COVID-19 EMERGENCY SUPPORT FOR COMMUNITY ORGANIZATIONS

GRANTING PROGRAM FOR NON-PROFITS

PROGRAM GUIDELINES

This Guideline is for the Granting Program.

Click here for the
Preventing Disease Transmission Training & Equipment Program.

Canada

Canadian Red Cross   Croix-Rouge canadienne

WELCOME AND CONTEXT

Non-profits are critical in the response to community needs in times of crisis and organizations across Canada are stepping up to respond to COVID-19 while quickly adjusting to the unprecedented impact on their operations, fundraising, and ability to safely reach and support their communities.

With funding from the Government of Canada's Emergency Community Support Fund lead by Employment and Social Development Canada, the Canadian Red Cross (CRC) is making grants available to non-profits across Canada, in accordance with this Guideline, in support of their direct service delivery to those who are most vulnerable to the health, social and economic impacts of COVID-19.

To ensure that critical resources reach across the Canadian non-profit sector, Canadian Red Cross grants from this fund will focus on organizations supporting vulnerable groups so that they can continue delivering critical community-based supports to vulnerable populations in Canada, and organizations addressing a pressing social inclusion or wellbeing need.

The Canadian Red Cross's Granting Program, as set out in these Program Guidelines, is solely focused on non-profits.

If you are a registered charity and/or qualified donees or non-profit interested in Preventing Disease Transmission Training and Equipment visit **here.** Eligible non-profits are encouraged to apply for bo**t**h programs.

KEY TERMS

For the purposes of these Guidelines "**vulnerable populations**" means communities in Canada that experience physical, economic and social barriers that would typically include those living in poverty (i.e. low income cut-off (LICOs) and diverse marginalized groups who are at risk of being socially excluded to inclusion, such as seniors, youth, Indigenous, veterans, visible minorities, women, LGTBQ2+, low income, unemployed, single parent families, newcomers to Canada, individuals living with a disability, experiencing homelessness, living in remote and/or rural areas, or from an official language minority community (OLMC).

"**Non-profits**" are defined in this Guideline as community organizations, associations, societies or trusts that are (whether incorporated or unincorporated) organized and operated exclusively for social welfare, civic improvement, pleasure, recreation, or any other purpose except profit and exclude registered charities, other qualified donees, and for-profit businesses ("**Non-profits**").

DEADLINE TO APPLY

The deadline to apply is August 31, 2020.
Applications submitted after the deadline cannot be considered unless a general extension is provided.

Questions? Please consult our Frequently Asked Questions.

ELIGIBILITY

ELIGIBLE APPLICANTS

▶ Check out our "Is My Organization Eligible?" Guidance to help determine if you are eligible.

Organizations that meet **ALL** the following criteria are eligible to apply for funding from the Canadian Red Cross.

Non-profits (as defined on page 1 of this Guideline) that:

✓ Are incorporated or established in Canada or have a principal registered office address in Canada

✓ Have non-profit organization status within Canada

✓ Have been in operation on or before December 31, 2019 (preference will be given to organizations that have been in operation for at least 12 months)

✓ Regularly dedicate at least 50% of core activities to direct service delivery

✓ Require a minimum grant of $5,000

✓ Have a governance structure with at least three people on the board, management committee, etc.

✓ Have internal accountability measures such as practices and procedures for internal controls and accountability

✓ Conduct activities that fall into at least one of the eligible activity categories set out below

✓ Do not require funding for any of the ineligible activities listed below

Preference will be given to organizations that have annual revenues of $1,500,000 or less.

Note: The organization's cash reserves will be considered relative to the proposed activities and budget of the activities being requested.

Questions? See our **FAQ** with guidance on each of these criteria.

INELIGIBLE APPLICANTS

The following are ineligible to apply for funding from the Canadian Red Cross for this program:

✗ Individuals

✗ For-profit businesses

✗ Registered charities or qualified donees

✗ Organizations that conduct direct or indirect partisan political activities (i.e. support for a candidate or political party)

ACTIVITY CATEGORIES

Non-profits may apply for financial support to respond to community needs and to assist vulnerable populations in Canada by selecting one of the activity categories listed below.

In your application you will be required to select the activity that best applies to the nature of the activities of your grant. ESDC has provided funding to the Canadian Red Cross, the United Way/Centraide of Canada and the Community Foundations of Canada to support eligible projects.

Projects may only be funded by one agency.

Responding to increased demand for vital services and goods
as a result of COVID-19

For example:
- demonstratable or anticipated increased service needs or demands;
- increased cost for the delivery of programming, such as increased costs of goods as a result of supply chain challenges; and/or
- hiring additional personnel as a result of workforce challenges related to COVID-19 or demand.

Adapting or realigning existing service delivery and programming
to a COVID-19 reality to support existing service delivery

For example:
- costs of adaptations to mitigate risk to staff, personnel and those they are supporting;
- purchasing supplies or equipment needed, or time and effort to adapt client-serving spaces;
- engagement of subject matter experts or professional services to support adaptations; and/or
- ensuring services and programming is adapted to, and supportive of, all vulnerable groups and those who are socially excluded so that no Canadian is left behind.

Delivering *new* services or programming as a result of *new* needs or losses
arising as a result of COVID-19

For example:
- vital services and programming to address pressing social inclusion or well-being need or Joss caused by COVID-19; and/or
- vital services and programming for, or specific to, vulnerable groups and those who are socially excluded so that no Canadian is left behind.

Recruiting, engaging and supporting volunteers for direct service delivery
required to respond to COVID-19

For example:
- costs of recruiting new volunteers who are demonstrably needed for increased demand or new programming such as to reach clients or deliver groceries or supplies (information on current volunteer amounts and increased need will be required).
- training for volunteers to help protect them, and others, from risk of harm as well as mitigating the risk of increased spread of COVID-19; and/or
- costs and activities for engagement and support for volunteers
- cost of recruitment and/or retention of volunteers from vulnerable groups or communities, as they may have different barriers to participation

Community awareness, information and education
related to COVID-19 to mitigate risk and impact, support recovery and resiliency and/or prevention

For example:
- developing and delivering materials and sessions such as those related to COVID-19 risks, impacts and mitigations; and/or
- costs associated with developing and delivering tailored community engagement approaches that meet the needs of vulnerable groups or communities, as they may have different barriers to accessing information.

Questions? Please consult our **Frequently Asked Questions.**

INELIGIBLE ACTIVITIES

The Canadian Red Cross is **not able to consider** projects that include any of the ineligible activities listed below:

- ✖ Ongoing or core operational costs of an organization not directly related to the eligible activities stated in this Guideline such as service delivery as part of an emergency response to COVID-19

- ✖ Activities that take place outside of Canada

- ✖ Activities that occur before April 1, 2020 or after November 30, 2020

- ✖ Medical or clinical services

- ✖ Service activities duplicative of legislated mandates of government or city departments

- ✖ Initiatives where a profit is being made by the organization

- ✖ Fundraising events (including, but not limited to golf tournaments, galas, etc.)

- ✖ Activities that do not fall within Canadian Red Cross charitable objects or that do not adhere to the Fundamental Principles and humanitarian values of the Canadian Red Cross

- ✖ Activities that do not fall within the current objects or mandates of the applicant

- ✖ Initiatives that require adherence to a specific faith for participation (the Red Cross is committed to the Fundamental Principles of neutrality and impartiality)

- ✖ Religious causes that do not serve the general public on a non-denominational basis

- ✖ Initiatives that support direct or indirect partisan political activities

- ✖ Research projects

- ✖ Initiatives that would unnecessarily duplicate existing services

- ✖ Activities that would result in double recovery of funds, for example for items or services covered by other funding, government assistance including the Emergency Community Support Fund or the Canada Emergency Wage Subsidy, or through insurance

- ✖ Construction of housing or shelter structures

- ✖ Rental costs for space that is owned by the organization

- ✖ Costs for major capital equipment/renovations and minor renovations and financing of deficits

- ✖ Purchase or lease of land

- ✖ Activities solely focused on addressing economic recovery

- ✖ Debt reduction campaigns

- ✖ Contributions to endowment funds

- ✖ Building larger reserves

- ✖ Activities that are inconsistent with public health directives related to COVID-19

- ✖ Activities that are illegal

- ✖ Activities that involve the purchase of alcohol or cannabis

- ✖ Activities whose administrative expenses are greater than 9% please see our **Eligible Costing Guidelines** for more detail

Important

Determining organization and project eligibility is the first step. Eligible applications will then be considered according to the criteria above prior to selection as a grantee. If you are unsure whether your organization or proposed initiative could be considered eligible to apply, please consult our **FAQs** or contact us at **covid19communitysupport@redcross.ca.**

REQUIRED ELIGIBILITY DOCUMENTS

Questions?

Please consult our **Frequently Asked Questions** found here.

The following documentation will be required as part of the application process, to validate organization eligibility:

✓ **Governance documents**, such as:
  - Incorporation documentation, if incorporated (i.e. Articles or Letters Patent, by-laws)
  - Trust Deed, if a trust
  - Constitution or similar document, if an unincorporated association

✓ **Most recent financial statements** (audited, if available) for the organization but no earlier than December 31, 2019 (if financial position has deteriorated significantly since the start of COVID-19 (March 11, 2020) please provide unaudited March 31, 2020 financial statements or equivalent).

✓ **Tax filings for the last year (2019 tax year)**
  - T2 return or T2 Short Form (if incorporated)
  - Information return (Form T1044) (all organizations with assets over $200k or investment income over $10k must file this)

✓ **Last annual report, donor report,** reporting to stakeholders on activities

✓ **Website of the organization, social media pages or accounts** (Facebook, Instagram or Twitter handle), if any, where the mission/vision and services of the organization are listed. If this isn't available on-line, a one-page document listing this information.

AVAILABLE FUNDING

Funding is available to non-profits across Canada that meet the eligibility requirements and targeted review criteria in this Guideline.

Non-profits can apply for activities with a budget of a minimum $5,000 and a maximum of $100,000.

TIMELINES

TIMELINES FOR GRANTING ACTIVITIES

All activities and expenditures must take place between April 1, 2020 and November 30, 2020. Please be mindful that all activities must be completed by and all expenditures made within the stated timeframe. Recognizing that organizations are already responding to community needs, **proposals can include costs that have already been incurred** provided that you can provide copies of original supporting documentation (receipts, invoices, transaction reports, etc.), at the time of contracting and that costs were incurred after April 1, 2020. Given the context of COVID-19 in Canada, retroactive costing is permissible and will be reviewed on a case-by-case basis although preference may be given to requests that include activities that will occur before November 30, 2020. Expenditure for all activities must be complete by November 30, 2020.

The deadline to apply is **August 31, 2020**. Applications submitted after the deadline cannot be considered unless a general extension is provided. Offers of funding to successful applicants will occur on a rolling basis, but you should expect to hear from us 2-3 weeks after you've submitted your application.

PROCESS AND TIMELINE

1	Applicants apply via **SM Apply**
2	Canadian Red Cross validation of organization type and eligibility
3	Canadian Red Cross assessment of applications based on the priorities set out in these Guidelines and limited funding available for this program
4	Selection of applications
5	Offers of funding and signing of Grant Agreements
6	Projects begin (reminder that retrospective funding is permissible)!

SELECTION OF APPLICATIONS

Unfortunately, not all organizations can be funded and some cannot be funded at the level requested. All applications will be reviewed, among other things, using the criteria below and will be reviewed based on the applications submitted.

Qualifying applications will be considered on a rolling basis as received and in groups according to their selected activity area. Additional consideration will be made to equitably distribute the available funding across activity areas, geographical areas, vulnerability of the applicant organization and its support to vulnerable groups.

The Fundamental Principles will be considered when assessing all applications. As noted in this Guideline, organizations and their proposed activities must align to the Canadian Red Cross charitable objects and adhere to the Fundamental Principles and humanitarian values of the Canadian Red Cross.

ASSESSMENT PROCESS

1. Organization Screening
Applications will first be screened based on eligible organization type. If both the organization and the activities are eligible the application will proceed to step two.

2. Assessment Score
Using the Criteria below, applications will be required to obtain a minimum score in order to be considered for selection. Scoring against criteria and the minimum score will be finalized once a volume of applications is received. This is because the non-profit sector in Canada is largely unknown and so the Canadian Red Cross want to ensure it makes an assessment process informed by the realities and needs of the sector.

3. Application selection
High-scoring applications will then be considered, and selections will be guided by the Additional Considerations listed below

ASSESSMENT CRITERIA

1. Impact on direct service delivery that responds to the needs of vulnerable populations and/or addressing pressing social inclusion or wellbeing needs

2. Relevance and appropriateness of activities, in response to community needs

3. Quality of the application & reasonableness of the budget

4. Organizational capacity to deliver proposed activities (which will be considered based on the size of the grant requested and activities proposed).

ADDITIONAL CONSIDERATIONS

- Available funds: In order to support as many organizations as possible, the Canadian Red Cross will be balancing requests against the available funds and taking into account the activity type, beneficiary population and dollar value requested.

- Geographic distribution: The Canadian Red Cross will also seek to ensure that funded activities are distributed across the country, based on general population numbers (Statistics Canada).

> **Organization vulnerability:** In some cases, the vulnerability of the organization itself and need for urgent funding as it relates to direct service delivery or supporting vulnerable populations may be considered.

Questions? Please consult our Frequently Asked Questions.

WHAT CAN I EXPECT IF MY APPLICATION IS SUCCESSFUL?

Offers of funding

Offers of funding will be sent on a rolling basis. Only successful applicants will be contacted.

Grant agreement

The terms and conditions applicable to all grants can be found **here.** By submitting an application your organization agrees to abide by these terms. You will also be required to sign the Grant Agreement with the addition of your activities, outputs and other key terms.

Insurance and professional qualifications

It is the recipient organization's responsibility to have in place appropriate insurance for their activities. It is also the recipient organization's responsibility to ensure that professionals delivering specialized services as part of the initiative have the relevant certifications (for example when delivering clinical interventions) or checks (for example a working with vulnerable sectors check for those working with children).

Compliance with regulations

It is the responsibility of all recipients to comply with all applicable legislation, regulations, Canada Revenue Agency rules and guidelines, health and safety standards, and privacy legislation relevant to the organization and funded activities.

Project recognition

We ask that recipient organizations recognize the financial assistance from the Canadian Red Cross and Employment and Social Development Canada. This recognition is important as it will identify the contributions of the Canadian public and government to those impacted. For approval of communications and media materials please contact us. The Canadian Red Cross may also post basic information regarding approved funding on our website.

Reporting

All recipient organizations will be required to submit narrative and financial reports for the project. Templates will be made available online through the application platform at **SM Apply**. Recipient organizations may be required to provide contact information of members of the board of directors and/or management of the organization so that they can participate in a survey, interview, case study or other data collection exercise initiated by the Government of Canada.

Financial management

Recipient organizations are expected to have financial management practices in place and to be able to demonstrate how these have been followed, if requested (for example in case of audit by the Canadian Red Cross or the Government of Canada). Please refer to the **Eligible Costing Guidelines** for details. If you need support with your application please contact us.

HOW TO APPLY

Please review this Guideline in full. When you are ready to apply:

✓ **1. Registration**

Register for the
online application portal.

✓ **2. Eligibility**

Complete the eligibility form
and upload your supporting
documents.

✓ **3. Application**

Complete the project application
form and upload the budget and
any supporting documentation
you wish to share.

Please ensure you hit Submit!
You will be able to save and return to your eligibility
or project application forms as many times as you
wish before submitting. Applications submitted after
the deadline unfortunately cannot be considered.

Please ensure your application is complete!
Incomplete applications unfortunately cannot be
considered, and you will not be able to edit the
application once submitted.

We are here to help!
If you have any questions during the application
process, please get in touch with us
1-866-221-2232. You can also check the
Frequently Asked Questions here.

All applications must be submitted online.
The application platform is available in English and
French. For support, or if you are unable to submit
an application online, please contact us at
1-866-221-2232 or email us at
covid19communitysupport@redcross.ca.

IMPORTANT THINGS TO NOTE

- All applications will be assessed on a rolling basis, closing on August 31, 2020. Should there be insufficient applications, the Red Cross may extend its closing date.

- Organizations may submit more than one application for the granting program.

- Eligible non-profits are encouraged to apply for **both** the Granting Program and Preventing Disease Transmission Training and Equipment Program.

- When submitting an application, organizations are agreeing to the terms and conditions set out in the Granting Agreement Term Sheet. If organizations are successful, these terms and conditions will be appended to your full agreement. The Red Cross may amend these terms prior to contracting in its sole and absolute discretion as new information arises in program administration and/or the context is better understood.

- Please ensure your application is complete. Unfortunately, **incomplete applications will not be considered, and you will not be able to edit your application once submitted**.

- Please ensure you hit the Submit button when ready. Applications submitted after the official deadline cannot be considered.

- Submitted applications will be treated as confidential, however they will be reviewed internally by the Canadian Red Cross and will be shared with Employment and Social Development Canada and trusted partner organizations to provide additional context to Canadian Red Cross decision making.

- At any time during the review process, the Canadian Red Cross reserves the right to decline or remove from further consideration any application, for any reason that it deems appropriate.

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Questions? Please consult our Frequently Asked Questions.