Max Bell Foundation
Proposal Format

Project Title:

Contact Information:
- Name, Job Title
- Organization Name
- Organization Street Address
- Charitable Registration Number
- Telephone #
- Email Address

> Our process for assessing proposals includes having them reviewed by external experts. We ask them to comment on the need for the proposed work, the logic of the proposed project, how likely it is to inform a public policy decision, and the proposed budget. Your proposal should include a level of detail that will enable reviewers to critically assess it.

Summary

Please reproduce the answers to 1a and 1b you provided in your Letter of Intent, and update them if necessary.

<u>1a) Desired Public Policy Change</u>

What change(s) to public policy will the project help create? Please be as specific as you can. As a reminder, our working definition of public policy is:

> Public policy refers to official decisions that guide the activities of governments at the local, municipal, provincial, or federal levels.
>
> For example, public policy decisions can be expressed as legislation, resolutions, regulations, by-laws, appropriations, court decisions, etc.
>
> Public policy refers not only to decisions, but also the programs and administrative practices undertaken by governments.

up to 500 words

1b) Problem Definition

If that change to public policy were to happen, what social and/or environmental problem would be addressed? Who is impacted by the problem, and how? Where possible quantify your answers.

> For example:
>
> 1a) Reduce the speed limit on residential streets by 20%.
>
> 1b) The number of motor vehicle accidents on residential streets would be reduced by 10-15%, significantly reducing risks of physical harm to all residents, reducing damage to property, and reducing cost pressures on automobile insurance.

up to 500 words

Context

Help us better understand the problem you seek to address and the public policy context around it.

1. What has led your organization to focus on this particular social / environmental problem?

2. What public policies are currently in place that respond to this problem? What is known about the effects of these policies? What do we know (or believe) about how they are succeeding and failing? What's wrong that could / should be fixed?

3. To what extent is there a "policy window," and how do we know? (We think of a policy window as an opening in the public policy-making process that creates the possibility for influence over the direction and outcome of that process).

up to 1000 words

Help us better understand your organization.

1. What is your organization's
   - mission/purpose
   - number of employees
   - annual revenues and expenditures

2. When was the organization founded?

3. Have we worked together in the past? If yes, please identify the year(s) and project(s)

4. Please briefly describe your track record in doing public policy advocacy.

5. Please identify the key strengths of your organization that qualify it to undertake this project.

up to 500 words

(The following two questions may or may not apply)

6. If the project is focused on inquiry or research, please include a short summary of the relevant research literature.

7. If the project is focused on delivering and assessing a pilot or demonstration project, please:
   - include a summary of similar and related projects undertaken in Canada and in other relevant jurisdictions,
   - identify the primary beneficiaries of the project (e.g., 300 school children; 10 seniors; etc.)

up to 1000 words

Project Logic

Help us understand the strategy that will "connect the dots" between the activities you plan to do and the public policy change you seek.

1. Please provide us with either a logic model or a theory of change. It can be as sophisticated as you like, but at a minimum:

   - a logic model should show activities, outputs, outcomes, and impact(s).
   - a theory of change should show both causally-linked outcomes as well as the interventions you plan.

2. In either case, please identify the important assumptions behind your project logic.

3. In either case, please include the public policy change as one of the outcomes.

> There are many online resources available to inform the development of either a logic model or theory of change. We have found the following to be helpful:
>
> https://www.theoryofchange.org/pdf/TOC_fac_guide.pdf
>
> https://wkkf.issuelab.org/resource/logic-model-development-guide.html

Evaluation

<u>Formal evaluation</u>

Max Bell Foundation's minimum requirement for tracking outcomes is explained below, but many projects will go beyond that and include a formal evaluation as part of the project design. If an evaluation is part of the proposed project, tell us, to the extent possible:

1. What kind of evaluation is planned (e.g., developmental; process; outcomes; summative; etc.)?
2. What are the key evaluation questions?
3. What indicators do you expect to use?
4. How will data be collected and interpreted?
5. Who will conduct the evaluation? How will it be reported, and to whom?

<u>Outcomes tracking framework (Max Bell Foundation's minimum requirement)</u>

All projects funded by Max Bell Foundation are required to develop and use an outcomes tracking framework. Once a grant is made, Foundation staff collaborate with partners to refine a framework for incorporation into the regular progress reporting on the grant.

Please propose a project outcomes tracking framework. The framework should be:

- useful for understanding the project's progress toward achieving its outcomes,
- practical, and
- efficient.

It should consist of (a) identification of the key outcomes the project aims to generate; and (b) a small number of indicators that will measure progress toward achieving them.

Please use the following format:

Outcome A
Indicator 1
Indicator 2
Indicator …

Outcome B
Indicator 1
Indicator 2
Indicator …

The specific contents of the outcomes framework will vary considerably depending on the project. Strictly for example: outcomes could include things like "a regulatory change is made" or "decision makers and system actors have given serious consideration to the options this project generated." Indicators could include things like "number of meetings with senior public servants" or "assessment by stakeholders of the quality of the consultation process."

Personnel

Identify the names (if possible), roles, and qualifications of the personnel to be involved in the proposed project, whether inside your organization or in a partner organization.

Project Participants

If applicable, name other organizations (including contact persons) who will collaborate on the proposed project.

Work plan

Provide a work plan indicating what activities will take place, when, and by whom. The following format may be useful.

DATE	PERSON(S) RESPONSIBLE	ACTIVITY	OUTPUT/DELIVERABLE
January – March 20XX	Principle Investigator	Develop survey instrument, pre-test instrument, secure permissions required, and administer survey to 500 persons	Published report on survey results
March – April 20XX	…	…	…

Method

Only if inquiry/research is an element of the project plan, describe the methods that will be used (e.g., "participatory action research" or "systematic review of randomized controlled trials," etc.). Where appropriate, justify the methods you plan to use as compared to alternative methods.

Communications Strategy

Describe how each of the key outputs/deliverables will be communicated. The following format may be helpful:

COMMUNICATION OBJECTIVE	SOURCE	CHANNEL	AUDIENCE(S)	MESSAGE	TIMELINE
Example: "To educate the audience about X."	Example: "The executive director of	Could include: face-to-face meeting, scholarly	Example: "Business leaders in the	Summarize the content of the message as	Indicate when the communica

	the organization. "	journal, seminar presentation, web, conference presentation, media release, trade journal, etc.	province of XX with a proven record of support for charitable activity."	well key features of its style.	tion will occur.
Objective 2: ...	...	...	...	...	...
Objective 3: ...	...	...	...	...	...

Referees

Please provide the names and **complete** contact information (name, title, mailing address, telephone, and email) for 3 or 4 individuals who have the expertise required to review the content of your proposal. Please do not contact these individuals to request their review; Foundation staff will contact reviewers and manage the external review process. Please note Foundation staff will identify 3-4 additional individuals to review your proposal.

Budget

Using the “sample budget” excel spreadsheet, provide a budget for the entire project, showing where you propose the funds requested from Max Bell Foundation would be allocated. Name the other funding organizations that have been approached, and indicate their status regarding this proposal in terms of "awaiting response," or "committed."

For all personnel, indicate the full time equivalents that will be allocated to this project. For example: “Project Director (0.75 FTE)” indicates the project director will spend 75% of their full-time employment on this project.

The following are Max Bell Foundation’s guidelines for budgets and financial reporting. If this project is funded, the budget you propose will be the basis for your financial reporting requirements.

Guidelines for Budgets

Line Item Definitions

Each budget or financial statement should include only those line items which are applicable and necessary. Additional line items may be added.

Personnel - Gross salary and benefits related to staff on the proposed/funded project. Include full-time equivalents (FTEs) for all personnel.

Contracts - Payments made to consultants and/or subcontractors who provide services necessary to the project. Include all expenses reimbursed, including salaries, office expenses, travel, etc.

Office Expenses - Expenses directly attributable to the proposed/funded project. Please explain the calculations that lead to this figure.

Travel - Project-related travel expenses, including economy class flights, taxis, hotels, meals, mileage reimbursements, and registration fees.

Communication - All expenses related to the communication of information about, progress on, and results of the proposed/funded project.

Disbursement/Statement Periods

The Foundation typically makes disbursements and requires updated financial statements each six months. Subsequent disbursements are made based on satisfactory progress on project milestones and on receipt of financial statements showing no significant surplus in the project account.

Max Bell Foundation funds allocation

For many projects, Max Bell Foundation funds in collaboration with other supporters. The narrative that accompanies the proposed budget/financial statement should indicate where in the budget/statement Max Bell Foundation funds will be/have been allocated.

Carryover Funds

It may happen that, for a disbursement/statement period, the amount of a disbursement exceeds the amount expended on items to which Max Bell Foundation funds are allocated. If this surplus is more than ten thousand dollars, the next disbursement will not be made until the Foundation receives an updated statement showing that the surplus has been drawn below ten thousand dollars.

Budget Variations

As the project progresses, all budget line item variations in excess of 10% must be approved in advance by the Foundation staff. In the event that a project is under budget near the end of the grant period, a written request for a time extension may be submitted to the Foundation to allow sufficient time to expend the total grant.

Indirect Costs

The Foundation supports only those expenses directly attributable to a particular project. Distribution of directly attributable costs may, in some instances, require proration. This is acceptable providing there is a reasonable justification given for the method of prorating costs.

Separate Accounting

The grantee should separately account for revenues and expenditures on the project supported by the Foundation's grant funds. The financial statements submitted to the Foundation should be prepared from this separate account.

Supporting Documentation

All expenditures funded with Foundation disbursements should be supported by receipt, invoice, salary approval/timesheet, payroll register, or journal entry documentation. This documentation should be maintained by the grantee and available to the Foundation upon request.