

ACFO OTTAWA

Bilingual Ottawa

Application process guide

ACTIVATION PROJECT – ROUND 3

Deadline: May 14th 2021, at 11:59 PM



ASSOCIATION DES
COMMUNAUTÉS
FRANCOPHONES
D'OTTAWA

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PURPOSE OF THE DOCUMENT

The purpose of this document is to help organizations looking to submit a funding application to complete an activation project as part of the *Bilingual Ottawa* program.

1. Context and program description

CONTEXT

The **Bilingual Ottawa** micro-grant program was created following the official recognition of the City of Ottawa's bilingual character in 2017, after years of citizen and organisational engagement. One of the priorities in the **Action Plan for Official Languages – 2018-2023**, is to support initiatives that enhance the bilingual character of Canada's capital.

As part of this action plan, **ACFO Ottawa** has received 1.25 million dollars in renewed funding to continue their micro-grant program for 2021-2023, to support the community, non-profit organisations and businesses of Ottawa to generate new projects in bilingualism. This micro-grant program will fund two types of initiatives: Propulsion Projects and Activation Projects.

The first phase of Bilingual Ottawa, from 2019 to March 2021, funded 77 projects for a total of \$968,000 and an additional \$67,877 was invested in 20 businesses and organizations in Ottawa, including local media, for the promotion and administration of the program.

ACTIVATION PROJECT

This type of proposal aims to generate smaller initiatives enhancing bilingualism in Ottawa, created by non-profit organizations and private businesses. Grants awarded will be of a value of \$10,000 or less, and funded projects will be completed within a period of 6 months.

OBJECTIVE AND ANTICIPATED RESULTS OF THE BILINGUAL OTTAWA PROGRAM

The objective of the program is to increase recognition of Ottawa's bilingual character, to promote francophonie and foster the collective interests of the francophone community across the city of Ottawa by investing in concrete projects designed by and for the community.

Specifically, the anticipated results of the program are as follows:

- Increased bilingualism across Ottawa as a whole.
- Better cohesion between francophone, FNMI, and anglophone communities in Ottawa.
- A more active, vibrant, inclusive and dynamic francophone community in Ottawa.
- An increase in bilingual services in Ottawa.
- Increased dialogue and collaboration among the various key players in the Ottawa community.

DESCRIPTION OF THE PROGRAM AND SUPPORTED ACTIVITIES

The program consists of awarding micro-grants to not-profit organizations and businesses located in Ottawa to foster the capital's bilingualism. This unifying project will support the mobilization and collaboration of francophone and bilingual partners in order to carry out various initiatives allowing bilingualism to shine in our nation's capital.

These initiatives will fall under **four fields of intervention** which will be selected according to the projects proposed by applicants: vitality, inclusion, community economic development and bridging the gap. The table on the next two pages specifies the type of activities that could be supported by the Bilingual Ottawa program, for each field:



Table 1: Examples of activities that could be funded, for each field

Field	Objective	Examples of activities
Vitality	Increase access to francophone culture and increase availability of sports and leisure activities	<ul style="list-style-type: none">• Artistic, sport or leisure activities that broaden the francophone space.• Projects that reach a greater audience for the arts, especially projects that encourage anglophone audiences to discover francophone arts.• Developing educational tools to share arts and culture.• Projects that celebrate the francophone heritage and culture of Ottawa.
Inclusion	A more welcoming, inclusive and diverse francophone community	<ul style="list-style-type: none">• Offering accessible French-language classes for anglophones and allophones.• Integration activities for people with an immigrant background.• Integration activities for francophones from elsewhere in Canada who have recently moved to Ottawa.• Activities that celebrate diversity within the francophone community.• Creation of safe space discussions and training for identity groups.• Projects that allow to bridge the gap between isolated communities or communities who do not often collaborate.



Table 1: Examples of activities that could be funded, for each field (continued)

Field	Objective	Examples of activities
Community Economic Development	Increase the place of the francophone community in the economic sector, including offering bilingual services and postings.	<ul style="list-style-type: none"> • Creation of training programs, resources, or tools for multiple businesses to increase the active offer of bilingual services. • Organizing francophone entrepreneurship events, training or networking in Ottawa. • Bringing together entrepreneurs from specific identity groups, for example a group of francophone businesswomen. • Awareness campaigns on the economic impact of French for Ottawa businesses. • Entrepreneur mentorship program.
Building Bridges	Creating stronger ties between the francophone, anglophone, First Nation, Metis and Inuit communities.	<ul style="list-style-type: none"> • Adapting an anglophone program for francophone groups. • Including francophone artists in anglophone artistic events. • Organizing unifying bilingual activities. • Exchanges/residencies between francophone and anglophone artistic groups. • Concertation activities between linguistic groups.

Priority will be given to projects aimed at women, seniors, people with disabilities, youth, postsecondary students, early childhood, First Nations, Metis and Inuit (FNMI) communities, LGBTQ+ communities, newcomers, and racialized communities.

AMOUNT AND TIMEFRAME FOR FUNDABLE ACTIVITIES

The maximum amount of funding that can be requested for a project is \$10,000 or less. All expenses must be incurred during the six month implementation period of the submitted project, ranging from July 2021 to January 2022 inclusively.





2. Evaluation of proposals

ORGANIZATION ELIGIBILITY

First, ACFO Ottawa will verify the eligibility of the applicant organizations, the projects and the expenses. In order to be eligible, the applicants must satisfy the following requirements:

- The applicant is a non-profit organization, a cooperative, a social enterprise or a business located in Ottawa.
- The applicant has a proven track record of successfully conducting activities and managing the financial aspect of a project.
- The applicant must have ongoing activities in the city of Ottawa.
- Applications must be written in either English or French.
- The applicant must provide all documents required by the application process.

PROJECT ELIGIBILITY

ACFO Ottawa will determine a project's eligibility based on the following criteria:

- The results of the project are clearly tied to one or more of the four fields of intervention: Vitality, Inclusion, Economic Development and Building Bridges.
- The project must be carried out between July 2021 to January 2022 inclusively.
- The applicant must operate and conduct its Bilingual Ottawa project in the city of Ottawa.
- The activities of the Bilingual Ottawa project must represent a new service offered or a new component/aspect of an existing project.

REVENUE AND EXPENSE ELIGIBILITY

ACFO Ottawa will determine the eligibility of the expense categories based on the following criteria:

Costs are eligible and funded only if they meet the following conditions:

- They are directly tied to the project's intention
- They are reasonable
- They are incurred for the activities, which go beyond the recipient's usual activities
- They are incurred between the project's admissibility date and end date

ELIGIBLE REVENUE

Here is the revenue that must be attributed to carry out the project:

- ACFO Ottawa will provide a grant covering up to 100% of the project's eligible and fundable costs.
- Some costs can be covered by another grant, a partner, or the recipient.



ELIGIBLE EXPENSES

ACFO Ottawa agrees to fund the following expense categories:

- Salaries:** for both permanent and temporary employees. The organization must name the paid positions and indicate the percentage of the salary used to calculate the payments (must not exceed 70% of total expenses).
- General administration:** includes expenses for various components of the activities, such as rent, benefits, room rentals, hydro, water, telephone, Internet and office supplies (must not exceed 10% of total expenses).
- Consultants – Professionals fees:** includes all contractual fees for resource persons, consultants and professional services, such as bookkeeping.
- Artists and performers fees:** includes artist/artisan/performer fees as well as related fees tied to their travel and to copyrights.
- Training/professional development:** includes training for staff and volunteers.
- Travel:** the total cost of travel (train, plane, bus, car, taxi) as well as meals and accommodations for meetings and eligible activities.
- Promotion and communication:** includes brochures, community newsletters, newspaper ads, posters, messages disseminated to the media, etc.
- Hospitality costs:** include the costs tied to meals, beverages or refreshments offered during events. Also includes napkins, utensils, plates, etc.
- Equipment expenses:** includes, among other things, purchasing software and renting/buying equipment.
- Site venue expenses:** include stage/tent/meeting room rental fees, insurance and permits.

INELIGIBLE EXPENSES

ACFO Ottawa will refuse to fund the following expense categories:

- Expenses from the organization's regular activities
- Purchasing real estate and acquiring a building (rent is included in the 10% of administration fees)
- Environmental study
- Equipment, office furniture, computer hardware or supplies not related to the project
- Ongoing operational costs, such as inventory or purchasing regular material
- Reimbursing existing debt, refinancing, interests on invested capital, bonds, debentures, fines, penalties or mortgages.
- Acquisition of land and buildings
- Depreciation charges
- Bad debts
- Board member honorariums
- Professional association dues
- Debt servicing costs, income tax and/or any amounts owed to the various levels of government

EVALUATION AND JURY

ACFO Ottawa will serve as the jury for the proposals. The projects chosen by ACFO Ottawa will also be approved by the advisory committee for the Bilingual Ottawa program, made up of francophone leaders from various sectors of the city. The process will be completed within a 8-week period. Only eligible and completed submissions will be examined. The eligibility evaluation will occur first, prior to the project selection. For every step, the criteria used is the one listed on the following page.



PROJECT SELECTION CRITERIA

Following the evaluation of eligibility and compliance with process requirements, proposals will be selected based on the following criteria:

Project selection criteria	Weighting
Relevance between the proposed activities and the objectives of the concerned field(s)	30%
Impact within the city	30%
Priority will be given to projects aimed at women, seniors, people with disabilities, youth, postsecondary students, early childhood, First Nations, Metis and Inuit (FNMI) communities, LGBTQ+ communities, newcomers, and racialized communities.	20%
Mobilization and the collaboration of francophone communities and between francophone and anglophone communities.	10%
The feasibility of carrying out the project despite the Covid-19 crisis	10%

DELIVERING THE GRANTS AND THE AGREEMENTS

In June 2021, following the jury's evaluation, ACFO Ottawa will send the agreements to the recipients so they can accept or refuse the contribution. The amounts set by the jury are non-negotiable. You will receive the grant with two payments (85% at the start of the project and 15% following the final report evaluation).



THE COVID-19 SITUATION

Being in the context of a global pandemic, we strongly suggest that the projects be offered in a virtual format or adapted to social distancing. If you would like to do a physical project, please include a virtual or social distancing alternative in your project description in case it's not possible to realise due to the Covid-19 situation. The feasibility of your project in this time of crisis will be an important element of our evaluation.

3. How to present a proposal

DEADLINE TO RECEIVE PROPOSALS

Completed requests must be received between April 12th 2021 and May 14th 2021. Requests received after the deadline will not be considered eligible.

MAIN STEPS

Please read the entire applicant guide before submitting your proposal. You can submit your proposal in four easy steps, on the Bilingual Ottawa grant portal, powered by SurveyMonkey Apply and accessible via the ottawabilingue.ca website.

As of April 12th 2021, you can create a SurveyMonkey Apply account to start the application process. All the information about your proposal is accessible via this account on the portal. Your proposal can be modified at any time prior to submitting thanks to an automatic save by the SurveyMonkey Apply platform, which means you can leave your session without losing your progress.



STEP 1: INFORMATION ABOUT THE APPLICANT

On the SurveyMonkey Apply platform, please confirm your admissibility and your ability to complete a project for the Bilingual Ottawa program.

CONTACT PERSON: Please provide the contact information for the person responsible for the project and communications with ACFO Ottawa

AUTHORIZED SIGNATORY: Please provide the contact information for the person that will be signing the agreement and representing the executive director

YOUR ORGANIZATION

Legal name of the organization: Please write the legal name of your organization or business, as it is written on the letters patent, articles of incorporation or corporate registration with the government.

Incorporation number: (letters patent, articles of incorporation or corporate registration with the government)

Banking information: Please upload a void cheque or direct deposit form

Type of organization: Please select among the choices.

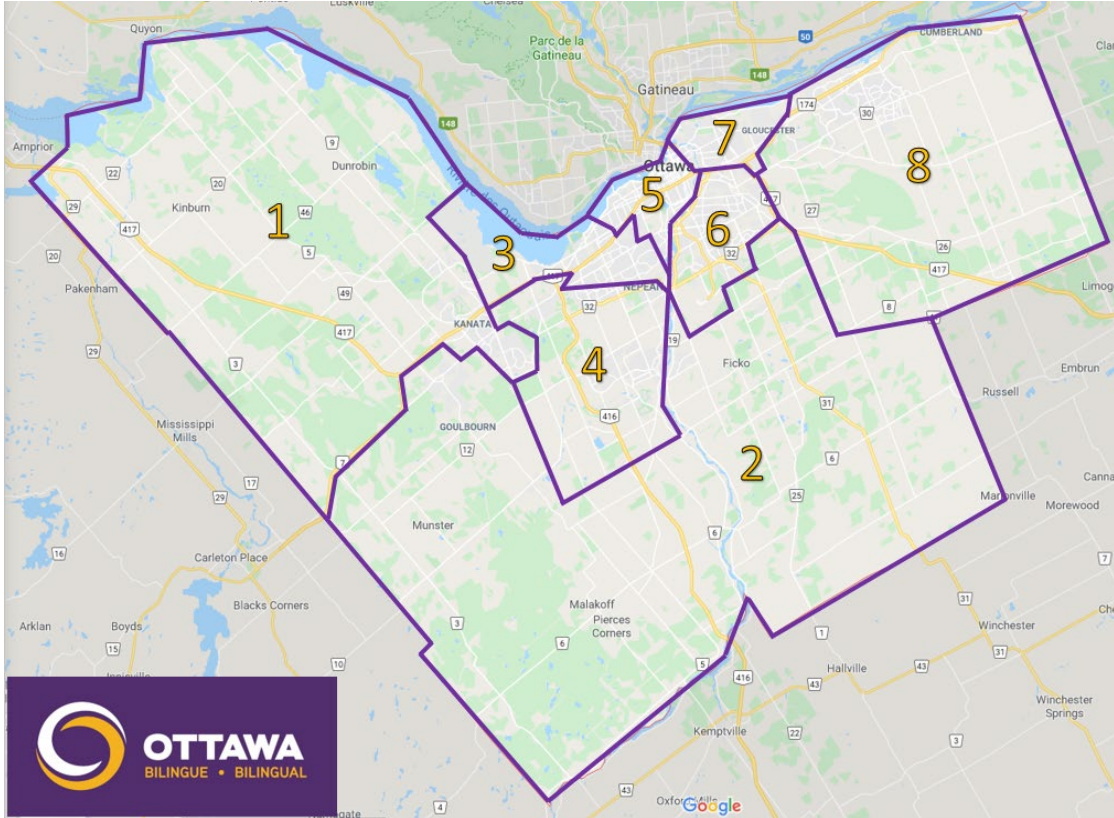
Mission, values and governance: (Max. 300 words) Explain the fundamental purpose of your activities and the way they are carried out.

Mandate: (Max. 200 words) Describe the products and/or services you offer the community.



STEP 2: PROJECT INFORMATION FORM

1. **Territory covered by the project:** Choose the main zone(s) that will see the greatest impact. Please choose the area according to the electoral map:



Source : Google Maps and Elections Canada

- City of Ottawa
- 1. Kanata-Carleton
- 2. Carleton
- 3. Ottawa West-Nepean
- 4. Nepean
- 5. Ottawa Centre
- 6. Ottawa South
- 7. Ottawa-Vanier
- 8. Orléans

2. **Project name:** Must reflect proposed project.
3. **Field(s) targeted by your project:** Please choose the main field(s) of intervention affected by your project.
4. **Short project description:** (*Max. 300 words*) Please describe your project's activities and demonstrate how your project will contribute to reaching the objective of the concerned field(s) of intervention.
5. **Skills and/or expertise needed to manage the project:** (*Max 150 words*) Demonstrate that the team has the skills and/or expertise needed to properly manage the project.
6. **Please select the targeted population(s) for your projects:** (Reminder: priority will be given to projects aimed at women, seniors, people with disabilities, LGBTQ+ communities, youth, postsecondary students, early childhood, First Nations, Metis and Inuit [FNMI] communities, Newcomers and Racialized communities).
7. **Projected impacts:** (*Max. 200 words*) Clearly explain the change you wish to see in the targeted population thanks to your project. The impact must satisfy at least one of the following results.
 - 1) Increased bilingualism across Ottawa as a whole;
 - 2) Better cohesion between francophone, FNMI, and anglophone communities in Ottawa;
 - 3) A more active, vibrant, inclusive and dynamic francophone community in Ottawa;
 - 4) An increase in bilingual services in Ottawa; and
 - 5) Increased dialogue and collaboration among the various key players in the Ottawa community.

8. **Objectives and performance measurement:** (Max. 50 words per objectives) Explain how you will measure the effects of your project in order to set and reach your objective's goals according to the following indicators:
- 1) Number of partnerships created;
 - 2) Number of direct participants (Participants who are directly involved in your activities) and indirect participants (Participants reached by your promotion) participants from official language groups in the activities.
 - 3) Feedback from participants on your activities;
 - 4) Number and nature of bilingual activities created and offered.
9. **Resilience of the project during the Covid-19 crisis:** (Max. 150 words) Explain how you will carry out your project despite the Covid-19 situation.

STEP 3: BUDGET

The budget must present the financial aspects. See section about eligible revenue and expenses.

STEP 4: UPLOAD DOCUMENTS

Please provide a copy of each of these documents:

- Letters patent, articles of incorporation or corporate registration with the government

This document must prove that the organization has been operating in Ottawa for at least a year. If you do not attach this document to your proposal before the deadline, your proposal may not be considered.

4. Report on funded project

All funding recipients must present a final report of activities explaining their progress in achieving the objectives listed in their proposal. This report must be presented at the end of the project on January 28th 2022.

5. Acknowledgement of financial support

If you receive funding for a project, you must publicly acknowledge, in French and English, the financial support you received from the Government of Canada, the Bilingual Ottawa program and ACFO Ottawa in all communication documents and promotional activities. Additional requirements may be stated in the grant agreement.

6. More information

An online portal will be available with resources such as the Application Process Guides, and FAQ and past resources that are still relevant. If you're not sure about your eligibility, if you have questions or if you need help writing your proposal, please contact Patrick Pharand, Bilingual Ottawa Project Manager, to discuss the eligibility criteria and the submission process.

PATRICK PHARAND

Bilingual Ottawa Project Manager

Email: ottawabilingue@acfoottawa.ca

Telephone: 613-744-8982 x 104

If you require technical assistance with the SurveyMonkey Apply platform, contact their technical support by clicking on the following link: <https://bit.ly/2XoqS01>