



## Women for Nature Incubator Project Guidelines

### Background

[Nature Canada](#) is the oldest national nature conservation charity in Canada. Its mission is:

**To protect and conserve nature in Canada by engaging  
Canadians and by advocating on behalf of nature.**

Nature Canada is a [voice for nature](#) through its advocacy programs; partners with volunteers to monitor [birds](#) and other key species and care for critical natural habitat sites; and actively [connects youth](#) and families to nearby urban nature.

[Women for Nature](#) is a network of professional women from across Canada who champion Nature Canada's work and act as ambassadors for its mission and vision. We recognize it takes personal commitment and hard work by many people across networks to protect and conserve nature. We believe that by working together we will be more effective in our efforts to save wildlife, protect habitat and inspire young leaders for nature.

### Women for Nature Incubator Projects

Women for Nature welcomes and encourages members of the network to use their leadership and their initiative to influence, inspire and educate Canadians about nature. More specifically, Women for Nature will support members from within the network to self-organize and take leadership on incubator projects that advance key priorities related to:

- Biodiversity conservation;
- Engagement of youth in nature and as future leaders; and
- Informing government policies.

Through these incubator projects we are seeking to motivate more Canadians to enjoy, protect and advocate for nature.

### Funding of Incubator Projects

*For 2017, Nature Canada has allocated \$15,000 to support Women for Nature incubator projects. Of that amount, \$10,000 has been allocated to the Mentorship project currently under development. This leaves \$5,000 available to support additional projects.*

Nature Canada will provide seed funding of up to \$5,000 per project for Women for Nature incubator projects. The intent of the funding is to provide initial support for selected projects for up to one year.

If funding is required beyond the first year, members are encouraged to secure ongoing funding from other sources. Members may resubmit projects for a second year of funding; however there is no guarantee that a second year of funding will be granted.

## **Eligibility**

All members of Women for Nature are eligible to propose an incubator project for review and funding.

All projects must fall within Nature Canada's mandate; must relate to one or more of the three key priority areas identified by Women for Nature; must occur within Canada; and must adhere to CRA spending guidelines for charitable organizations.

## **Application and Review Process**

*Our goal is to provide support to select projects early in 2017 to coincide with Canada's 150<sup>th</sup> anniversary to celebrate the role that nature plays in our culture and identity of Canadians.*

*Women for Nature incubator project guidelines and a project proposal template will be posted on the website and circulated by email to all members in the fall of 2016.*

*For 2017, recognizing that a number of incubator projects are currently under development, project proposals may be submitted in whatever format is most convenient. We would ask, however, that they cover the information requested in the project proposal template.*

*A Selection Committee will be struck to review and select project proposals. The suggested composition of the Selection Committee is 3- 5 members of Women for Nature, 1 member of the Nature Canada Board of Directors and 1 Nature Canada staff member.*

*Any member of Women for Nature sitting on the Selection Committee must excuse herself from decisions regarding any project proposal that she has submitted.*

*Project proposals will be reviewed early in 2017 for funding after April 1, 2017.*

Women for Nature incubator project guidelines and a project proposal template are posted on the [Women for Nature section](#) of the Nature Canada website. Completed applications should be forwarded to Jodi Joy at the address below:

Jodi Joy  
Director of Development | Directrice du développement  
Nature Canada 300-75 Albert Street, Ottawa, ON K1P 5E7  
jjoy@naturecanada.ca  
613-562-3447 ext. 239 | 1-800-267-4088

Incubator project proposals will be reviewed by a Selection Committee.

## **Evaluation Criteria**

The Selection Committee will review and select incubator projects for funding based on the following criteria:

- Relevance to the mandate of Nature Canada;
- Alignment with the themes identified as key priority areas by Women for Nature;
- Potential impact and benefits of the project;
- Potential reach of the project; and
- Completeness and clarity of the project proposal and budget.

The Selection Committee may decide to fund all or part of the amount requested. Funding is contingent upon availability of funds from Nature Canada.

## **Release of Funds**

April 2017 onwards

## **Final Report**

All projects are expected to submit a final report that provides a brief recap of the project and an assessment of how successful the project has been in achieving its intended objectives. The final report should be submitted to Jodi Joy upon completion of the project. A final report template will be provided to the leaders of selected incubator projects.

It is expected that any unused funds remaining at the conclusion of a project will be returned to Nature Canada to support future projects.