
 - Response to gender-based violence (GBV)
 - Use/promotion of GBA+ and other gender-responsive approaches
 - Indication of funds leveraged from other sources for delivery of project
 - Inclusion of men/boys as target audiences and/or participants

**Other factors that will be considered include: community size, regional, linguistic and diverse representation across Canada.*

Application form questions

The application form is comprised of the following questions. Please prepare your responses ahead of time as the form will remain open for a limited amount of time and you will not be able to return to a partially completed form. Only proposals submitted through the [online application](#) platform will be accepted.

Applicant information

- Lead applicant name :
- Lead applicant contact info :
- Partner name :
- Partner contact info :
- Partner description (mandate, programming approach, relevant experience) – 200 words:
- [additional partner information & description if multiple]

Project information

- Title
- Municipality/Local government
- Total budget requested
- Start date; End date (implementation must be between February 2022 and February 2023)
- Project goal and purpose - what do you hope to achieve with this project? (50-75 words max)
- Target audience(s)/participants (please check all that apply)
 - Indigenous
 - Black
 - Other racialized (please specify)
 - LGBTQ2S+
 - Youth
 - Women
 - Men (please specify)
 - Other (please specify)
- Declaration (checkbox): funds will not be used to support candidates, contribute to a political campaign or to a political party

Supporting documentation

- Local government engagement letter
- Partnership agreement or engagement document

- Any of the following will be accepted: Memorandum of Understanding, partnership document, letters of support from partner organisation signed by the Director, chief administrative officer or chief financial officer, council resolution, etc.

Project overview and achievement of CanWILL objectives – 40%

Please describe your initiative (objectives, main activities). Clearly indicate how it will strengthen the capacity of stakeholders in your community to support women, particularly those who are underrepresented (Indigenous, Black, racialized, LGBTQ2S+, youth, other), to run for and thrive in leadership positions in local government.

Please be clear on the ways in which, if any, your project is also addressing gender-based violence and/or incorporating the use/promotion of GBA+, gender responsive or other inclusive approaches.

Required upload

- Summary workplan (use template provided)
- Summary budget (use template provided)

Context and need – 20%

1. Please indicate how your project reflects the needs of your community and its women in all their diversity. If possible, please indicate how these needs align (or not) with findings from previous activities addressing or assessments/research on the challenges faced by women in engaging in municipal leadership, including [FCM's Municipal Sector Framework for Achieving Gender Parity in Local Government](#), and information drawn from [FCM's Knowledge Hub](#).
2. Please indicate how you will continue engaging with your target audiences to ensure their needs are met throughout the delivery of the initiative.

Optional upload

- Needs assessments, research, knowledge/activity reports, etc.

Partnership – 20%

Please describe the nature of the partnership between the lead applicant and community partner group and its importance in addressing the needs identified above, including an overview of the collaboration, any initiatives previously delivered jointly, and how roles and responsibilities will be shared (you can refer to terms of reference or Memorandum of Understanding, evidence of municipal council support, financial contributions, etc.).

Optional upload

- Partner documentation, additional letters/documents of engagement, previous activity reports

Sustainability – 20%

Please indicate how you will ensure the sustainability of efforts to support women in local leadership, so the results are durable and will be extend beyond the life of this project. Examples of sustainability-

reinforcing measures include but are not limited to: institutionalized programmes, initiatives and/or partnerships; advocacy campaign gains (organizational/funding commitments, policies); new structures or networks.

If you have previously received funding from FCM for gender parity initiatives (including for Demonstration projects under Towards Parity), please indicate how your proposal builds on results achieved, and why additional funding is necessary.

Annex – Glossary of terms under CanWILL

Black/African Canadians³

People of African descent and those who define themselves as such, who are now residents/citizens of Canada.

Capacity development⁴

Capacity development is defined as the process through which **individuals, organizations and societies/systems** maintain, obtain and strengthen the capacity to set and achieve their own objectives and priorities over time.

- **Individual:** the knowledge, skills, values, resources and attitudes of individuals. For local government, this is typically local elected officials and administrative staff at all levels.
- **Organizational:** the internal structure, systems, policies and procedures that determine an organization’s effectiveness. For local government, this is typically the municipality or local government as a functioning organization or institution.
- **Enabling environment:** the broad system in which people and organizations exist. This may include things like political and legal frameworks, national and regional policies and practices, and partnerships with key actors in the municipal sector (LGA’s, PTAs, networks, intermunicipal mechanisms, national, sub-national and other orders of government, nongovernmental actors that support the sector etc.). This can also refer to the financial enabling environment which includes funders at various levels, financial mechanisms and other opportunities to mobilize resources. The enabling environment level encompasses all the systems or levels in which local governments operate. This may also include community, territorial, regional, provincial, country and societal levels as well as the multitude of actors that influence and interact within these levels.

Community groups

Community groups with whom municipalities can partner should help strengthen the municipality’s capacity to connect with women in the community, particularly those that are underrepresented. To that end, community groups should be ones that, through their work, focus on women’s engagement and political empowerment, and/or outreach to Indigenous, Black and racialized communities, LGBTQ2S+ folks and youth.

Gender-based violence (GBV)

Gender-based violence (GBV) refers to violence faced because of one’s gender, gender expression, gender identity or perceived gender. “GBV can take many forms: cyber, physical, sexual, societal,

³ Definition taken from the *Canadian Race Relations Foundation*, consulted 13 Sept.: <https://www.crrf-fcrr.ca/en/resources/glossary-a-terms-en-gb-1?letter=b&cc=p>

⁴ FCM definition as per FCM’s *Capacity Development Framework*

psychological, emotional, and economic. Neglect, discrimination, and harassment can also be forms of GBV.”⁵

Gender responsive approaches

Gender responsive approaches are those tools, processes and analytical frameworks that guide users in taking consideration of and responding to needs of women and other marginalized groups. These approaches could include, but are not limited to, the government of Canada’s Gender Based Analysis+ (GBA+), gender responsive budgeting, and gender responsive consultation.

Indigenous⁶

‘Indigenous peoples’ is a collective name for the original peoples of North America and their descendants, and includes the three groups of Aboriginal peoples recognized in the Canadian Constitution: First Nations, Inuit and Métis.

Intersectionality

First coined by Kimberly Crenshaw, intersectionality can be defined as a “lens, a prism, for seeing the way in which various forms of inequality often operate together and exacerbate each other. We tend to talk about race inequality as separate from inequality based on gender, class, sexuality or immigrant status. What’s often missing is how some people are subject to all of these, and the experience is not just the sum of its parts.”⁷ Examples of additional identities that intersect with gender and sex include: geography, culture, income, sexual orientation, education, race, ethnicity, religion, age and disability⁸.

LGBTQ2S+⁹

LGBTQ2 is an acronym standing for the categories of lesbian, gay, bisexual (those who are attracted to both men and women), transgender, intersex, queer (a self-identifying term used in some gay communities, typically by younger persons) and two-spirit. There are many different acronyms that may be used by various communities. It should be noted that acronyms like these may combine sex, gender, and sexual orientation attributes into one community.

⁵ Women and Gender Equality Canada (2019). *It’s Time: Canada’s Strategy to Prevent and Address Gender-Based Violence*. <https://women-gender-equality.canada.ca/en/gender-based-violence-knowledge-centre/report-rapport2019-en.pdf>

⁶ Definition taken from *Crown-Indigenous Relations and Northern Affairs Canada* website, consulted 13 Sept. 2021: <https://www.rcaanc-cirnac.gc.ca/eng/1100100013785/1529102490303>

⁷ Kimberly Crenshaw, quoted in *Times Magazine*, consulted 13 Sept.: <https://time.com/5786710/kimberle-crenshaw-intersectionality/>

⁸ As per Women and Gender Equality Canada’s *Introduction to GBA+* course, consulted 13 Sept. 2021: https://women-gender-equality.canada.ca/gbaplus-course-cours-acspplus/eng/mod02/mod02_03_01a.html

⁹ Definition taken from *Women and Gender Equality Canada* website, consulted 13 Sept. 2021: https://women-gender-equality.canada.ca/gbaplus-course-cours-acspplus/eng/global/glossary_glossaire.html#L

Local government/municipality¹⁰

Local government is the level of government below the provinces. The most important local governments are the municipal governments. Each province has established a slightly different system of municipal institutions, but there is a strong family resemblance among these systems.

Municipal governments are local elected authorities. They include cities, towns and villages, and rural (county) or metropolitan municipalities.

Corporations and private institutions are not considered a local government or municipality.

Municipal leadership

While gender parity generally refers to representation among elected officials, this project takes a broad definition of municipal leadership, to include leading staff positions, and engagement in municipal governance bodies. This is in recognition that political engagement can take place on a broad spectrum based on the time and financial resources available to individuals, in addition to their interest. The project deems it important to recognize the multiple ways to ensure the voices of women in all their diversity are included in local governance, and that many different experiences can factor in people's decisions to run for office.

Provincial & territorial associations (PTAs)

For a complete list of PTAs, please refer to the FCM [website](#).

Racialized groups

Term used to describe people who are not white. Although 'visible minority' is the legal term widely used in human rights legislation and various policies, currently the terms racialized minority or people of colour are preferred by people labelled as 'visible minorities'¹¹. Racialization refers to the "process through which groups come to be socially constructed as races, based on characteristics such as race, ethnicity, language, economics, religion, culture, politics, etc¹²".

Women

When used in the context of the CanWILL project communications, 'women' refers to all individuals who identify as women, with a focus on those who are underrepresented in municipal leadership: Indigenous, Black, racialized, LGBTQ2S+ (incl. non-binary), and youth.

¹⁰ Definition taken from *The Canadian Encyclopedia*, consulted 13 Sept.: <https://www.thecanadianencyclopedia.ca/en/article/local-government>

¹¹ Adapted from the *Canadian Race Relation Foundation* glossary, consulted 13 Sept.: <https://www.crrf-fcrr.ca/en/resources/glossary-a-terms-en-gb-1?letter=v&cc=p>

¹² Definition taken from the *Canadian Race Relation Foundation*, consulted 13 Sept.: <https://www.crrf-fcrr.ca/en/resources/glossary-a-terms-en-gb-1?letter=v&cc=p>

Youth

For the purposes of this project, FCM defines youth as individuals aged 15-30, as per the Government of Canada¹³.

¹³ See age range used in Statistic Canada's *Portrait of Youth in Canada: Data Report*, consulted 13 Sept.: <https://www150.statcan.gc.ca/n1/pub/42-28-0001/2021001/article/00001-eng.htm>