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Canada's Office of Consumer Affairs



2011-2012 Guide to submitting proposals to the Contributions Program for Non-profit Consumer and Voluntary Organizations

Office of Consumer Affairs
Industry Canada

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Section 1 - Introduction

1.1 Background

The Contributions Program for Non-profit Consumer and Voluntary Organizations (the Program) was established by the Office of Consumer Affairs (OCA) in order to support such organizations in the production of high quality, independent and timely research on consumer issues.

The overall goal of the Program is to strengthen the consumer's role in the marketplace through the promotion of sound research and analysis, and by encouraging the financial self-sufficiency of consumer and voluntary organizations.

Before submitting a proposal, it is recommended that you:

- 1) Review the projects currently funded under the Program:
<http://www.ic.gc.ca/eic/site/oca-bc.nsf/eng/ca02536.html>
- 2) Review the past projects funded under the Program. This information is located in the OCA Consumer Policy Research Database at: http://www.ic.gc.ca/eic/site/oca-bc.nsf/eng/h_ca02236.html

The potential areas of interest for 2011-2012 are published and are available at:
<http://www.ic.gc.ca/eic/site/oca-bc.nsf/eng/ca02484.html>.

1.2 How to Use this Guide

This guide explains the Program. Please read all sections of this guide before preparing your proposal.

- Section 2 outlines the Program's eligibility criteria and explains its funding structure;
- Section 3 describes how to prepare a proposal;
- Section 4 explains how the OCA evaluates proposals;
- Section 5 details the requirements under the Contribution Agreement;
- Section 6 explains the reporting and invoicing process;
- Section 7 provides information on eligible costs;
- Annexes 1-3 outline all questions contained in the Online Application System for each type of proposal;
- Annex 4 provides frequently asked questions pertaining to use of the Online Application System.

1.3 Contacting the Office of Consumer Affairs

Any inquiries regarding the Program and the related applications and proposals should be addressed to:

Pauline Pharand
Program Advisor
Office of Consumer Affairs
Industry Canada
235 Queen Street
Ottawa, Ontario K1A 0H5
Tel: 613-952-2771 Fax: 613-952-6927
Email: ContributionsProgram@ic.gc.ca

Section 2 – Program Overview

Please read this section of the guide carefully. It will help you understand the Program and whether or not you are eligible to apply.

2.1 Eligibility

Who is eligible?

Eligible recipients will be voluntary organizations that are incorporated as non-profit corporations in Canada and which can demonstrate that they:

- have a governance structure which assures accountability to a membership representing the consumer interest;
- have the structure, governance and funding arrangements which do not expose them to commercial influence on their research and policy positions;
- are capable of reaching consumers who are not members of the organization itself;
- are competent, credible, and accountable in carrying out the projects;
- are guided by objectives which are consistent with the program objective.

Who is not eligible?

Individuals and profit-oriented organizations are not eligible for support under the Program. Industry, trade and professional groupings are excluded from eligibility, as are representatives of business or commercial interests. Government departments, agencies and organizations, academic institutions and their associated research agencies, and political parties and organizations involved in partisan political activity do not qualify for Program support.

2.2 Types of Funding Available

Two types of funding are available under the Program: Research Project Contributions, and Development Project Contributions. The total Program budget is \$1,690,000.

2.3 Research Project Contributions

Research Project Contributions support sound research and analysis directed at consumer protection issues which are national in scope. They improve the capacity of consumer organizations to carry out such research and analytical activities.

Research projects aimed at supporting educational activities, conferences, workshops, exhibitions and promotional materials, magazines, guides, folders, web sites, training programs and the like are **not** eligible.

2.4 Development Project Contributions

Development Project Contributions are aimed at institution and capacity building for consumer and voluntary organizations, and fall into two categories:

- *Organizational Development Project Contributions* aim to strengthen an organization's capacity to diversify revenue sources and increase its level of self-sufficiency. Projects may include preparation of **multi-year business plans**, **feasibility studies** (including online services) and market analyses, or **pilot projects** for developing and producing products or services with the potential to generate long term revenues for the organization, or increase its visibility and/or the membership base.
- *Consumer Movement Development Project Contributions* aim to strengthen organizations' capacity to work collaboratively in the interest of Canadian consumers by developing joint plans and initiatives in the areas of policy research, analysis and development; by creating and implementing action plans to address issues of national concern; by making concerted international representations; and by establishing joint representation and communication initiatives with the public, with government, and with industry.

2.5 Program Budget Allocations

The amount of assistance will be that which, in the opinion of the Minister is required to ensure that the project proceeds successfully. The government assistance may not exceed the eligible costs supported. For more information on eligible costs, please refer to Section 4.

The maximum contribution per project is \$100,000. The maximum amount that can be awarded to a single organization per year is the sum total of \$500,000 for all projects undertaken.

2.6 Project Duration

Projects may span a period of weeks or months. One-year projects may begin no earlier than April 1 of any given year, and must be completed by March 31 of the following year, at the latest.

Occasionally a project may span two years. Two-year projects may start on April 1 of a given year, and must be completed by March 31, two years later, at the latest.

Section 3 - Preparing a Proposal

Once you have decided that your organization meets the requirements and limitations described in Section 2 of this guide, you can move on to the next step: preparing your proposal.

Proposals will be submitted to the OCA via its customized Online Application System only. No other formats will be accepted.

Important information on using the OCA customized Online Application System:

- Username/Password: Before submitting your proposal(s), you **must** have an Industry Canada username and password for your organization in order to access the Online Application System. Visit the Industry Canada Registration page to request this information: <https://strategis.ic.gc.ca/cgi-bin/allsites/registration-inscription/mainScreen.cgi> Note: please allow 24 hours for your new username and password to be activated before using the OCA Online Application System.
- Organizational password: We suggest that one person sets up a username and password and share them with all the staff in your organization who will be submitting proposals.
- Saving your proposal: The Online Application System will allow you to draft your proposals, save it at any time and return later to complete it, print it and submit it.
- Session time: If you are inactive for 1 hour or longer on the Online Application System, your session will terminate and you will lose your information. Please save your work regularly.
- Simultaneous editing of a proposal: Each proposal should only be opened/edited by one user at a time. Simultaneous editing could result in loss of content.

The Online Application System is available on the OCA website at the following address: http://www.ic.gc.ca/eic/site/oca-bc.nsf/eng/h_ca00175.html

3.1 Online Submission Requirements

There are three steps required in order to submit a proposal to qualify for consideration under the Program.

For your convenience, all questions contained in the online application process are annexed to this Guide (Annexes 1 to 3).

Throughout the application process, you will be asked to provide supporting documentation. If you do not currently have electronic versions of the supporting documentation that is needed (budget forecast, lobbyist declaration, budget, etc.), you may simply scan the hard copies and attach them. We accept the following image formats (BMP, JPEG, PDF and GIF).

Step 1 – Determine eligibility of your organization

This section is mandatory and only has to be completed once. This step helps organizations determine and confirm if they are eligible for funding under the Program. Once this step is completed and validated, then you will be able to complete Step 2 (Organization information).

Step 2 – Organization information

This section is mandatory and only has to be completed once. This section asks for the contact information for the organization, membership and donor information, publications details (e.g. magazine, newsletters or blogs).

It also requires the organization to make declarations regarding lobbying, values and ethics for public servants and conflict of interest. Organizations are asked to provide:

- assurance that, where lobbyists are utilized, they are registered in accordance with the *Lobbying Act* and that no actual or potential conflict of interest exists nor any contingency fee arrangement;
- assurance that no former public servant, who is not in compliance with the *Values and Ethics Code for the Public Service*, shall derive benefits from the contribution; and,
- assurance that no former public office holder, who is not in compliance with the *Conflict of Interest Act*, shall derive a direct benefit from the contribution.

Finally, all organizations must submit the following documents in order to complete this step:

- a copy of the incorporation documents;
- latest audited financial statement;

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- current year budget forecast;
- a background statement on the organization's aims, objectives and structure;
- the list of the current Board of Directors members; and
- the organization's by-laws.

The maximum file size accommodated on the network is **10 MB**. To ensure that the uploading process runs smoothly, please click "Save" after attaching each file.

Once this section has been completed and validated, then you will be able to submit as many proposals from your organization as you see fit.

Step 3 – The actual project proposal

Once step 1 and 2 have been completed and validated, then you will be able to submit proposals under your organization. You may submit as many as you like.

All proposals must include other sources of funding requested for this project (or a similar one), a project summary, a communications plan, a detailed work plan, and demonstrate the work plan's feasibility by showing it to be clear and realistic, with measurable objectives and time frames. Proposals should demonstrate the project team's ability to carry out the project and reach stated objectives. Proposals must indicate how the project will assist the organization in the fulfillment of its mandate, and how the project fits within the organization's overall business plan.

- Research proposals have 14 questions (see Annex 1);
- Organizational development proposals contain 6 questions (see Annex 2);
- Consumer movement development proposals contain 6 questions (see Annex 3).

Proposal budget:

All proposals must include a detailed budget. All eligible cost are described in Section 4 of this guide. As the Online Application System will let you attach a file for your budget, you can draft your budget in a Word or Excel document. If any contracts for services will be required for your projects, please ensure to clearly identify them (contractor's name, if available, and per diem, if relevant).

Save as you go:

Remember that the online application will allow you to draft your proposals, save it and return later to complete or revise it, print it and submit it.

Proposals have a maximum length:

Project proposals have an overall maximum in length. Each question/section will display their respective maximum number of characters allowed. For your convenience, a character count feature was added to the application in order to let you know in real-time how much space you have left. The character count feature of your word processing

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software might not render the same number as the one in the application. In case of disparity, the character count feature in the Online Application System will prevail. Please note that spaces and hard returns are counted as characters and add to your total number of characters.

Review your proposal before submitting:

Once your proposal is complete, all fields have validated and the proposal is ready for submission, you will be asked to review it ("Review before submitting" button). This will enable you to review it one more time before sending it to OCA for evaluation. Once you have submitted your proposal, no further changes are allowed.

Keep a record of your proposal:

You can print your proposal before you submit it. For your convenience, a PDF copy of your proposal will also be attached to the confirmation email.

Accessing your proposal after it is submitted:

After you have submitted your proposal(s) to OCA, you will still be able to access the Online Application System with your username/password. You will not be able to edit them but you will be able to view and print them.

3.2 Application Deadline

Applicants have until **noon Pacific Time** (e.g. 3 pm Ottawa time), **December 10th, 2010** to submit their proposals.

Incomplete or wrongly formatted proposals will not be assessed. Proposals sent by fax or email or via any other format will **not** be accepted.

3.3 Confirmation of Receipt

A confirmation email along with a PDF copy of your proposal will be sent to you (the person identified in Part A of the proposal) for each proposal received by OCA. Please keep the confirmation email for your records.

Section 4 - Eligible Costs for Projects

Eligible costs for contributions will be those costs that are incurred by the recipient and which, in the opinion of the Minister of Industry, are reasonable and required to carry out the eligible activities to which they relate. Only costs that are reasonable and which relate directly to the eligible activities will be allowed.

Project eligible costs fall into two categories: Part A and Part B. Eligible costs listed under Part A are considered to be direct costs chargeable to the project. **Eligible costs listed under Part B can be claimed for research projects only**, and comprise indirect costs that may be chargeable to the project. Up to 15 percent of the total eligible costs for the project supported under Part B can be comprised of rent and overhead expenses.

4.1 Part A – Direct Project Costs for Research and Development Projects

These include:

- salaries and benefits (salaries and benefits of employees working on the project – please specify the per diem for each person working on the project);
- contract for services (for research, data collection, surveys, special assistance, contract employees, etc. – please clearly identify the type of service, and the name of the contractor – if available);
- travel expenses (for persons working on the project);
- materials (includes office supplies, printing, postage);
- accounting (bookkeeping and audit fees relative to the contribution only);
- other – please specify (related to project's objective only; can include translation of executive summaries and the final report, methodology review of project results and final report, communication activities, etc.).

4.2 Part B – Indirect Costs for Research Projects only

These include:

- rent and utilities (office rental, hydro, heat, telephone, etc.);
- equipment and use (rental of office equipment specifically requested in the project proposal and approved by the department — may include computer equipment);
- other (related to project's objective only; can include liability insurance).

Section 5 - Assessment

Organizations compete for Program funding, and applicants should bear in mind the competitive nature of the application process. All proposals for funding are reviewed in accordance with the general program objectives as well as the specific eligibility criteria of the particular type of funding sought.

5.1 Assessment Criteria

OCA assesses **research** proposals for:

- relevance, importance and timeliness of a consumer issue,
- methodology,
- capability of the research team and,
- **communications planning.**

Organizational development proposals are assessed on:

- the ability of the organization to reach self-sufficiency by proposing either a multi-year business plan, a feasibility study or a pilot project.

Consumer movement development proposals are assessed on:

- the organizations' capacity to work collaboratively on policies to represent the best interest of Canadian consumers and communicate their efforts to the media.

5.2 How Proposals are Evaluated

Each proposal is scored on a total of 100 points and ranked by overall score, from highest to lowest.

The evaluation process comprises the following steps and factors:

- All proposals are evaluated by policy analysts of OCA, and other relevant departments, and agencies as appropriate.
- Proposals dealing with financial issues are also evaluated by the Financial Services Advisory Committee (composed of representatives from the Financial Institutions Division of Finance Canada, the Financial Consumer Agency of Canada (FCAC), and OCA).
- Proposals are evaluated according to the overall criteria laid out in section 3.1 (Step #3 of the Online Application System) and section 5.1.

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- If the OCA receives multiple proposals addressing the same issue, it will contact the project leaders to discuss possible options (e.g. collaboration, or evaluating each proposal separately, based on best value for money).
- The evaluations of all proposals as well as specific comments from the evaluators are reviewed by the OCA Program Management Committee composed of the Director General, the Director of Consumer Policy, the Director of Consumer Services and Outreach and the Contributions Program Advisor.
- Before making final recommendations, the Program Management Committee examines:
 - the consistency and accuracy of scoring in the evaluations by internal and external reviewers,
 - relevance to proposed policy making,
 - the capacity of the organization to deliver, make effective use of, and communicate results, and
 - capacity building in the consumer movement.
- The Program Management Committee will make the final decision on which proposals are accepted.
- Organization directors will be notified of the status of their proposals when the evaluation process is complete in April 2011.

Section 6 - Background on the Requirements under Contribution Agreements for Funded Projects

This section outlines useful information about obligations stated in all Contribution Agreements drawn for funded projects under the Program. This information can also be useful when developing your project proposals.

Once a proposal is accepted to receive funding, OCA will prepare the Contribution Agreement (e.g. a funding agreement) between the recipient and Industry Canada. This agreement "is a written agreement or documentation constituting an agreement between the Government of Canada and an applicant or a recipient setting out the obligations or understandings of both with respect to one or more transfer payments"¹.

Once signed by the recipient and Industry Canada, the Contribution Agreement terms cannot be changed or modified without the consent of both parties. Any such change must be recorded as an official amendment to the Agreement.

¹ Treasury Board of Canada Secretariat (2009). *Policy on Transfer Payments*. Available at: <http://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=13525§ion=text>

6.1 Language Requirements

Executive summaries of all final reports constitute information for the general public and are **required to be in both French and English**, except for development projects.

It is strongly suggested to have the final research report translated in both languages and posted on your website. This facilitates and improves the dissemination of research project results to various audiences and stakeholders. Translation costs are allowable expenditures under the Program, and should be requested in project proposals. For further information please visit: <http://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=12515>

6.2 Methodological Review Requirements – Third Party

Organizations conducting surveys and/or data analysis are required to submit a brief independent review of the validity of the research project's methodology, conclusions and recommendations by a qualified methodologist.

OCA recommends that the methodologist be retained and consulted on the methodology at the project design stage, consulted as necessary during the project and engaged in the final report preparation. **Organizations must take into account the methodologist's comments before finalizing the project report.**

The methodologist must be an **independent third party** (e.g. academics), unaffiliated with the organization concerned. The organization must provide evidence that the methodologist has appropriate qualifications and experience to assess the validity of the research methods employed in relation to the subject matter of the study. Please note that OCA will not accept a methodologist review unless fully satisfied that the methodologist has the required relevant expertise and qualifications to review the project results and the final report. Organizations are strongly encouraged to submit to OCA for review and approval the name and qualifications of the methodologist before he/she is hired.

6.3 Audit Requirements

Organizations receiving project contributions may be required to submit an audited statement of all expenses related to the funded project.

For organizations receiving \$100,000 or more in project contributions in any given year, audits will be required for each of the projects funded under the Program in that fiscal year.

For organizations receiving less than \$100,000 but more than \$40,000 in project contributions in any given year, an audit may, at the discretion of OCA's Director General, be required for each of the projects funded under the Program in that fiscal year.

For organizations receiving \$40,000 or less in project contributions in any given year, audits will not be required for the projects funded under the Program.

Project audit fees are allowable expenditures under the Program and should be requested in project proposals.

Section 7 - Reporting and Invoicing for Funded Projects

This section contains information about reporting and invoicing for funded projects. This information can also be useful when developing your project proposals.

7.1 Reporting and Invoicing Requirements

By signing a Contribution Agreement, an organization agrees to submit a fully completed and signed Progress Reports and/or meet specific pre-determined expectations and Financial Reports, as scheduled and outlined in the Contribution Agreements, for the duration of the project.

OCA staff will compare and analyse Progress Reports against the project's detailed work plan and/or pre-determined performance expectations contained in the signed Contribution Agreement, and must be satisfied that the terms of the Agreement are met, before payments are made.

OCA reserves the right to request that an organization submit interim work for review (e.g. draft report, preliminary bibliography, draft interview guides, etc.). The Progress Reports should be complete and detailed to allow analysts to efficiently monitor the progress and /or changes throughout the duration of your project.

Organizations are required to provide a Communications Report at the end of each project with the final report. The report should present the results of all the communications efforts undertaken or to be undertaken as part of the project and with the final report.

For example:

- details on the distribution of the final report and the impact of final project results, more specifically, the number of final report and/or executive summaries distributed, to whom,
- media coverage (press clippings, radio and telephone interviews, etc.),
- number of presentations to stakeholders, if any,
- impact of internal communications efforts, and
- impact of external communications efforts (partners, other stakeholders).

7.2 Final Reports

All final project reports and bilingual executive summaries (PDF or Word format) are to be **submitted electronically only** to OCA (no paper copies required).

Annex 1 – Research Project Questions

All questions are mandatory.

Project Proposal Title

Other Requested Source(s) of Funding:

Please identify all sources of funding related to the proposal (or similar topic) that you are seeking funding for from the OCA Contributions Program. If you have received or are applying for project funding with any other federal, provincial or territorial government department or agency, please provide the name of the source, the current status, date, amount and project title for the funding.

- Source (Level of government and name of department or agency):
- Title:
- Status: Pending, Refused or Approved
- Date requested:
- Amount:

A - The Applicant

- Completed By:
- Telephone:
- Email:

B - Project Summary

Provide a concise description of the project that can be used for the Contribution Agreement. The description should include:

- Research to be undertaken (including consumer issue to be addressed)
- Brief description of the methodology
- Expected outcomes
- Summary of key project tasks and milestones
- Summary of communication efforts

(4000 characters) approximately 1 Page(s)

C - The Proposal

Relevance, Importance and Timeliness of the Issue

1. Demonstrate how there is a pressing need to address or explore this issue at this time and that project results will be available in time to input into the decision making process (legislative/regulatory review, task force, consultation, etc.).

(2000 characters) approximately 1/2 Page(s)

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2. Demonstrate how the consumer issue identified and described is a policy priority relevant to a government department, and/or ministry, and/or agency.

(1000 characters) approximately 1/4 Page(s)

3. Describe the importance of the consumer issue with salient facts (e.g. number of complaints received over the years; recent media coverage; analysis, etc.).

(1000 characters) approximately 1/4 Page(s).

4. Provide a summary or references of relevant research to date in support of additional research on the consumer issue to be addressed; Or, if a new emerging issue, describe what steps were taken to verify that no research has been done on the matter.

(2000 characters) approximately 1/2 Page(s).

5. Demonstrate how project results will enhance relevant previous research work of academics, consumer and voluntary organizations, and/or other stakeholders (government and industry). If it is a new emerging consumer issue, demonstrate how the proposed research opens a new field of research and area of expertise.

(1000 characters) approximately 1/4 Page(s).

6. Identify relevant stakeholders who will participate and/or be consulted to provide expertise/views on the issue, and/or information on recent studies, and/or means of addressing the issue

(1000 characters) approximately 1/4 Page(s).

Methodology, Capability, and Cost

OCA recommends that a methodologist be retained and consulted on methodology at the project design stage, consulted as necessary during the project, and then engaged in the final project evaluation.

7. Demonstrate how the research question(s) defined in the proposal make it possible to address the issue from the consumer's perspective

(2000 characters) approximately 1/2 Page(s)

8. Demonstrate how the proposed methodological/theoretical approach is appropriate to address the issue from the consumer's perspective.

(2000 characters) approximately 1/2 Page(s).

9. Provide a detailed work plan which clearly presents the required actions to be undertaken, key milestones, and the chronological sequence of tasks to thoroughly implement the methodology and address the question from the consumer's perspective (e.g. quarterly breakdown of research activities to be undertaken, etc.).

(4000 characters) approximately 1 Page(s).

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10. Demonstrate that the project research team is qualified and capable of producing quality work, and where necessary, it will hire qualified contractors (e.g. with specific expertise such as survey, focus groups, etc.) to do the work.

(2000 characters) approximately 1/2 Page(s).

11. Provide the projected costs required to undertake the project

Please attach a budget breakdown of expenses. Also provide details of project cost/resources committed to the project by your organization or by other individuals or organizations in addition to the amount requested under the Program. Both direct and indirect costs are acceptable for research projects. Up to 15 percent of the total eligible costs supported can be comprised of indirect expenses. Direct cost include:

- salaries and benefits (salaries and benefits of employees working on the project);
- contract for services (for research, data collection, surveys, special assistance, contract employees, etc.);
- travel expenses (for persons working on the project or for the Board of Directors when project approval is sought from the Board);
- materials (includes office supplies, printing, postage);
- accounting (bookkeeping and audit fees relative to the contribution only);
- other (related to project's objective only; can include translation, methodology review of project results and final report, etc.).

Indirect cost include:

- rent and utilities (office rental, hydro, heat, telephone, etc.)
- equipment and use (rental of office equipment specifically requested in the project proposal and approved by the department - may include computer equipment); and
- other (related to project's objective only; can include liability insurance).

Please use the above headings to classify your direct costs: Salaries and Benefits, Contract for Services, Travel, Office Supplies, Accounting and Other. Indirect costs can be classified as Rent and Public Utilities, Equipment and Usage and Other.

Please attach your projected cost document (Excel or Word format). 1 document only.

Communications

12. Provide a detailed communications plan and describe how your plan will provide well defined and clear objectives to inform relevant interested stakeholders of project results

Organizations are required to provide at the end of the project a Communications Report on the distribution of the final report and the impact of final project results, more specifically, the number of copies of the final report and executive summary distributed, to whom, media coverage (press clippings, radio and telephone interviews, etc.); and, the number of presentations to stakeholders, if any.

(4000 characters) approximately 1 Page(s).

13. Demonstrate the relevance of the target audience as presented in your communications plan.

(1000 characters) approximately 1/4 Page(s).

14. Show how the release strategy presented in your communications plan is effective in both increasing awareness of the research issues and of your organization

(2000 characters) approximately 1/2 Page(s).

Annex 2 – Organizational Development Questions

All questions are mandatory.

Project Proposal Title

Other Requested Source(s) of Funding:

Please identify all sources of funding related to the proposal (or similar topic) that you are seeking funding for from the OCA Contributions Program. If you have received or are applying for project funding with any other federal, provincial or territorial government department or agency, please provide the name of the source, the current status, date, amount and project title for the funding.

- Source (Level of government and name of department or agency):
- Title:
- Status: Pending, Refused or Approved
- Date requested:
- Amount:

A - The Applicant

- Completed By:
- Telephone:
- Email:

B - Project Summary

Provide a concise description of the project that can be used for the Contribution Agreement.

The description should include:

- Activity to be undertaken
- Expected outcomes
- Summary of key project tasks and milestones
- Summary of communication efforts

(4000 characters) approximately 1 Page(s).

C - The Proposal

What type of organizational development project are you submitting?

- Pilot Project
- Feasibility Study
- Multi-Year Business Plans

To complete your project proposal please answer each of the following questions:

1. How, and why will undertaking this project increase the organization's ability to:

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- Better fulfill its mandate? and/or
- Increase its visibility and membership? and/or
- Reach greater self-sufficiency?

Explain why undertaking this activity will help your organization reach its long term self-sufficiency strategy. If funds are requested to undertake a feasibility study, please justify why the product or service was selected for the feasibility study (Was it identified in your business plan as a potential source of revenue? What makes you think it has revenue potential? etc.). If funds are requested for a pilot project, please demonstrate the viability of the product or service under consideration (e.g. feasibility study, analysis of demand, projection of costs and revenues).

(8000 characters) approximately 2 Page(s).

2. Provide a detailed work plan which clearly presents the required actions to be undertaken, key milestones, and the project's time frame. Are they reasonable for the scope of the project?

Provide a quarterly breakdown of project work, and demonstrate how project work will make it possible for the organization to increase its membership capacity and/ or reach greater self-sufficiency.

(4000 characters) approximately 1 Page(s).

3. Why is it important to undertake this development activity? Why at this time? Is it part of your business plan / long term self-sufficiency strategy?

(4000 characters) approximately 1 Page(s).

4. Who will be actually be doing the work? What are the qualifications of the project team to undertake this work and reach project objectives?

Who in your staff or which consultant will do the project work and write the report? Why were they selected? Please provide the name(s) of the person(s); and, a brief description of their qualifications to undertake such work. Be prepared to provide upon request recent previous examples of their work.

(4000 characters) approximately 1 Page(s).

5. Provide the projected costs required to undertake the project

Please attach a budget breakdown of expenses. Also provide details of project cost/resources committed to the project by your organization or by other individuals or organizations in addition to the amount requested under the Program. Note that Development contributions are provided **only for direct costs** associated with the development-related activities. See below for a description of direct costs: These include:

- salaries and benefits (salaries and benefits of employees working on the project);
- contract for services (for research, data collection, surveys, special assistance, contract employees, etc.);
- travel expenses (for persons working on the project or for the Board of Directors when project approval is sought from the Board);
- materials (includes office supplies, printing, postage);
- accounting (bookkeeping and audit fees relative to the contribution only);
- other (related to project's objective only; can include translation, methodology review of project results and final report, etc.).

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Please use the above headings to classify your direct costs Salaries and Benefits, Contract for Services, Travel, Office Supplies, Accounting and Other.

Please attach your projected cost document (Excel or Word format). 1 document only.

6. Provide a communications plan for your organization with clear measurable objectives and demonstrate how this plan will make it possible for the organization to increase its membership capacity and/ or reach greater self-sufficiency.

(4000 characters) approximately 1 Page(s).

Annex 3 – Consumer Movement Development Questions

All questions are mandatory.

Project Proposal Title

Other Requested Source(s) of Funding:

Please identify all sources of funding related to the proposal (or similar topic) that you are seeking funding for from the OCA Contributions Program. If you have received or are applying for project funding with any other federal, provincial or territorial government department or agency, please provide the name of the source, the current status, date, amount and project title for the funding.

- Source (Level of government and name of department or agency):
- Title:
- Status: Pending, Refused or Approved
- Date requested:
- Amount:

A - The Applicant

- Sponsoring Consumer Organizations
- Lead Organization that will Administer the Contribution Agreement:
- Completed By:
- Telephone:
- Email:

B - Project Summary

Provide a concise description of the project that can be used for the Contribution Agreement.

The description should include:

- Activity to be undertaken (including roles of key organizations)
- Expected outcomes
- Summary of key project tasks and milestones
- Summary of communication efforts

(4000 characters) approximately 1 Page(s).

C - The Proposal

To complete your project proposal please answer each of the following questions:

1. How will undertaking this project strengthen the Canadian consumer movement? Why? Explain why it is important for the Canadian consumer movement that the participating organizations work collaboratively on this issue, collaborative structure, etc.

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(4000 characters) approximately 1 Page(s).

2. Why is it important for the Canadian consumer movement that participating organizations work collaboratively on this issue at this time? What event, regulatory review, etc. justifies investing time and money to address the issue collectively, undertake a common communication strategy, etc.?

(4000 characters) approximately 1 Page(s).

3. Which organization or organizations will have the lead, provide financial management, and accountability? What will be the contributions of each of the organizations participating in this project? How were they chosen? Why is their participation essential? Who will do the project work (among the sponsoring organizations, and/or outside participants or consultants)?

Demonstrate that there is a structure to provide project direction, financial management and accountability. Demonstrate that participating organizations have the expertise required to address the issue and the capacity to work together to reach project objectives. Were the right organizations selected? Please provide the name(s) of the person(s); and, a brief description of their qualifications to undertake such work. Be prepared to provide upon request recent previous examples of their work.

(8000 characters) approximately 2 Page(s).

4. Provide a detailed work plan which clearly presents the required actions to be undertaken, key milestones, and the project's time frame. Are they reasonable for the scope of the project?

(4000 characters) approximately 1 Page(s).

5. Provide a communications plan for this project with clear measurable objectives and demonstrate how this plan will strengthen the consumer movement in Canada

(4000 characters) approximately 1 Page(s).

6. Provide the projected costs required to undertake the project

Please attach a budget breakdown of expenses. Also provide details of project cost/resources committed to the project by your organization or by other individuals or organizations in addition to the amount requested under the Program. Note that Development contributions are provided **only for direct costs** associated with the development-related activities. See below for a description of direct costs: These include:

- salaries and benefits (salaries and benefits of employees working on the project);
- contract for services (for research, data collection, surveys, special assistance, contract employees, etc.);
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- other (related to project's objective only; can include translation, methodology review of project results and final report, etc.).

Please use the above headings to classify your direct costs: Salaries and Benefits, Contract for Services, Travel, Office Supplies, Accounting and Other.

Please attach your projected cost document (Excel or Word format). 1 document only.

Annex 4 – Online Application Q&As

I cannot access the “Add new proposal” button as it’s greyed out. Why is that?

The “Add new proposal” button can only be available and activated if Step 1 and 2 are complete and validated.

My postal code is truncated...

Please enter your postal code with the following format: A9A9A9 – without any space.

What should I put in the Membership Information section?

This section asks eligible organizations to enter their membership details. For example, do you have individual, institutional or academic members? If so, please identify each category of members along with their respective fees (how much it cost them each year) and how many members are in this category.

I attached documents in the Declarations and Required Supporting Documentation sections and it takes a long time to save. Why is that?

It is possible that you exceeded the maximum file size limit. Make sure that the combined file sizes uploaded in those sections is less than 10 MB. To ensure that the uploading process runs more smoothly please click "Save" after attaching each file.

I submitted a proposal but have not received the confirmation email yet. How can I ensure my proposal was sent to OCA?

The confirmation email is sent to the email address entered in Part A (The Applicant) of each proposal. If you have not received the confirmation email within one hour of submitting your proposal, sign in to the application and check that your proposal's status shows “Submitted to OCA”. Then verify the email address (are there any errors?). If the email was not sent to the correct address, you can always print the proposal from the Online Application System.

When I paste content into a text box in the Online Application System, the character count on the text box is different from document from which I copied the content – why?

The Application’s character count feature takes into account all spaces and hidden characters, including hard returns. If there is a difference between the Online Application System and the one included in your word processing document, the Online Application’s count will prevail. It is always a good practice to remove unwanted spaces as this can help lower the character count.