



Community Gatherings Grants

BC 2021 Floods

Mental Health and Psychosocial Support

BACKGROUND AND GENERAL PROGRAM CONTEXT

Thanks to the generous support of donors, the Canadian Red Cross is pleased to make available a funding opportunity for organizations in communities in British Columbia that were impacted by the 2021 floods to host community gatherings or events in support of mental health and wellbeing recovery initiatives.

Community gatherings and events after emergencies are important for coming together, processing experiences, sharing resources and information, and setting priorities for community recovery. These initiatives significantly contribute to increasing community connections and cohesion, which support community wellness and individual mental health in the short and long term.

PROGRAM ELIGIBILITY

1. What types of organizations can apply?

Organizations eligible for this program include registered charities or other qualified donees and non-profits that operate exclusively to provide social services, recreation, arts, education services, community service and engagement, and who:

- Are registered federally, provincially, or territorially and are in good standing.
- Are located and operating in an area impacted by the 2021 floods in British Columbia, including The Fraser Valley, the Regional District of Okanagan Similkameen, and the Thompson Nicola Regional District.
- Have been in operation since before June 1, 2021, and are currently delivering services for communities impacted by the 2021 floods.
- Have a mandate, guiding statement, strategic plan, or established history of delivering mental health and wellbeing supports, including strengthening social cohesion and connectedness.
- Are aligned to the Red Cross and Red Crescent's [Fundamental Principles](#).

2. What funding is available?

Eligible organizations may receive up to \$10,000 for gatherings and events that support community wellbeing and connectedness following the impacts of the 2021 British Columbia Floods. Due to the funds available for this program, the Canadian Red Cross may not be able to fund all applicants or proposals to the full amount requested.

3. Who is ineligible to apply for this grant?

The following are ineligible for this grant:

- Individuals
- Municipalities
- For-profit organizations and businesses
- Organizations whose sole purpose is to fundraise or provide funding to other organizations
- Organizations serving private businesses or economic development needs
- Political organizations

4. What is the selection process?

Due to the limited funding available, the Canadian Red Cross will prioritize organizations:

- That provide community-based mental health and wellbeing support rooted in and reflective of intersectional considerations and diversity, equity, and inclusion practices.
- Whose gathering or event represents and contributes to the mental health and wellbeing needs of populations who may have been disproportionately impacted by the 2021 BC Floods due to existing barriers and/or systemic inequities.
- Whose application reflects a critical awareness and understanding of community needs. Additionally, the Canadian Red Cross will seek to ensure that funded events or gatherings are distributed across the impacted communities.

5. Does my organization have to be a mental health or wellbeing service provider to be eligible for the program?

Your organization needs to have a mandate, guiding statement and/or established history of delivering mental health and wellbeing services, including strengthening social connectedness, in communities in British Columbia.

6. How are you defining mental health and wellbeing?

Mental health is a state of (psychological) well-being in which every individual realizes their own potential, can cope with the normal stresses of life, can work productively and fruitfully and is able to make a contribution to their community.

Wellbeing describes the positive state of being when an individual thrives, influenced by the interplay of psychological factors (emotions, feelings, thoughts, behaviours, knowledge and coping strategies) and social factors (interpersonal relationships and social connections, social resources, social norms, social values, social roles, community life, spiritual and religious life).

7. Why does it matter how long our organization has been in operation?

The Canadian Red Cross has limited funds available and would like to support organizations with experience and an established history in delivering mental health and wellbeing services and/or strengthening social connectedness within their communities. The Canadian Red Cross will accept and consider applications from organizations that have been in operation since on or before June 1, 2021. This funding is designed to support organizations already established and working in the community at the time of the event.

PROGRAM PARAMETERS

8. What kinds of events or gatherings will be supported by these Community Gatherings Grants?

Gatherings or events funded by this program:

- May be a one-time occurrence or multiple occurrences that support a shared outcome.
- Must be open, inclusive, and free of charge.
- Must be directly linked to your community's experience and recovery from the 2021 British Columbia Floods.

9. What is the timeline for spending project funds?

Organizations are asked to submit their proposals no later than October 8, 2024. This program is intended to support community gatherings and events scheduled between November 12, 2024, and November 30, 2025.

10. How much money can I apply for?

Eligible organizations may receive up to \$10,000. The Canadian Red Cross may not be able to fund all applicants or fund proposals to the full amount requested.

11. What types of activities are ineligible for funding?

There are some activities that the Canadian Red Cross cannot fund. Some common examples are listed below:

- Activities that are already funded by other sources such as the Canadian Red Cross's Creating Safe Environments or other grant programs
- Activities that are not clearly and directly related to community recovery from the impacts of the 2021 British Columbia Floods
- Providing funding to other organizations.
- Providing financial assistance to individuals
- Fundraising or revenue generation
- Construction or renovations
- Activities that support direct or indirect partisan political activities
- Research activities
- Activities that do not align with the Canadian Red Cross [Fundamental Principles](#) and humanitarian values

If you are unsure whether your proposed activities qualify for funding under this program, contact us.

12. Should administrative costs be included in my project budget?

Administrative costs (sometimes called 'indirect costs' or overhead) should not be included in the detailed budget categories in your project budget.

A contribution to administrative costs will be automatically added at a rate of 9% of the direct costs in your budget. This 9% administrative rate will be calculated and added to your project budget.

APPLICATION PROCESS

1. Where can I apply?

Invited organizations will receive an email with instructions for accessing the online application portal and an invitation to consult with Canadian Red Cross personnel for application support. Organizations will be notified of the outcome of the assessment of their submission within 30 days.

2. When is the deadline to apply?

Invited organizations are asked to submit their proposals no later than October 8, 2024.

3. What is the application process?

Invited organizations will receive an email with instructions for accessing the online application portal and an invitation to consult with Canadian Red Cross personnel for application support.

4. When will successful applicants be notified?

Organizations will be notified of the outcome of the assessment of their submission within 30 days.

5. How will I know the status of my application?

You can check your application profile through the portal for the status of your application and where it is in the review process.

6. Will applicants deemed ineligible be notified?

Yes, the Canadian Red Cross will notify all applicants regarding the outcome of the review of their application.

7. Is a deposit or payment required to apply to the program? Does the Canadian Red Cross ever ask for banking info, credit card info, or extensive personal information as part of its application process?

At the point of application for the program, the Canadian Red Cross requires limited personal information. We do not require financial deposits, payments or contributions at any time for this funding program. Please note that the Canadian Red Cross will never ask for your credit card information (except when you are making a financial donation).

8. Are the costs of applying reimbursable?

There is no fee to apply. Unfortunately, any costs associated with your organization preparing the application will not be reimbursed.

9. Do I have to complete my application all at once?

You can save and return to your application as many times as you wish before submitting it. Please ensure that you hit the “submit” button once you have completed all the components of your application and submit it before the program deadline.

10. My organization does not have the resources (people, skillset, etc.) to complete the application. Can the Canadian Red Cross assist with this process?

Unfortunately, due to the expected volume of applicants, we cannot provide resources to help you develop your project and application, however, we are here to support you. If you need support to complete your application, you can contact us at 2021FloodsGrants@redcross.ca.

Please keep in mind we cannot complete the application for you and can only support you with answers to your questions and help guide you through the process.

11. What support is available to official language minority communities for the application process?

The Canadian Red Cross team is here to support any organizations requiring additional assistance in the application process, which includes official minority language communities (OMLCs).

12. How do I know what costs are eligible for funding and how to fill in my project budget?

Organizations will be provided with an application form and the Eligible Costing Guidelines that outline which costs can and cannot be covered within this program.

Canadian Red Cross staff are available to meet with you if you have questions or need support. Once your proposal is submitted, we may contact you for clarification or further details.

SUCCESSFUL APPLICANTS

13. What will be required of my organization if our application is successful?

1. **Sign a Letter of Agreement.** If selected for funding, you will be asked to sign a Letter of Agreement outlining the purpose and requirements of the funding. You will be asked to provide your banking information, including a VOID cheque, for payment.
2. **Plan and host your community gathering or event.** Canadian Red Cross staff remain available to provide support as needed as you plan and prepare your community gathering or event.
3. **Submit a project report.** Funded organizations will be required to provide narrative and financial reporting using templates provided by the Canadian Red Cross. These templates will be provided shortly following receipt of a fully signed Letter of Agreement.

14. Will all successful applicants receive the same amount from the granting program?

Successful applicants will receive up to a maximum of \$10,000 in project funding aligned to their request and the activities they will undertake. This funding amount will vary from organization to organization.

OTHER QUESTIONS

15. If the Canadian Red Cross is offering multiple funding programs, can I apply to more than one?

Each of the Canadian Red Cross funding programs are standalone program, with specific program parameters defined in the program materials. You may apply to any program provided your organization fits the eligibility criteria defined for that program.

16. I am worried that I have received a fraudulent message, that the message that I have received is not real, or that I have been contacted by a fraudulent party concerning the Community Gatherings Grants and/or application.

Unfortunately, bad actors and individuals seeking to commit fraud see health emergencies and disasters as an opportunity to commit fraud against those impacted and organizations like the Canadian Red Cross. If you receive an email or phone call from someone posing as the Canadian Red Cross, and you are in doubt, you can call us at 1-800-418-1111 or email us at WeCare@redcross.ca to validate that the outreach is from the Canadian Red Cross.