



Manitoba Council for International Cooperation

**Guide for Funding Applications
to the
Manitoba Government Matching Grant Program
Development Fund
2023 - 2024**

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Table of Contents

Section I: Introduction	3
Section II: The Development Fund.....	3
Section III: Information on MCIC.....	4
MCIC’s Mission Statement.....	4
MCIC’s Guiding Principles	4
Sustainable Development Goals:.....	8
Gender Equality Marker:.....	9
Section IV: Public Engagement	11
Section V: Eligibility for Funding	12
Levies.....	12
Submission Deadline.....	12
Project Start Date.....	13
Matching Funds.....	13
Multi-Year Projects/Programs	13
Section VI: Selection Process and Evaluation	14
Section VII: Reporting Requirements.....	15
Final Report.....	15
Final Report Templates.....	15
Interim Report.....	15
Section VIII: Monitoring and Evaluation	16
Monitoring	16
Evaluation	16
Appendix 1: 2023 – 2024 Agency Allocations.....	17
Explanation of Allocation Calculation	18
Appendix 2: Public Engagement: Impacting Manitobans on Development Issues	18

Section I: Introduction

This guide has been designed to help your organization prepare a Development Fund application to MCIC. If you have any questions or comments about the application, please contact MCIC's International Program Coordinator at mgmgp@mcic.ca or phone at 204-987-6420.

Electronic copies of the Funding Guide can be emailed to organizations. The Guide can also be downloaded as .pdf and the Application Form as both .pdf and word document from MCIC's website mcic.ca. Hard copies of the Guide are available by request from mgmgp@mcic.ca.

Please note:

- **Project applications must be in the format described in this guide and must address all areas/questions.** Applications that are not in the prescribed format or which do not respond to all questions will be returned.
- **Project applications may not exceed 15 pages in length.** If project applications are longer than 15 pages in length they will be returned to the member organization by the International Program Coordinator.
- Members are required to submit their applications through email in a .pdf or Word format.
- **When your project submission is received by MCIC you will be contacted within 5 business days to confirm receipt and assigned a project number. Please use that number in any correspondence with us related to the project.**

Section II: The Development Fund

The Development Fund is a portion of the **Manitoba Government Matching Grant Program (MGMGP)**. The Government of Manitoba has generously supported international development through this fund since 1975.

MCIC defines development as a long term process promoting community involvement in designing and implementing projects to address and improve chronic and structural problems in all areas of individual and community life. The majority of the MGMGP funds are disbursed in this category. The fund is available to MCIC members only. The total Development Fund budget for the current year's allocations can be found in Appendix 1.

Here are MCIC guidelines to remember if you are considering making an application to the Development Fund:

- Applicants must match MGMGP funds with your organization's funds on at least a **1:1** ratio. Please see the allocation table in Appendix 1. Agencies can request any amount up to the amount allocated to their organization.

- **Applicants must use the current application and templates for the Development Fund.** All areas must be addressed.
- The **project start date** must be within MCIC’s current fiscal year (April 1, 2023 – March 31, 2024).
- **The annual deadline for applications in October 15.** Applications can be submitted before the deadline.
- The process of approval for all project applications is by peer review via MCIC’s Overseas Project Committee and ultimately by MCIC’s Board of Directors.
- **Administration costs:** In the spirit of advancing the localization agenda and decolonization of aid, you can budget up to 10% of your allocation for your local partners needs – it could be for their administration costs for this project or for another need they may have.

Section III: Information on MCIC

MCIC’s Mission Statement

Our vision: A Just World

Our mission: MCIC supports, connects and amplifies the work of our members and partners. We directly engage and collaborate with Manitobans for global sustainability.

MCIC’s Guiding Principles

MCIC has adopted a set of guiding principles as a framework for approaching development work. These are based on the Istanbul Principles, which were developed and agreed to by Civil Society Organizations (CSOs) from all over the world. The three pillars of sustainable development (social, economic and environmental) are also an integral part of our development practice. We believe none of these areas can work in isolation from one another and each must be considered and integrated into the work of active CSOs in the Global South.

MCIC believes that sustainable development implies positive change. We encourage our members and partners to move beyond a “charity model” of helping to meet only basic needs to a justice model that incorporates a rights-based approach, respectful partnership and long-term sustainable solutions. MCIC seeks to support projects that follow these guiding principles and will not fund projects that do not seek to change causes and models of oppression.

All members and partners must address MCIC’s guiding principles in any applications to the Manitoba Government Matching Grant Program (MGMGP).

Please note that the italicized portions below represent the wording of the Istanbul Principles, while the regular text is additional notes that distill and clarify MCIC's own development philosophy.

MCIC's Guiding Principles:

1. Respect and promote human rights and justice

CSOs are effective as development actors when they...develop and implement strategies, activities and practices that promote individual and collective human rights, including the right to development with dignity, decent work, social justice and equity for all people.

MCIC works from a rights-based approach that includes rights for all, with particular consideration of inclusion of persons with disabilities. MCIC, in relation to its support for the overseas project activities of its member agencies, understands that disability can lead to exclusion from social and economic opportunities. All proposals to the MGMGP must respond to the questions that address inclusion of people with disabilities.

2. Embody gender equality and equity while promoting women and girls' rights

CSOs are effective as development actors when they...promote and practice development cooperation embodying gender equity, reflecting women's concerns and experience, while supporting women's efforts to realize their individual and collective rights, participating as fully empowered actors in the development process.

MCIC supports proposals that involve women as planners and managers, ensure they have access to education, training and resources, and ensure their participation in the democratic political process. MCIC will not support projects that perpetuate current models of gender oppression.

3. Focus on people's empowerment, democratic ownership and participation

CSOs are effective as development actors when they...support the empowerment and inclusive participation of people to expand their democratic ownership over policies and development initiatives that affect their lives, with an emphasis on the poor and marginalized.

We view popular participation in decision-making and planning in all communities as a cornerstone of development. Therefore, it is important to have a memorandum of understanding (MOU) signed between member agencies and their local partners in the

Global South for specific project. If there is no formal MOU signed, a clear understanding (written in the proposal) between the member agency and its local partner about their roles, responsibilities and level of involvement in the process of planning, monitoring and evaluation of the project is required. Proposals must also identify how and to what extent community members are involved in planning, implementation, evaluation and follow-up to proposed projects.

MCIC supports initiatives that strengthen the ability of policy makers, either in the Global South or in Canada, to improve social or economic conditions or further human rights.

4. Promote Environmental Sustainability

CSOs are effective as development actors when they...develop and implement priorities and approaches that promote environmental sustainability for present and future generations, including urgent responses to climate crisis, with specific attention to the socio-economic, cultural and indigenous conditions for ecological integrity and justice.

MCIC values the wise use of natural resources including the protection and management of the air, water and soil. MCIC also recognizes that environmental sustainability is not isolated from other development principles of social and economic sustainability, and that through environmental stewardship we can foster justice and equality, help to alleviate poverty and preserve cultural integrity.

5. Practice transparency and accountability

CSOs are effective as development actors when they... demonstrate a sustained organizational commitment to transparency, multiple accountability, and integrity in their internal operations.

We expect that our partners in Canada abide by ethical and legal rules, follow Canada Revenue Agency guidelines and provide proper monitoring and reporting information to all involved parties. MCIC also considers the same standards of accountability (being honest and truthful in our applications and reporting) throughout our own organization as we expect from our members and partners.

6. Pursue equitable partnerships and solidarity

CSOs are effective as development actors when they...commit to transparent relationships with CSOs and other development actors, freely and as equals, based on shared development goals and values, mutual respect, trust, organizational autonomy, long-term accompaniment, solidarity and global citizenship.

MCIC supports partnership between member organizations and southern CSOs, local governments (municipal/regional/national) and local/Southern private sector partners. MCIC expects partnerships that promote local control and self-reliance. In all cases, Canadian organizations should have demonstrated links to their local partners and the social groups they represent.

7. Create and share knowledge and commit to mutual learning

CSOs are effective as development actors when they...enhance the ways they learn from their experience, from other CSOs and development actors, integrating evidence from development practice and results, including the knowledge and wisdom of local and indigenous communities, strengthening innovation and their vision for the future they would like to see.

MCIC is responsible for fostering communication and partnership amongst its members. We commit to sharing appropriate information in a transparent and helpful way in order to work within the community towards development effectiveness. We strive to create safe spaces for organizations to share their successes and challenges. We recognize development is a process that includes on-going learning and growing, often learning as much from our mistakes as from our successes.

MCIC members are encouraged to create and execute a plan that allows them to share the lessons learned from their overseas project work within their constituency. The work of public engagement leads to better understanding by our supporters of global concerns and global solutions. When we commit to sharing the knowledge and learning we gain from our overseas experience with Canadians we are all contributing to creating a more sustainable model of development.

8. Commit to realizing positive sustainable change

CSOs are effective as development actors when they...collaborate to realize sustainable outcomes and impacts of their development actions, focusing on results and conditions for lasting change for people, with special emphasis on poor and marginalized populations, ensuring an enduring legacy for present and future generations.

MCIC welcomes project applicants who are undertaking practical, positive action through programs that support sustainable development in the Global South. Within the area of economic improvement, we have traditionally supported projects which use a model of gaining self-reliance and financial sustainability through revenue generating activities such as micro-enterprise development, co-operative development,

entrepreneurship, and other forms of financial participation by the project community.

While MCIC understands that in the delivery of some projects CSOs must respond to an immediate need, overall we favour a long-term approach to development which supports sustainable solutions that results in positive social, environmental, and economic change in our world.

Sustainable Development Goals:

On 1 January 2016, the [17 Sustainable Development Goals \(SDGs\)](#) of the 2030 Agenda for Sustainable Development — adopted by world leaders in September 2015 at an [historic UN Summit](#) — officially came into force. Between now and 2030, with these new Global Goals that universally apply to all, countries will mobilize efforts to end all forms of poverty, fight inequalities and tackle climate change, while ensuring that no one is left behind.

The SDGs build on the success of [the Millennium Development Goals \(MDGs\)](#) and aim to go further to end all forms of poverty. The Global Goals are unique in that they call for action by all countries to promote prosperity while protecting the planet. They recognize that ending poverty must go hand-in-hand with strategies that build economic growth and address a range of social needs including education, health, social protection, and job opportunities, while tackling climate change and environmental protection.

MCIC endeavors to track how our MGMGP funding through our members’ projects is working toward transforming our world and meeting the 2030 Agenda for Sustainable Development. We are continuously learning how best to do this. Last year we were excited to learn which SDGs our members’ development projects focused on last year.



In 2022-23, Among 46 projects, SDG 5: Gender Equality, SDG 2: Zero Hunger, SDG 1: No Poverty, SDG 3: Good Health, and SDG 4 (Quality Education), were indicated most frequently.

Again, this year we are requesting additional information beyond the top four most relevant sustainable development goals your project is contributing to achieving. We would like you to align some of your project’s targets and indicators to relevant targets and indicators of your top ranked SDG. Please note that we do not want SDGs to drive your projects; we rather want you to pick some of your project targets and indicators that are relevant for some SDGs. And, we hope that they are broad enough to cover almost all the projects our members develop.

Please see the Application Form for procedural details on how to do this when preparing your application. The list of goals, targets, and indicators can be downloaded from the UN [website](#).



Gender Equality Marker:

A Gender Equality Marker (GEM) is a scoring system that helps determine the extent to which project activities could contribute to advancing gender equality and/or the empowerment of women and girls.

This year we have added this marker and we want you to pick the level that best describes your project and explain why.

GE 0 Gender blind	Characteristics
<p>The project ignores gender norms, roles and relations, differences in opportunities and resource allocation for women and men. It does not include an explicit focus on gender equality, does not include specific activities designed to reduce gender-based inequalities and has no gender equality outcomes.</p>	<p>The project is designed based on the principle of being “fair” by treating everyone the same.</p>
GE 1 Gender sensitive	Characteristics

<p>The project indicates gender inequalities awareness, although no remedial action is developed. It does not include an explicit focus on gender equality in the results/outcomes.</p>	<p>The project:</p> <ul style="list-style-type: none"> • identifies and acknowledges the existing differences and inequalities between women and men • Does not address inequality generated by unequal norms, roles or relations • An analysis from gender perspective has been conducted to ensure at minimum that the project does no harm and does not reinforce gender inequalities.
<p>GE 2 Gender responsive</p>	<p>Characteristics</p>
<p>The project identifies and acknowledges the existing differences and inequalities between women and men AND articulates policies and actions which address the different needs, aspirations, capacities and contributions of women and men.</p> <p>Gender equality is an important and deliberate objective, but not the principal reason for undertaking the project. The project, in addition to other objectives, is designed to have a positive impact on advancing gender equality and/or the empowerment of women and girls</p>	<ul style="list-style-type: none"> • An in-depth analysis from gender perspective has been conducted and findings from this analysis have informed the design of the project and the intervention adopts a ‘do no harm’ approach • Presence of at least one explicit gender equality objective backed by at least one gender-specific indicator • Data and indicators are disaggregated by gender where applicable. • Commitment to monitor and report on the gender equality results achieved by the project • Includes gender equality considerations in activities; and in project’s results framework; • Includes technical and financial resources to promote and evaluate progress toward gender equality.
<p>GE 3 Gender transformative</p>	<p>Characteristics</p>
<p>The project is gender sensitive AND addresses and positively transforms the root causes of gender inequality for girls, boys, women and men. It implements actions and initiatives that challenge existing discriminatory policies and/or practices and carries out changes for the betterment of quality of life for all.</p>	<ul style="list-style-type: none"> • An in-depth analysis from gender perspective has been conducted and findings from this analysis have informed the design of the project and the intervention adopts a ‘do no harm’ approach • The project challenges discriminatory social norms which reinforce gender inequalities across all levels of society • The project aims to create lasting changes in relation to gender equality in the lives of girls, boys, women

<p>Gender equality is the principal objective of the project and is designed specially to address gender inequalities and would not otherwise be undertaken.</p>	<p>and men by working with communities, and stakeholders at all levels.</p> <ul style="list-style-type: none"> • The top-level ambition of the project is to advance gender equality and/or women’s empowerment. • The results framework measures progress towards the project’s gender equality objectives through gender-specific indicators to track outcomes/impact. • All outcomes in the framework are gender equality outcomes • Data and indicators are disaggregated by gender where applicable • Commitment to monitor and report on the gender equality results achieved by the project in the evaluation phase
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Section IV: Public Engagement

MCIC values public engagement and expects you to engage Manitobans through the work of your project or other outreach efforts. Whether it’s helping to increase awareness and understanding of global issues, showing people how their actions matter or encouraging them to take action, you will have played a great role to help Manitobans engage in global issues and demonstrate the meaning of being a global citizen. The following list provides a few examples of the public engagement activities:

- Social media/online engagement (Facebook, Twitter, Instagram, websites, blogs, etc.)
- Newsletters (mail or digital), flyers, bulletin inserts, emails etc.
- Fundraiser events that include an awareness building component such as auctions, dinners, socials, tournaments, raffles, bake sales, marathons, etc.
- Displays at a local community centre, workplaces, faith group, shopping mall, festival, campuses, and schools, etc.
- Public engagement events on specific global issues, and/or provides an opportunity for a visitor from the Global South to speak and/or interact with Manitobans.

Appendix 2 provides information on public engagement, what it means at MCIC and how it can be done as part of your project activities.

Section V: Eligibility for Funding

In order to be eligible for the Development Fund:

- Applicants must be MCIC members in good standing.
- Projects must be consistent with MCIC's development philosophy, as outlined in our Guiding Principles.
- MCIC is unable to fund projects which include an objective of spreading a particular religious faith or political point of view.
- All MGMGP funds must be expended overseas and cannot fund Canadian-based projects or components. However, matched funds contributed by your agency may be applied to Canadian expenses related to the project in question.
- Administration Costs: You can allocate up to 10% of your allocation for your local partners needs – it could be for administration costs for this project or for another need they may have.
- Please specify which aspects or components of the project budget the Development Fund will be used for.
- Funding must begin to be applied to a project within the fiscal year you are applying (MCIC's current fiscal year is April 1, 2023 – March 31, 2024).
- The project was being undertaken in a country on the list of Global Affairs Canada's approved countries (does not need to be a Country of Focus, but needs to be an ODA eligible country as defined by OECD DAC available [here](#)).
- Levies must be paid on funding received (see next section for information on levies).

Ideally we like to support projects that have funding from other funders such as Global Affairs Canada, but we know this is not always possible.

Levies

All funds MCIC receives for the MGMGP are distributed to organizations for their projects in the Global South. MCIC does not receive any funds from the Government of Manitoba to administer this program, therefore MCIC charges a levy to all organizations that access this funding to assist in covering the cost of managing this program. For every project funded by MCIC, the successful organization must submit payment to MCIC for an amount equivalent to 10% of the funds they receive. This is a non-refundable levy paid to MCIC upon receipt of MGMGP funds. This amount must come from the organization's own fundraising and not from the specific project funds. The levy amount should not appear in the project budget that is submitted with an organization's application.

Submission Deadline

The annual deadline for the Development Fund is **October 15 of each year**. Applications may be submitted before the deadline.

When your project submission is received by MCIC, it will be assigned a project number. Please use that number in any correspondence with us related to the project.

Project Start Date

The project start date must be within MCIC's current fiscal year. For the current fiscal year, the Development Fund projects must start no later than March 31, 2024.

Matching Funds

Applicants to the Development Fund must match MGMGP funds on at least a 1:1 ratio. Agencies can request any amount less than or equal to the amount allocated to their organizations (please see Appendix 1 for the allocation amount of your organization for this year).

Multi-Year Projects/Programs

MGMGP accepts project applications for multi-year projects. Currently, we accept project applications for up to three years in length but still require an application **each year of the project**. In the first year of application, groups must use the application for single-year or 1st year projects. In subsequent years, groups must use the application for 2nd and 3rd-year projects.

The MCIC multi-year project application process is completely separate from your multi-year funding cycles of other funding sources such as Global Affairs Canada. In the application please indicate:

- **Your Global Affairs Canada planned start and end dates, if applicable**
- **Your MCIC planned multi-year funding dates**
- **Your project's start and end dates for the upcoming year of funding for which you are applying.**

Please note that:

- **Applying for a project two or three years in length does not guarantee the same level of funding for each year.**
- Members will be required to submit their membership renewal and fundraising amount on an annual basis which will determine the allocation.
- The yearly allocation is **based on the organization's fundraising revenues relative to other MCIC members AND on our continued support from the Government of Manitoba through the MGMGP.**
- The application should always focus on the activities and outcomes for the upcoming year. Approval of funding for a second and third year is also subject to the assessment of the project's ongoing performance and planned outcomes and activities for the upcoming year.

For a project that continues into a 4th year, the MCIC project cycle begins again and the Year 1 application must be completed. In addition, whether the project ends at three years or continues, a Final Report covering the first 3 years is required.

Section VI: Selection Process and Evaluation

- 1) **Preliminary assessment** – Upon receipt of an application, MCIC staff will review it to determine if it meets the basic eligibility requirements and if all sections of the application have been completed. Incomplete applications or applications not presented in the proper format will not be considered and will be returned to the applicant. Prior to the deadline, MCIC staff will be available to the applicant for consultation on the necessary changes.
- 2) **Decision-making levels** – All projects are reviewed by MCIC’s Overseas Projects Committee, composed of agency peers. This committee will recommend projects for funding to the MCIC Board which makes all final funding decisions.
- 3) **Types of Decisions**
 - a) **Approved** – No further information required
 - b) **Approved with Recommendations** – The project is approved with suggestions for consideration by the member agency. In some cases, MCIC may request a six-month follow-up report when this type of approval is given.
 - c) **Conditionally Approved** – Additional information is required. If the agency responds adequately to the questions and/or concerns, the project is normally approved. MCIC’s International Program Coordinator in consultation with the Overseas Projects Committee will assess whether the response is satisfactory.
 - d) **Deferred** – Review of the project is deferred until specific information or a complete application has been received.
 - e) **Rejected** – The proposal is not acceptable under MGMGP guidelines and principles and requires substantial reworking. Such applications may be re-submitted once. In the case of a rejected project. The agency may:
 - i) Appeal the decision; or
 - ii) Re-apply with a new application within 30 days, but in any case no later than January 31st.
- 4) **Appeals**

Agencies may appeal a decision only once. Appeals must be received in writing within 15 days of receipt of notice of rejection or by **February 15th**, whichever is earlier. All appeals will be reviewed by the Board of Directors whose decision is final.

Section VII: Reporting Requirements

Final Report

Reports for single-year projects and final year of multi-year projects are **due within six months of the end of the project date as stated on the application**. Using the final report template (provided in a separate document which can be downloaded from our website mcic.ca under Members and Partners section >Funding for International Projects), please describe the activities completed while implementing the project, including project outputs, indicators, and explain if there are any variances both for the narrative as well as the financial reports. Projects that are not submitted to MCIC for continued funding after a final report is satisfactorily submitted are considered completed for MCIC reporting purposes, even if the project is continuing with other funding.

Final Report Templates

Narrative/technical Report: Please use the separate reporting template provided for actual reporting. This is just a sample.

Outputs	Indicators	Planned	Actual	Variance, if any, explanation
1				
2				
3				
N				

Financial report/Budget: Please use the separate Excel file provided for actual reporting. This is just a sample.

Budget category	Planned budget		Actual expenditure	Variance	
	Budget item	Budget amount (CA\$)	Expenditure amount (CA\$)	Variance amount (CA\$)	Reasons for variance
1					
2					
3					
N					

MCIC staff are available to answer questions you may have about the final reporting process.

Interim Report

For projects entering the second or third year of a multi-year proposal, members are required to use the Development Fund Application Form – 2nd and 3rd Year Projects. Responding to the questions in this form fulfills the multi-year narrative reporting requirement.

A financial report as described above is also required for interim reporting.

Section VIII: Monitoring and Evaluation

Monitoring

MCIC defines monitoring as the systematic observation of activities to assess whether implementation occurs and results are being achieved as planned. Monitoring helps groups to produce and analyze information so that they can make necessary changes to their program.

MCIC promotes a participatory approach to planning and implementation that encourages all participants to be involved in all stages of the process, including monitoring. Information is collected during the regular monitoring process, according to selected indicators with gender-disaggregated data where possible, and forms the basis for measuring results.

If your project requires changes to your original program or budget plan in order to be effective, please send in the details so that MCIC can work with you on continued funding and program advice.

Evaluation

The evaluation examines the success or lack of success of a project relative to its stated goals and objectives. It uses the information collected by the monitoring process to make value judgments regarding the effectiveness of the project.

Each application submitted to MCIC requires an evaluation component (internal or external) that the NGO partners are expected to plan and manage. Evaluation, like monitoring, is a management tool enabling groups to adjust their programs.

MCIC encourages you to monitor and evaluate the progress of your project using the template below to help meet reporting requirements:

Targeted Results/outcomes	Activities as listed in the proposal	Indicators	Baseline data	Progress on Output/ achievements
Add lines as necessary				

The following table provides a guide on how to report on public engagement activities carried out during the project period:

Activity description: What did you do? Where? Who was your audience?	How did this activity raise awareness, enable change or encourage action?	How many Manitobans participated?
		# Women/Girls # Men/Boys #Other #Total

Appendix 1: 2023 – 2024 Agency Allocations

Member Agency	Allocation
ADRA Canada	\$8,380
Accountable Development Works	\$16,920
Canadian Catholic Organization for Development and Peace (CCODP)	\$47,612
Canadian Lutheran World Relief (CLWR)	\$28,931
Canadian Multicultural Disability Centre	\$10,040
Canadian Physicians for Aid and Relief	\$7,484
CARE Canada	\$13,043
Canadian Women for Women in Afghanistan	\$6,986
CODE	\$7,567
Co-operative Development Foundation of Canada	\$11,042
Cuso International	\$10,444
Doctors without Borders	\$95,704
EMAS Canada	\$12,403
Emmanuel International	\$6,944
HOPE International Development Agency	\$11,100
Health Partners International of Canada (HPIC)	\$10,286
iDE Canada	\$39,641
Inter Pares	\$9,466
Jane Goodall Institute	\$8,039
KIDS Initiative	\$6,965
Kuwala Christian Girls School	\$29,088
Make Music Matter	\$6,250
Marquis Project	\$6,932
Mennonite Central Committee Manitoba	\$130,000
Mennonite Economic Development Associates	\$50,345
Opportunity International Canada	\$22,627
Presbyterian World Service and Development	\$8,592

Member Agency	Allocation
The Primate's World Relief and Development Fund (PWRDF)	\$14,146
Real Humanitarian (prev. Canadian Humanitarian)	\$7,382
Save the Children Canada	\$22,235
Tearfund Canada	\$42,639
UNICEF	\$83,117
United Church of Canada	\$19,691
Winnipeg Rotary Club Community Service Fund Inc. (WRCCSF)	\$7,410
World Renew	\$7,594
World University Service of Canada	\$37,954
World Vision Canada	\$130,000

MGMGP Funds	
Development Fund	\$995,000
Relief and Rehabilitation Fund	\$125,000
Theme Fund Base	\$50,000
Community Solidarity Fund	\$80,000

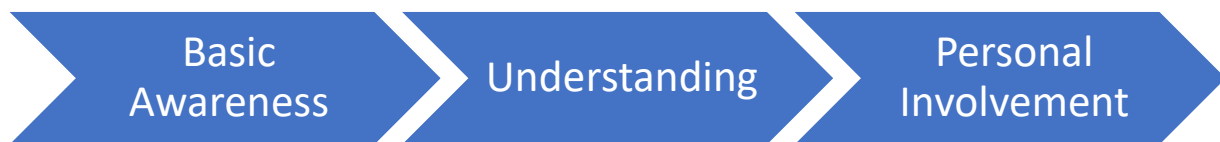
Explanation of Allocation Calculation

Allocations are based on the relative amount of money agencies raise in Manitoba for their international development and relief work. Agencies whose fundraising amounts are under \$6,500 receive allocations equal to the amount they raised; agencies whose fundraising amounts are over \$6,500 are allocated a \$6,500 base and an additional proportionate amount of the remaining funds. (The additional amount is based on a comparative calculation of each agency’s fundraising compared to other agencies.) Allocations are limited to a \$130,000 maximum.

Appendix 2: Public Engagement: Impacting Manitobans on Development Issues

What is public engagement?

Public engagement is the process of moving people through a continuum from basic awareness, to understanding, to personal involvement and informed action on a certain issue. This movement from awareness to action doesn’t always follow a straight path – it’s important to reach out to people wherever they are on the public engagement continuum. In this way, you are supporting the engagement process and increasing action on international development and global issues.



MCIC defines public engagement as the practice of inspiring, supporting, and challenging people and groups in dynamic cycles of learning, reflection, and action on global issues. It is a transformative process that works towards more equitable social, economic, environmental, and political structures.

What should public engagement activities do?

Raise awareness of international development and global issues.

Enable change through helping people understand that their actions matter and impact the world.

Encourage action by providing people with tools and resources to take action.



What does MCIC expect for public engagement?

MCIC expects you to engage Manitobans through the work of your project or other outreach efforts. Whether it’s helping to increase awareness and understanding of the issues, showing people how their actions matter or encouraging them to take action, you play a big role!

A few examples of public engagement activities

- Social media / online engagement via platforms such as Facebook, Twitter, Instagram, Snapchat, websites or blogs
- Newsletters (mail or digital), flyers, bulletin inserts, or emails
- Presentations with faith groups, community meetings, movie screenings, local clubs, theatre, meetings with your local MP/MLA or other elected officials
- Workshops, lunch & learns, coffee hours, or information sessions

- Fundraiser events that include an awareness-building component, such as auctions, dinners, socials, tournaments, raffles, bake sales, or marathons
- Newspaper articles and stories about the project in local media
- Presentations with visitors from the Global South
- In-person conversations or other direct outreach to your networks
- Activities or local events such as an Ethical Fashion Show, dessert nights, dinners, or fall suppers
- Displays at a local community centre, business, faith group, shopping mall, festival, or other public location

Public engagement tips

Provide a range of things people can do to get involved (including one right at your event) i.e.: donate, write a letter, bring a friend to an event, share a newsletter or post, read a flyer, sign a petition, and so on.

Count the number of people who attend your event or separate out Manitoban numbers from your activities for reporting.

Expand your audience! Reach out in new ways and ask your constituents to share with their friends and family. Be sure to give them something easy to share – a video, story, or post!

Send MCIC public engagement information on your project

Tell us about your public engagement plans and activities in your **project proposals** and scheduled **reports** to the International Program Coordinator at mgmgp@mcic.ca. Please include a description of your event, the number of Manitobans you reached, and how it relates to your project (if applicable). The chart below offers some guidelines:

Activity description: What did you do? Where? Who was your audience?	How did this activity raise awareness, enable change or encourage action?	How many Manitobans participated? # Women # Men # Other # Total

You can also share **success stories** from your project! Send stories and photos (with project name) to our Communication Specialist at communications@mcic.ca. Your story might be featured on our website, annual report, or social media! We can also help **publicize your event** to our followers through our e-newsletter or social media. MCIC may be able to assist you in promoting your work through a Lunch and Learn or Local Views + Global Views event. Contact us today!

Contact Info



Questions about public engagement? pe@mcic.ca

Questions about sharing stories, events, or photos? communications@mcic.ca

Questions about projects, funding, or reporting? mgmgp@mcic.ca