

Table of Contents

1. Key Terms.....	4
• Demand-driven employment	4
• Flexible funding	4
• Innovation	4
• Lived or proximate experience	4
• Systems change	4
2. Eligibility	4
Who is eligible to apply for this funding opportunity?	4
We are looking for organizations that approach their work with:	5
What ideas fall outside of the scope of this funding opportunity?	5
How do you define “immigrant and refugee communities”? Do you place any restrictions on the population served?	6
My organization is a government entity. Can we apply?	6
Can organizations outside Canada apply?	6
My organization already received a grant from the WES Mariam Assefa Fund. Can we apply?	6
We previously applied for funding from WES Mariam Assefa Fund and were unsuccessful, can we still apply?	6
We used to be WES Mariam Assefa Fund grantee partner but no longer are. Can we still apply?	6
3. Application Portal	6
How do I submit an application?	6
How do I create an account in SurveyMonkey Apply?	7
Can we download the application questions?	12
Do all browsers work well with SurveyMonkey Apply?	12

How do I add additional members to Organizations and Applications in SurveyMonkey Apply?	12
What do I do if I have further questions regarding SurveyMonkey Apply?	14
4. Application Details.....	14
Can an organization submit more than one application?	14
What if our organization has multiple sites? Should we submit one application per site or one application for all sites?	14
Can we submit an application with another organization?	14
Can a group of three or more entities apply in partnership?	15
[updated] When is the Employer Practices Letter of Intent due?	15
Will there be another opportunity to submit an LOI in 2022?	15
5. Video Submission	15
The LOI form includes a video submission. Is this required?	15
Can I submit a video instead of written responses to the application questions?	15
I receive an "Unsupported format" error when I try to add a link to a YouTube video into my application form. How do I add a YouTube link to my application?	16
6. Evaluation Criteria.....	16
What criteria will you look at to select funding recipients?	16
How will applications be evaluated and selected?	16
7. Key Dates.....	16
[updated] When can I expect to hear about the status of my application?	16
8. Award	17
What type of funding should I apply for - general operating support for my organization or funding for a specific program / project?	17
What is the grant amount that my organization can expect to receive?	18
What is the duration of the grant period?	18
What are the benefits of becoming a funding recipient of the WES Mariam Assefa Fund?	18

What are the reporting requirements for funding recipients?

18

WES Mariam Assefa Fund Frequently Asked Questions

Canada Funding Opportunity: Employer Practices

Last updated on July 19, 2021

The WES Mariam Assefa Fund seeks proposals to identify promising solutions that can improve employer practices in Canada and engage employers in the economic integration of immigrants and refugees. You can read more about the issues we seek to address through this funding opportunity [here](#).

1. Key Terms

Below is how we define the following terms, found throughout these FAQs, in the context of this funding opportunity:

- **Demand-driven employment:** Training/employment programs built around employer and labor market needs with direct engagement of employers – to enable workers to more easily enter sectors that are growing and in need of workers to fill jobs.
- **Flexible funding:** Risk-tolerant grant funding that can shift as needed to test and demonstrate the impact of innovative, earlier stage, and/or less proven concepts. Flexible funding covers indirect costs and allow partners to make changes without submitting formal requests, while still working toward a strategic project goal.
- **Innovation:** To be innovative, your idea may include applying a new approach to a problem (or an existing approach in a new context), making a change in your practice to expand impact or reach, or creating a new product, tool, or framework.
- **Lived or proximate experience:** Personal knowledge about the communities their organization serves and direct experience or knowledge of the issues they seek to address.
- **Systems change:** Systems change is about addressing the root causes of social problems, which are often complex, interconnected, and a result of structures, power, and/or mental models. In the context of the Fund's work, one example of systems change work is addressing the ways in which educational and labor market systems contribute to discrimination against and the structural exclusion of immigrants and refugees who are looking for good jobs or seeking to advance in their careers. For those interested in delving into systems change, we encourage you to explore the [resources](#) developed by FSG.

2. Eligibility

Who is eligible to apply for this funding opportunity?

You are eligible to apply if you are:

- A social impact-focused organization (charity, nonprofit, social enterprise, mission-driven for-profit, or fiscally sponsored organization), whose work is aligned with at least one of the WES Mariam Assefa Fund's four impact goals:

- Build the case for solutions that advance **equitable economic mobility** for immigrants and refugees
- Deepen the bench of **leaders from immigrant communities and communities of colour**
- Accelerate the uptake of **worker-centred innovations**
- **Grow the movement** to foster welcoming, inclusive, and equitable workplaces and communities
- Registered and doing work in Canada, or based outside of Canada but leading work in Canada.
- Committed to ensuring immigrant and refugee workers can access good jobs, achieve their career goals, and participate in inclusive, equitable economies and labour markets.
- An organization whose leadership team and staff reflect the communities you serve and bring lived experience from immigrant and refugee communities and communities of colour.
- Not currently receiving funding from the WES Mariam Assefa Fund. Organizations with active grants are not eligible for this opportunity; however, organizations that previously submitted a funding application but were not selected and past grantee partners are welcome to apply.

We are looking for organizations that approach their work with:

- **A systems change mindset.** You consider how your work can lead to structural changes in the way employers are engaged in the integration of immigrants and refugees.
- **A learning orientation.** You consider how the lessons from your work can be shared more broadly and impact the policies and/or practices of other service providers, training institutions, employers and policymakers.
- **Innovation.** You think about how to test new solutions or pivot existing solutions to improve employer practices, drive better employer engagement, and build more meaningful demand-led partnerships with employers.
- **An intersectional lens.** In the way you design, implement, and evaluate your efforts, you seek to meet the needs of workers facing multiple barriers to economic mobility, including racism, ableism, sexism and other biases.
- **Workers' voices at the centre.** Your work is designed and implemented with workers' perspectives at the heart of your approach. You work with employers to ensure the voices of jobseekers and employees are reflected in workplace culture, talent practices, and business practices.

What ideas fall outside of the scope of this funding opportunity?

We will not consider:

- Incremental expansion of existing programs (e.g., increasing the number of a program's participants).
- Programs designed in isolation, without meaningful employer or worker engagement.
- One-off programs with limited potential for learnings that could be shared more broadly and lead to system change and/or replication.
- Research projects without actionable recommendations, dissemination, and stakeholder engagement activities.



- Scholarships and grants to individuals.

How do you define “immigrant and refugee communities”? Do you place any restrictions on the population served?

The WES Mariam Assefa Fund takes an inclusive approach to defining immigrant and refugee communities. We are open to receiving ideas that focus on specific immigrant populations without permanent status (e.g., undocumented immigrants, temporary workers, international students that are part of the workforce, etc.).

My organization is a government entity. Can we apply?

Yes, as a partner organization, but not as a primary applicant. The primary applicant will still need to be a charity, nonprofit, social enterprise, mission-driven for-profit, or fiscally sponsored organization.

Can organizations outside Canada apply?

Yes, organizations that are based outside of Canada are eligible to apply; however, their proposal must focus on work to serve communities in Canada.

My organization already received a grant from the WES Mariam Assefa Fund. Can we apply?

Organizations with active grants with the WES Mariam Assefa Fund are not eligible.

We previously applied for funding from WES Mariam Assefa Fund and were unsuccessful, can we still apply?

Yes!

We used to be WES Mariam Assefa Fund grantee partner but no longer are. Can we still apply?

Yes!

3. Application Portal

How do I submit an application?

The application will become available on May 18, 2021 and must be submitted through **SurveyMonkey Apply**, our online portal. **Paper applications and applications sent by email will not be accepted.** To help you prepare your application, you can preview the **application form**.

To be able to submit your application you will first need to create an account in SurveyMonkey Apply and complete all required tasks within your application. Additionally, you will need to ensure that you've verified your email.

A Banner will appear within your portal until you've verified your account. Click to Send Verification Link and follow the instructions sent in the email.

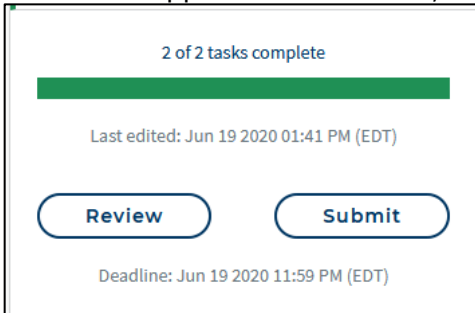
⚠ Your email address has not been verified!

You will not be able to submit applications or complete certain tasks until you have verified your email address

[Send verification link](#)

Once all tasks are complete, submit your application by performing the following steps:

1. Within the application to submit, select Review & Submit

A screenshot of a web application interface. At the top, it says '2 of 2 tasks complete' next to a green progress bar. Below this, it says 'Last edited: Jun 19 2020 01:41 PM (EDT)'. There are two buttons: 'Review' and 'Submit'. At the bottom, it says 'Deadline: Jun 19 2020 11:59 PM (EDT)'.

2. **Review** application materials
3. Once you've reviewed all your completed tasks, you can click to **Submit Your Application**.

Following the review of LOIs, selected organizations will be invited to submit a full proposal. The full proposal questions are included in the application form linked above. See below for further details regarding the full proposal process, timeline, and key dates.

How do I access SurveyMonkey Apply?

If you have never created a SurveyMonkey Apply account for the WES Mariam Assefa Fund before, you may access SurveyMonkey Apply [here](#) and then click on "Register." You will first need to create an account in order to access the application. For further information about registering, please see the FAQ below, "How do I create an account in SurveyMonkey Apply?".

If your organization has already created a SurveyMonkey Apply account, please log in using your current SurveyMonkey Apply account (the same account you used to apply for previous grants from us). If you are unsure if your organization already has an account or you need to retrieve your login information, please reach out to Zenia Dacio-Mesina (zdaciomesina@wes.org) if you need to retrieve your login information.

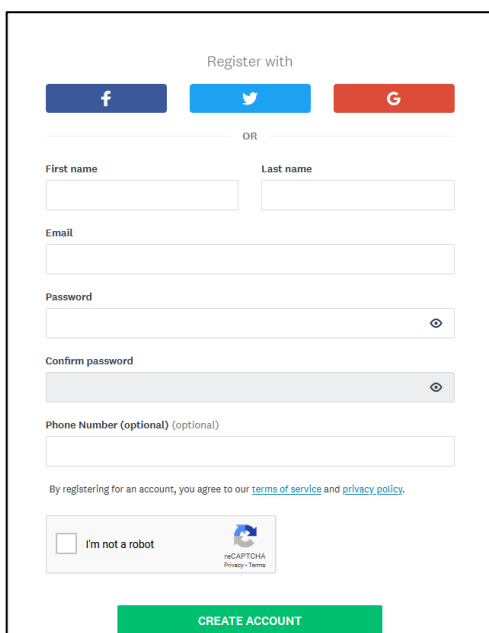
How do I create an account in SurveyMonkey Apply?

1. Go to the SurveyMonkey Apply login page [here](#).
2. Click on "Register" in the upper right hand of your screen.

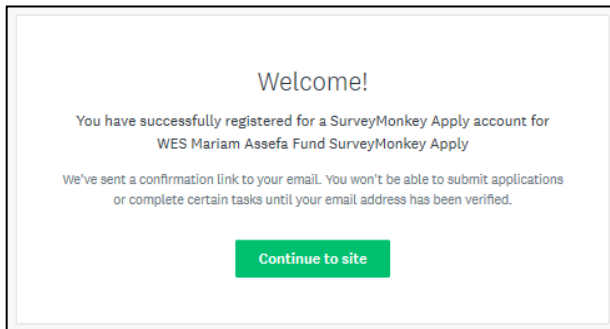


3. Choose to Register using a **Social Media Account** (Facebook, Google, Twitter) or Choose to Register to **SurveyMonkey Apply**.
 - a. Selecting a Social Media Account redirects to that platform to complete your registration
 - b. Complete the Registration page to register to SurveyMonkey Apply.
 - c. For further information about registering, please see [here](#).

4. Click **Create Account**.



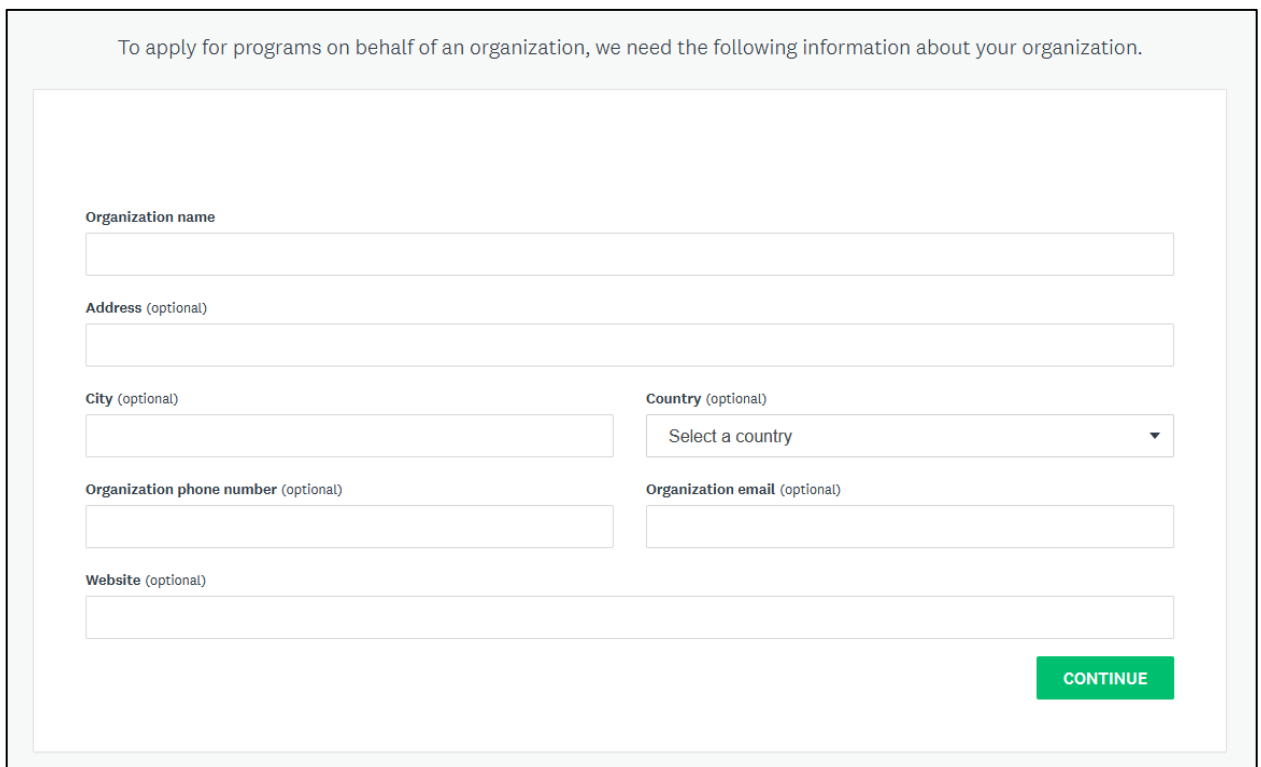
5. Once you register, you'll see this Welcome message – Click on 'Continue to site'



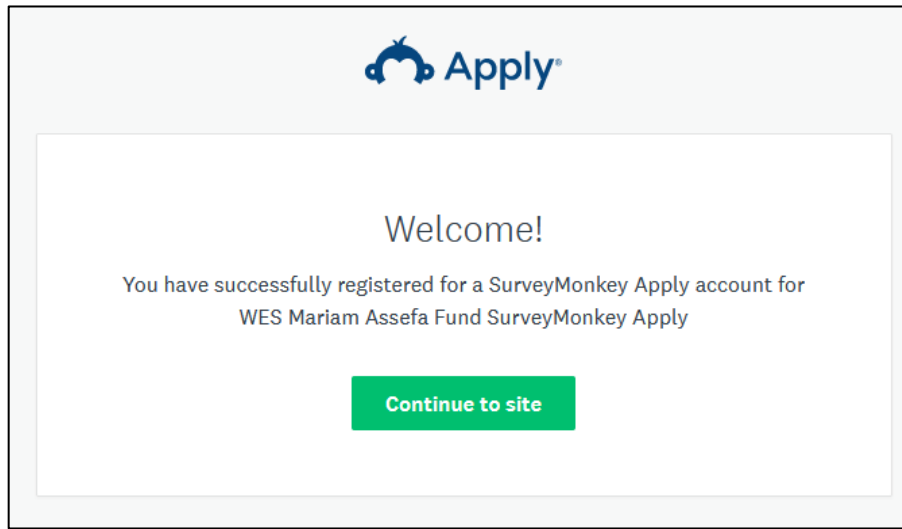
Note: If you chose to register to SurveyMonkey Apply, you will receive an email to validate your SurveyMonkey Apply account and verify your email address. Click on the link to validate your account and access SurveyMonkey Apply.

6. You will then be asked to enter information regarding your organization.

Note: only one person should register per organization. If you want others to be added to your organization, please see below, "How do I add additional members to Organizations and Applications in SurveyMonkey Apply?"

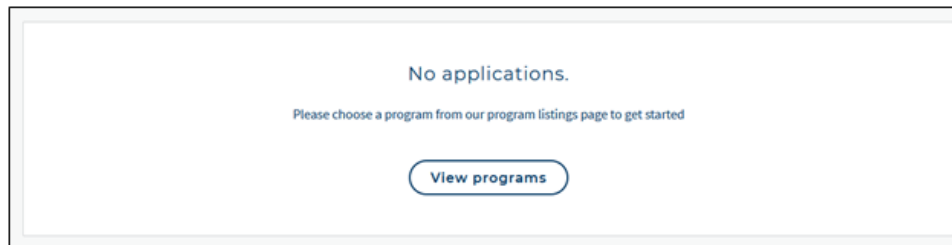
A screenshot of a form titled "To apply for programs on behalf of an organization, we need the following information about your organization." The form contains several input fields: "Organization name" (a single-line text box), "Address (optional)" (a single-line text box), "City (optional)" (a single-line text box), "Country (optional)" (a dropdown menu with "Select a country" as the placeholder), "Organization phone number (optional)" (a single-line text box), "Organization email (optional)" (a single-line text box), and "Website (optional)" (a single-line text box). A green button labeled "CONTINUE" is located at the bottom right of the form.

7. Once you complete the organization information, you have successfully registered for a SurveyMonkey apply account!

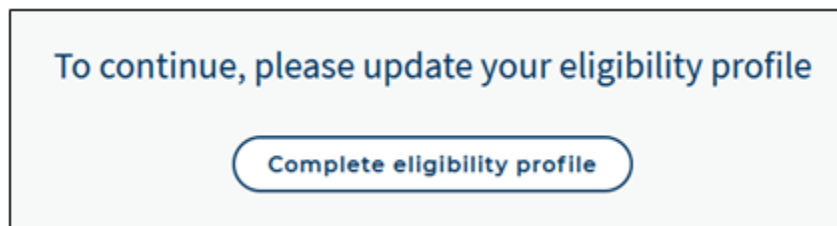


How do I access the application?

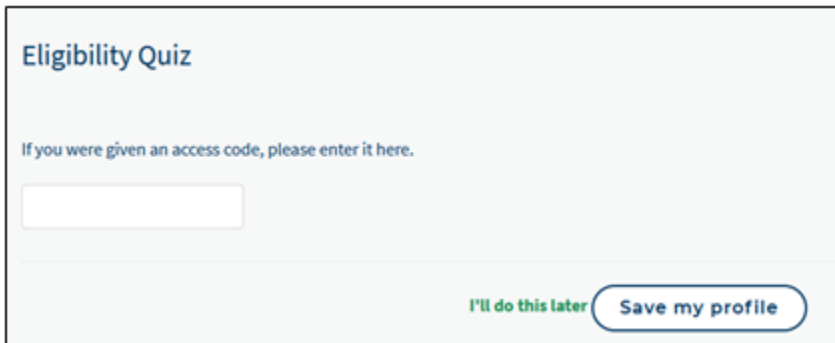
1. Once you have registered for SurveyMonkey Apply, you will see this window. Click on **View Programs**:



2. Next, click on **Complete eligibility profile**. If you do not see this screenshot, go to step 5a.



3. If you were given a code, enter that next and click on **Save my profile**. If you were not given a code, leave that section blank and click on **Save my profile**.

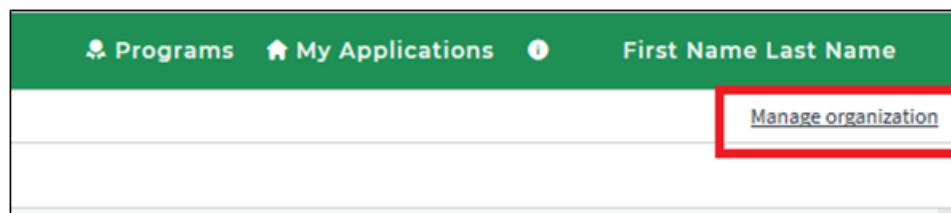


Eligibility Quiz

If you were given an access code, please enter it here.

I'll do this later [Save my profile](#)

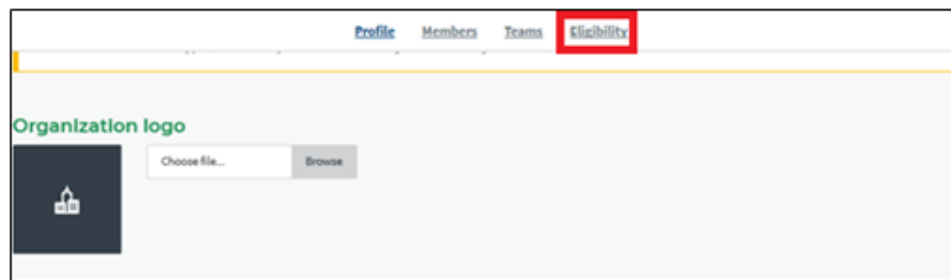
4. The Programs page will refresh and you will see the programs you are eligible to apply to.
5. If you need to update the access code or do not see the screenshot from step 2 above:
 - a. Click on **Manage organization** in the upper right corner



Programs My Applications First Name Last Name

[Manage organization](#)

- b. Then **Eligibility** at the top of the page

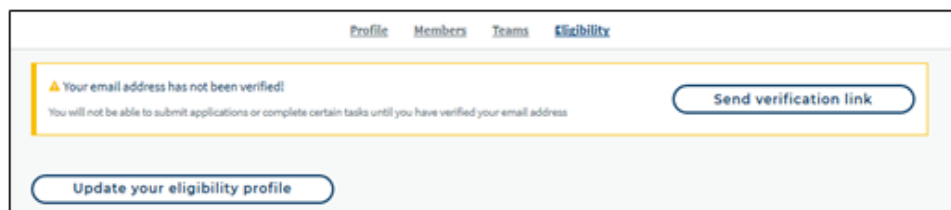


Profile Members Teams **Eligibility**

Organization logo

Choose file... Browse

- c. Then **Update your eligibility profile.**



Profile Members Teams **Eligibility**

⚠ Your email address has not been verified!
You will not be able to submit applications or complete certain tasks until you have verified your email address

[Send verification link](#)

[Update your eligibility profile](#)

- d. Enter your access code, then 'Save my profile'



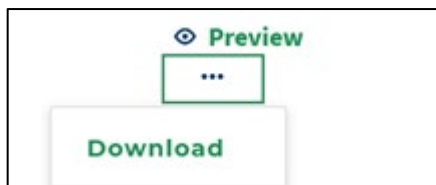
You should now see any programs that are accessible by access code only in the Programs page. Please disregard any 'DRAFT' programs that may appear, as those are for testing purposes only.

Can we download the application questions?

If you do not have a SurveyMonkey Apply account, you can preview and download the **application form**.

If you have a SurveyMonkey Apply account, you may download the application itself before you submit or your responses to the application once you submit, if you want to keep it for your records.

Once you log into SurveyMonkey Apply and open your application, you will see three dots on the right of the page, right next to the word "Preview". If you hover over the three dots, you will see the "download" option (see screenshot below). Please note that certain multiple-choice questions might appear differently depending on the answer you provide.



Do all browsers work well with SurveyMonkey Apply?

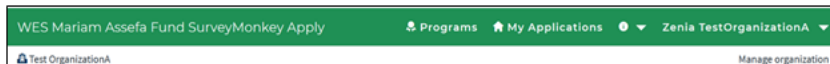
Yes, however Mozilla Firefox and Google Chrome offer a better site experience.

How do I add additional members to Organizations and Applications in SurveyMonkey Apply?

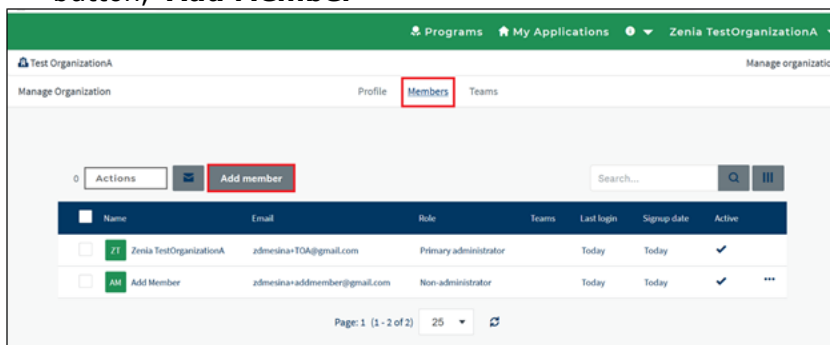
Note: Only one person per organization should register for an account. This person is the Primary Administrator for that organization and will add additional members to their organization in SMAppl. The Organization Primary Administrator can be changed once additional members are added to the organization.

a. To add additional organization members to an organization

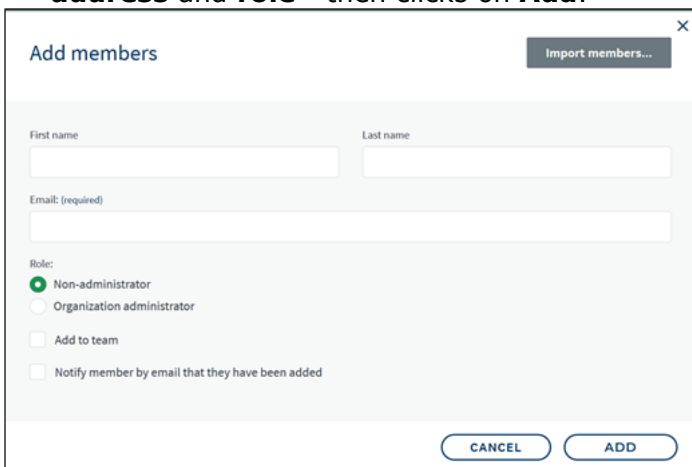
1. **Organization Primary Administrator** logs into SMAppl and clicks on the 'Manage Organization' link in the upper right corner.



2. **Organization Primary Administrator** clicks on **Members**, then the grey button, 'Add Member'



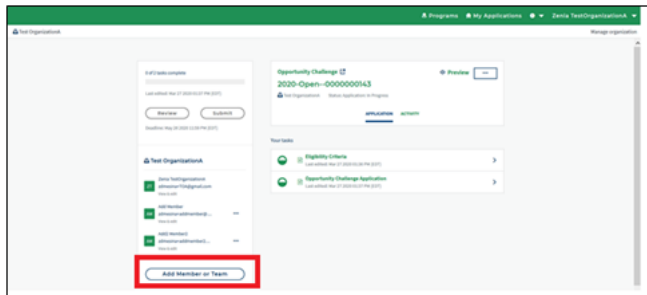
3. **Organization Primary Administrator** completes the information for the member to be added to SMAApply – **First Name, Last Name, Email address and role** - then clicks on **Add**.



4. If the **Organization Primary Administrator** chooses the '**Notify member by email that they have been added**', the new member will receive an email and a link to join SurveyMonkey Apply. If they are new to SurveyMonkey Apply, they will need to enter a username, which is the email address the invitation was sent to, and a password. If they already have an account, they can enter their existing credentials or click on 'Forgot your password?' link and follow the steps to setting a new password. In order for the new member to have access to an application, the **Organization Primary Administrator** needs to add them to the application (see below).

b. To add additional members to an application

1. **Organization Primary Administrator** first adds an organization member. (see steps above for "To add additional organization members to an organization")
2. **Organization Primary Administrator** navigates to application.
3. On the left side, click on the button to '**Add Member or Team**'

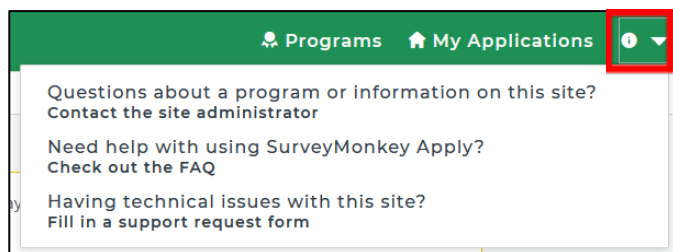


4. The names of organization members will be listed in the pop-up window. Click on the name of the organization member added in step 1. The **Organization Primary Administrator** will be able to change the roles of the members by clicking on the three dots next to each members' name.

What do I do if I have further questions regarding SurveyMonkey Apply?

If you are having trouble logging into SurveyMonkey Apply, you can contact Zenia Dacio-Mesina at zdaciomesina@wes.org or the SurveyMonkey Apply helpdesk at <https://wes.smapply.io/helpdesk/>. You can also view SurveyMonkey Apply's Help Center article on [How to Request Login Assistance](#) for their requirements when requesting login assistance.

If you are logged into SurveyMonkey Apply, in the upper right corner of your screen is an Information icon. Click on that and a menu will appear which will provide three options.



4. Application Details

Can an organization submit more than one application?

No, each organization should submit only one Letter of Intent at a time.

What if our organization has multiple sites? Should we submit one application per site or one application for all sites?

You should submit one application for all the sites and indicate how funding would be distributed among the sites, if at all.

Can we submit an application with another organization?

Yes. Organizations may – and are encouraged to – submit an application together. While the primary applicant must be a charity or nonprofit, secondary applicants in a partnership may be any type of organization, including individuals.



However, if a partnering application receives an award, the award will be distributed to the primary applicant, who will serve as a single eligible entity that will have the legal responsibility and authority for the use of the award and that will exercise direction, control and supervision of the proposed project. Ask us if you have any questions!

Can a group of three or more entities apply in partnership?

Yes, assuming all other eligibility criteria are met.

[updated] When is the Employer Practices Letter of Intent due?

The application portal for this funding opportunity in 2021 is now closed. We will begin accepting letters of intent (LOIs) for 2022 funding in early September 2021 and will share more details [here](#). **Subscribe to our email list** to be notified with the 2022 portal re-opens.

For the 2021 round of funding, the LOIs were due on June 30th, 2021, by 11:59 pm Eastern Time. Notifications to applicants will be sent by email in late August 2021 - either to decline funding or to provide instructions to submit a full proposal online.

LOIs received between early September 2021 and November 1, 2021 will be reviewed in the fall cycle (for grants in 2022). For this second round, notifications to applicants will be sent by email in mid-December 2021 – either to decline funding or to provide instructions to submit a full proposal online in early 2022.

Will there be another opportunity to submit an LOI in 2022?

Yes, we are launching this application as a permanent feature on our site to diversify the way we find new ideas and meet potential partners. The themes for the 2022 open application have yet to be determined.

5. Video Submission

The LOI form includes a video submission. Is this required?

No, the video is **completely optional** and is meant to reduce applicant burden and provide another way for applicants to tell us about themselves and share their vision in another format.

There is an *optional* question in the Letter of Intent form to share any other information not captured elsewhere in the application regarding your organization, initiative, community served, or anything else that you believe will help in our evaluation of your request. You can provide this information via text (300 words max) and/or via video. If you opt to make and submit a video, it should be brief (maximum 60 seconds) in which you introduce yourself and describe your initiative. Reviewers will review the videos for content, not for production value.

To be clear, this video is not expected to be of professional quality; we prefer seeing a new video made on a smartphone versus a higher quality video made for another purpose.

Can I submit a video instead of written responses to the application questions?

No. Although the video is optional, the written responses to the application questions are required.

I receive an “Unsupported format” error when I try to add a link to a YouTube video into my application form. How do I add a YouTube link to my application?

Please be sure to add the full URL to SurveyMonkey Apply, and not the “share” or abbreviated video link (the abbreviated links will contain a “.” inside of the word, i.e. “youtu.be”). The abbreviated video links will lead to the “Unsupported format” error. To find the actual URL of your video, access the video on YouTube, copy the full link from the URL browser bar, and paste that into the application form.

6. Evaluation Criteria

What criteria will you look at to select funding recipients?

Applications will be reviewed using the following evaluation criteria:

- **Vision:** Does the initiative put forth a compelling vision for the advancement of immigrants and refugees?
- **Informed by Workers and Employers:** To what extent is the initiative informed by and responsive to the needs of employers, as well as the needs of immigrant and refugee workers?
- **Systems-change Impact:** What impact is the initiative striving to achieve and how timely is it? To what extent could this initiative contribute to systemic change?
- **Innovative:** Does the initiative propose a new or improved approach to addressing the challenge/problem identified?
- **Potential for Learning:** Would the initiative result in learnings useful for the field, including models for replicability and scale?
- **Partnership Orientation:** Does the team leading the initiative authentically and intelligently collaborate with partners, when appropriate, to increase the initiative’s capacity, reach, and/or impact?
- **Implementation:** Do the initiative’s leaders understand the key considerations and resources required to successfully execute the envisioned work?

How will applications be evaluated and selected?

Applications will be reviewed during the timelines indicated below by Mariam Assefa Fund staff and our external review committee based on the selection criteria. Selected organization will then be invited to submit a more detailed application, including budget details, and meet virtually with Fund staff to discuss their proposals. Awards will be announced in late October.

7. Key Dates

[updated] When can I expect to hear about the status of my application?

For our 2021 funding round (LOIs received between May 18 – June 30, 2021), LOI notifications – either to decline funding or to provide instructions to submit a full proposal online – will be sent via email in late August 2021. For those invited to submit a full proposal, final funding notifications will be sent in late October.



For our 2022 funding round (LOIs received between early September 2021 – November 1, 2021), LOI notifications will be sent via email in mid-December 2021. For those invited to submit a full proposal, final funding notifications will be sent in early March 2022.

Below are all of the key dates for this funding opportunity:

2021 Funding

LOI Due	By June 30, 2021
LOI Review: Fund Staff and External Review	July – August 2021
Application Notifications: Declinations or Invitation to Submit Full Proposal	Late August 2021
Full Proposals Due (if invited to submit)	Late September 2021
Full Proposal Review: Fund Staff and Board	Late September – Early October 2021
Virtual Interviews with Applicants	Early/Mid-October 2021
Final Notifications	Late October 2021
Anticipated earliest start date	December 1, 2021

2022 Funding

LOI Due	By November 1, 2021
LOI Review: Fund Staff and External Review	November - December 2021
Application Notifications: Declinations or Invitation to Submit Full Proposal	Mid-December 2021
Full Proposals Due (if invited to submit)	Late January 2022
Full Proposal Review: Fund Staff and Board	Late January – early February 2022
Virtual Interviews with Applicants	Mid-February 2022
Final Notifications	Early March 2022
Anticipated earliest start date	April 1, 2022

8. Award

What type of funding should I apply for - general operating support for my organization or funding for a specific program / project?

If the work of your organization as a whole is aligned with one of the focus areas of this funding opportunity, we will consider a request for general operating support. If the work of your organization is broader and you are seeking support for one of your organization's projects that is aligned with the focus areas of this funding opportunity, then you should request funding for that specific program/ project.



What is the grant amount that my organization can expect to receive?

Most grants awarded through the open application will range from CAD150,000 to CAD200,000 for the whole duration of the project. In exceptional circumstances, grants of up to CAD300,000 will also be considered.

What is the duration of the grant period?

Proposed time period for funding is one to two years. Projects that require longer than two years or less than one year are not eligible.

What are the benefits of becoming a funding recipient of the WES Mariam Assefa Fund?

Organizations that receive funding will join our grantee partner community. Through our community of partners, we aim to share resources and learnings, make connections, and provide capacity-building, technical assistance, and communications.

The Fund provides flexible funding for projects and general operating support for organizations that we fund.

What are the reporting requirements for funding recipients?

If your organization is approved for funding, you will discuss reporting requirements with the Fund staff. To date, we have not asked grantee partners to use a specific reporting template and have required partners to share two reports during the grant period: interim and final narrative and financial reports. Partners can repurpose reporting materials utilized for other funders. Any additional deliverables or reporting for the grant will be identified and agreed upon mutually by the funding recipient and Fund team. As part of our **equity, diversity, and inclusion efforts**, we will also collect optional demographic data from our partners.

If you have additional questions, please reach out to fund@wes.org. We are happy to answer your questions and aim to respond to all inquiries within 48 hours. Questions submitted to fund@wes.org will also be added to this FAQ document on a weekly basis.