

Stronger Communities Together™ is the national corporate citizenship program of Great-West Life, London Life (including Freedom 55 Financial) and Canada Life. Our goal is to contribute to lasting positive change for Canadians through creative, coordinated efforts with charities, non-profits and community organizations across Canada.

While we accept proposals throughout the year, we encourage a single proposal as early in the calendar year as possible. **Our goal is to review and respond within 90 days.** New proposals received after June may be held to the next fiscal year for consideration. Each year, we receive many more requests than we can accommodate. As a result, eligibility does not guarantee funding. We evaluate each proposal carefully and strategically to ensure our funds are invested with the utmost care and responsibility.

Please take time to review **frequently asked questions** before submitting your application. If you have any additional questions, please **contact us**.

Note: If you are applying for Event funding please use **this form**. If you are applying for funding related to the *Great-West Life Centre for Mental Health in the Workplace*, please use **this form**.

ELIGIBILITY

Eligible organizations may apply for grants to fund one-time (e.g., Capital or short-term projects) or recurring ongoing programs and projects. To be considered for funding, an applicant must:

- ✓ Be a registered Canadian charity in good standing with the Canada Revenue Agency. We occasionally consider support to registered Canadian non-profits with a charitable purpose
- ✓ Be providing programs or services in Canada
- ✓ Serve a broad community interest related to Health & Wellness, Education, Community Development, Environment, Arts & Culture, or Social Services (we support primarily through United Way Centraide)
- ✓ Be financially sound, well-managed, and accountable to a volunteer board of directors
- ✓ Not discriminate based on race, national or ethnic origin, color, religion, age, sex, sexual orientation, marital status, family status, veteran status, disability or other characteristic protected by law
- ✓ Have submitted a final report demonstrating appropriate use of funds for any initiatives previously funded by Great-West Life, London Life and/or Canada Life

Which organizations, activities or projects generally will not meet the requirements for support?

- ✗ Individuals and individual pursuits
- ✗ For-profit enterprises
- ✗ Projects outside Canada
- ✗ Daycares, preschools, primary or secondary schools
- ✗ Student organizations
- ✗ Associations, clubs, fraternal or service organizations
- ✗ Professional or technical associations
- ✗ Conferences
- ✗ Travel, accommodations and entertainment
- ✗ Religious or sectarian organizations
- ✗ In-kind contributions
- ✗ Amateur, elite or professional sports
- ✗ Registration for sporting events
- ✗ Golf Tournaments
- ✗ Festivals and Camps
- ✗ Private or corporate foundations
- ✗ Endowments
- ✗ Third-party fundraising on behalf of a charity
- ✗ Political campaigns
- ✗ Government and municipalities
- ✗ Loans, investments or deficit reduction
- ✗ Charities supported by organizations we already fund, such as United Way

EVALUATION CRITERIA

Applications will be considered against the following criteria:

- Alignment with our pillars of support and company purpose: Improving the mental, physical and financial well-being of Canadians
- Alignment with our current strategic focus areas
- Evidence of broad community need or desire for proposed program or project
- Expected benefits to the community, region or Canadians as a whole
- Outcome measurement and evaluation plan
- Evidence of community partnerships or support (financial or in-kind)
- Organizational capacity to deliver the proposed program or project
- Financial need
- Evidence of funding from other sources
- Long-term sustainability of the program or project
- Opportunities for public recognition and engagement

SECTION 1 – ORGANIZATION SUMMARY

Organization Name

Address Street City Province Postal Code

Phone Email Website

Are you a registered Canadian Charity? Yes No
Are you a registered non-profit organization? Yes No
Registration No./Tax ID Tax Registration date

Imagine Canada's Standards Program offers accreditation to charities and non-profits that can demonstrate excellence in five key areas. Is your organization accredited? Yes No
If no, are you working towards accreditation? Yes No

Please list other accreditations your organization has achieved. (max 250 characters)

Primary contact for organization (Executive Director or equivalent)
First Name Last Name Title

Phone Extension Email

Project Contact
First Name Last Name Title

Phone Extension Email

Tell us about your organization. Include your vision and mission statement as well as an overview of programs and services offered by your organization. (max 250 characters)

What is your organization's total annual budget (current fiscal)? Use parenthesis to indicate deficit. Is your organization funded by United Way-Centraide? Geographic area served by organization

Yes No

How are you funded by United Way? (max 150 characters)

Please list your organization's largest funders (max 100 characters)

How is Psychological Health and Safety protected and promoted in your workplace? (max 100 characters)

Visit workplacestrategiesformentalhealth.com for free tools and resources.

SECTION 2 – FUNDING REQUEST SUMMARY

Name of initiative Is this a new initiative? Initiative date Initiative end date

Yes No

Amount requested Total initiative budget Geographic area served by initiative

Do you have a connection with anyone at Great-West Life, London Life or Canada Life? Have you discussed this proposal with anyone at Great-West Life, London Life or Canada Life? Has your organization ever received funding from Great-West Life, London Life or Canada Life before?

Yes No

Yes No

Yes No

If you have a connection to someone in our company, please include Name/Title and nature of connection.

SECTION 3 – AREAS OF INTEREST

Many Canadian charities are taking fresh and innovative approaches to address the needs in our communities. As an Imagine Caring Company, we are proud to help them raise the bar and create lasting change. Since community needs and their solutions do not come in tidy categories, we support initiatives that span these areas: *Health & Wellness, Education, Community Development, Environment, Arts & Culture, and Social Services.*

Please select the one program area that is MOST relevant to your initiative:

SECTION 4 – INITIATIVE INFORMATION

Describe the initiative in the space provided. Be concise and use plain language. Write as if you were describing your initiative to someone who doesn't know anything about it. (max 250 characters)

Describe the population who will benefit from this initiative. (max 100 characters)

How does this initiative meet a demonstrated need within the community? (max 250 characters)

SECTION 4 – INITIATIVE INFORMATION (continued)

Do other organizations offer the same or similar service as the proposed initiative?

Yes No

If yes, please list and describe what sets you apart? (max 200 characters)

What are the specific deliverables of this initiative? If you have a work plan, attach a copy. (max 500 characters)

How will the requested funding be used? How will you proceed if you do not receive the requested funding? (max 500 characters)

What broader community support exists for your initiative? Describe any partnerships, collaborations, and/or support for this initiative. Indicate whether support is confirmed or anticipated. (max 500 characters)

Describe the anticipated outcome(s) of this initiative: *These are the changes that your initiative can make over time to address the need(s) you have identified.* (max 500 characters)

SECTION 4 – INITIATIVE INFORMATION (continued)

How will you measure success? Describe the specific processes, what will be measured, and how you will share this information. (max 500 characters)

Tell us about the anticipated impact of your initiative: *What is the story to be told at the end of the project that you would share with others?* (max 500 characters)

What is the plan for sustainability of this initiative? (max 500 characters)

Describe possible acknowledgment opportunities for our support. (max 500 characters)

Are there volunteer opportunities for Great-West Life, London Life and Canada Life employees with your initiative?

Yes No

If Yes, describe: (max 150 characters)

SECTION 5 - BUDGET

Include a full revenue and expense budget for the proposed initiative, listing all anticipated and confirmed funding. You may use our template or your own. *See template.*

SECTION 6 – DECLARATION AND SIGNATURES

We, the undersigned, certify that, to the best of our knowledge, all information provided as part of this application is complete and true in every respect, and that this application has been approved by the board of the organization we represent.

Person completing the application

Board Member with signing authority

Signature

Name

Title (with organization)

Date (mm/dd/yyyy)

Email

Signature

Name

Title (with organization)

Date (mm/dd/yyyy)

Email

We recognize and respect the importance of privacy. We keep all your personal information in a confidential file in our offices, or the offices of an organization we've authorized. The only person with access to the information are people working at Great-West Life, London Life (including Freedom 55 Financial) or Canada Life and those we've authorized who need the information to fulfill the purpose for which it was originally collected, persons to whom you have granted access, and to persons authorized by law. For a copy of our Privacy Guidelines, go to <https://www.greatwestlife.com/common/privacy/privacy-guidelines.html>

Great-West Life, London Life (including Freedom 55 Financial) and Canada Life are committed to the principles of diversity and inclusion. All sponsorship initiatives shall be consistent with those principles. No donations, gifts or sponsorships will be granted to any party that portrays, promotes, or condones the stereotyping of any group or discriminates on the basis of any of the grounds protected by law.

SUBMITTING YOUR APPLICATION

Complete and submit this application along with any supporting materials (*please limit size of all attachments to a combined total of no more than 15MB*). If one of our local offices is involved with your organization, please ensure your key contact at that office receives a copy of your proposal, and provides a letter of endorsement to be submitted with this application.

If your proposal contains attachments that make it difficult to transmit securely by email, please mail or courier your materials to:

Stronger Communities Together™
Community Relations
Great-West Life, London Life and Canada Life
100 Osborne Street North
Winnipeg, MB R3C 1V3

We carefully review each submission we receive. Our goal is to acknowledge and respond to your proposal within 90 days.

APPLICATION CHECKLIST

Please use this checklist to confirm that your application is complete

Required:

- Completed application form including signatures
- Completed budget for proposed project (Revenue/Expenses, including amount requested)
- List of current Board of Directors
- Most Recent Audited Financial Statements
- Most Recent Annual Report
- Agree and comply with anti-discrimination statement (see page 1- eligibility)

Optional:

- For capital requests, please include case for support
- Any letters confirming funding and/or in-kind contributions from partner organizations
- Support material, photos, letters of support, promotional material, etc.
- Letter(s) of endorsement from Great-West Life, London Life and/or Canada Life employee(s) connected to your organization

IMPACT OF OUR INVESTMENT

We want to understand how our investment is creating a positive impact for Canadians and the community. If your proposal is successful and results in funding, we will require formal reports that show the impact of our donation and demonstrate financial accountability. This can include the following types of information as applicable to the program or project:

- ✓ Results achieved in respect to goals set for this past year (including those achieved, partially achieved and not achieved; constraints to achieving goals)
- ✓ Outcomes and impact related to the United Nation's Sustainable Development Goals
- ✓ Fiscal accountability (i.e., final expenses and revenues for this program)
- ✓ Resources used (i.e., volunteers, staff, other funders and donors)
- ✓ Impact and benefit to target audience
- ✓ Impact and benefit on broader community (include collaborations with other organizations/people)
- ✓ Corporate acknowledgment and benefits fulfilled
- ✓ Future plans and sustainability of the program or project
- ✓ Copy of the most recent audited financial statements and annual report

For more information, contact communityrelations@gwl.ca

SUBMIT PROPOSAL