



***Manitoba Council for International Cooperation***

**Guide for Funding Applications  
to the  
Manitoba Government Matching Grant Program  
Community Solidarity Fund  
2021 - 2022**

**302 - 280 Smith St.  
Winnipeg, MB R3C 1K2**

**(204) 987-6420 (Phone)  
(204) 956-0031 (Fax)**

**mgmgp@mcic.ca  
[www.mcic.ca](http://www.mcic.ca)**

## Table of Contents

Table of Contents.....	2
Glossary.....	3
Explanation of MCIC Terms.....	3
Section I: Introduction .....	4
Section II: The Community Solidarity Fund.....	4
Section III: Information on MCIC.....	5
MCIC’s Mission Statement.....	5
Sustainable Development Goals:.....	9
Gender Equality Marker: (New this year).....	10
Section IV: Public Engagement .....	12
Section V: Eligibility for Funding .....	13
Use of Sponsoring Organizations.....	13
Levies.....	13
Submission Deadlines .....	14
Matching Funds.....	14
Section VI: Selection Process .....	14
Section VII: Monitoring and Evaluation .....	15
Monitoring .....	15
Evaluation .....	15
Section VIII: Reporting Requirements.....	16
Final Report.....	16
Final Report Templates.....	16
Appendix 1: Public Engagement: Impacting Manitobans on Development Issues .....	18
Public engagement tips.....	19

# Glossary

## Acronyms

CRA	Canada Revenue Agency
CSF	Community Solidarity Fund
MCIC	Manitoba Council for International Cooperation
MGMGP	Manitoba Government Matching Grant Program
NGO	Non-Governmental Organization

## Explanation of MCIC Terms

### Outcomes or Results

Results are the same as outcomes. An outcome is a describable or measurable change that is derived from an initiative's outputs or lower-level outcomes. Outcomes are qualified as immediate, intermediate, or ultimate; outputs contribute to immediate outcomes; immediate outcomes contribute to intermediate outcomes; and intermediate outcomes contribute to ultimate outcomes. Outcomes are not entirely within the control of a single organization, policy, program or project; instead, they are within the organization's area of influence<sup>1</sup>.

### Baseline (Data)

Baseline data provides a specific value for an indicator at the outset of a project or program. Baseline data is collected at one point in time, and is used as a point of reference against which progress on the achievement of outcomes will be measured or assessed.<sup>2</sup>

### Activities

Activities are the direct actions taken or work performed by project implementers.<sup>3</sup>

### Outputs

Direct products or services stemming from the activities of an organization, policy, program or project.<sup>4</sup>

### Indicator

A qualitative or quantitative means of measuring an output or outcome, with the intention of gauging the performance of an organization, program, policy or initiative respecting expected results.<sup>5</sup>

---

<sup>1, 2, 3, 4</sup> [https://www.international.gc.ca/world-monde/assets/pdfs/funding-financement/results\\_based\\_management-gestion\\_axee\\_resultats-guide-en.pdf](https://www.international.gc.ca/world-monde/assets/pdfs/funding-financement/results_based_management-gestion_axee_resultats-guide-en.pdf)

<sup>5</sup> <https://www.canada.ca/en/treasury-board-secretariat/services/audit-evaluation/centre-excellence-evaluation/results-based-management-lexicon.html>

## Section I: Introduction

This guide has been designed to help your organization prepare a Community Solidarity Fund application to MCIC. If you have any questions or comments about the application, please contact the MCIC MGMGP Coordinator at [mgmgp@mcic.ca](mailto:mgmgp@mcic.ca) or phone us at 204-987-6420.

Electronic copies of the Funding Guide can be e-mailed to organizations, and the Guide will also be available in pdf format on MCIC's web site at [www.mcic.ca](http://www.mcic.ca). Hard copies of the Guide are available by request from [mgmgp@mcic.ca](mailto: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 to the organization.
- **Project applications may not exceed 15 pages in length,** including any supporting documentation. If project applications are longer than 15 pages in length they will be returned to the organization.
- You are encouraged to submit applications through email in a PDF or Word format to the following email; [mgmgp@mcic.ca](mailto:mgmgp@mcic.ca).
- **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 future correspondence about the project.**

## Section II: The Community Solidarity Fund

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

The fund is designed to make small grants available to **Manitoba not-for-profit community-based organizations involved in development projects overseas**. Organizations can apply for up to **\$6,000 per project** if it is for a first time applicant. An organization applying for subsequent proposals may apply for \$6,000, and up to \$8,000 (upon providing \$2,000 as a match), more details below.

MCIC defines development as a long term process promoting community involvement in designing strategies to address and improve chronic and structural problems in all areas of individual and community life. The fund is available to organizations that are affiliate or non-members of MCIC and provides another way to help Manitobans work together with partners around the world. The total Community Solidarity Fund budget available for 2021-22 is \$80,000.

Here are some very important MCIC Guidelines to remember if you are making an application to the CSF:

- **Applicant groups must use this Community Solidarity Fund Application Guide for 2021-2022.** While applications can be brief (up to 15 pages), all areas must be addressed.
- A representative of the group making the application **must attend one of the Information Sessions** about grant application and reporting process (please see dates listed below).
- MCIC can only fund organizations that are registered charities. Please see *Section IV: Eligibility for Funding* for more details.
- We encourage groups to show their commitment and sustainability by contributing to the cost of any project.
- **Groups cannot apply to the CSF two years in a row;** subsequent applications are possible, but NOT in consecutive years.
- Returning applicants must have a history of successful completion of a CSF project(s) and satisfactory reports submitted to MCIC.
- The process of approval for all project applications is by peer review, by MCIC's Community Solidarity Fund Review Committee and ultimately by MCIC's Board of Directors.
- MCIC must receive a proof of receipt of the wire transfer overseas or other proof that the money was used overseas.
- MCIC is unable to fund projects which include an objective of spreading a particular religious' faith or political point of view.

To see successful projects from previous years, go to [www.mcic.ca](http://www.mcic.ca) and click International Projects.

**Please note** that the **start date** of all Community Solidarity Projects must be no earlier than April 1<sup>st</sup>, 2021, and no later than March 31<sup>st</sup>, 2022.

## **Section III: Information on MCIC**

### ***MCIC's Mission Statement***

Our vision: A JUST WORLD

MCIC is a coalition of organizations involved in international development who are committed to:

- Respect, empowerment and self-determination for all peoples;
- Development that protects the world’s environment; and
- Global understanding, co-operation and social justice.

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 principles 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, girls, men and boys 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. Proposals must 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 immediate need, overall we favor 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. Over the next fifteen years, with these new 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 new 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 addresses a range of social needs including education, health, social protection, and job opportunities, while tackling climate change and environmental protection.

MCIC would like to track how our MGMGP funded projects are working toward transforming our world and the 2030 Agenda for Sustainable Development. This year we ask you to mark which Goal you would consider a main goal your project is going to address and what other SDGs that you consider your project is contributing to, among the 17 goals, as presented in the picture below.



**Gender Equality Marker: (New this year)**

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>

<b>GE 1 Gender sensitive</b>	<b>Characteristics</b>
<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"> <li>• identifies and acknowledges the existing differences and inequalities between women and men</li> <li>• Does not address inequality generated by unequal norms, roles or relations</li> <li>• An analysis from gender perspective has been conducted to ensure at minimum that the project does no harm and does not reinforce gender inequalities.</li> </ul>
<b>GE 2 Gender responsive</b>	<b>Characteristics</b>
<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"> <li>• 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</li> <li>• Presence of at least one explicit gender equality objective backed by at least one gender-specific indicator</li> <li>• Data and indicators are disaggregated by gender where applicable.</li> <li>• Commitment to monitor and report on the gender equality results achieved by the project</li> <li>• Includes gender equality considerations in activities; and in project’s results framework;</li> <li>• Includes technical and financial resources to promote and evaluate progress toward gender equality.</li> </ul>
<b>GE 3 Gender transformative</b>	<b>Characteristics</b>
<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</p>	<ul style="list-style-type: none"> <li>• 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</li> <li>• The project challenges discriminatory social norms which reinforce gender inequalities across all levels of society</li> </ul>

<p>betterment of quality of life for all.</p> <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>	<ul style="list-style-type: none"> <li>• The project aims to create lasting changes in relation to gender equality in the lives of girls, boys, women and men by working with communities, and stakeholders at all levels.</li> <li>• The top-level ambition of the project is to advance gender equality and/or women’s empowerment.</li> <li>• The results framework measures progress towards the project’s gender equality objectives through gender-specific indicators to track outcomes/impact.</li> <li>• All outcomes in the framework are gender equality outcomes</li> <li>• Data and indicators are disaggregated by gender where applicable</li> <li>• Commitment to monitor and report on the gender equality results achieved by the project in the evaluation phase</li> </ul>
--	--

## Section IV: Public Engagement

MCIC values public engagement and would like you to engage Manitobans through the work of your project. Whether it is making people aware of your work in the Global South, showing them how their actions matter or encouraging them to take action, you will have played a great role to help Manitobans engage in the global issues and show the meaning of being a global citizen. The following list provides a few examples of the how you can engage people:

- 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, social, tournaments, raffles, bake sales, marathons, etc.
- Displays at a local community centre, business, faith group, shopping mall, festival, etc.

Appendix 1 provides information on public engagement, what it means at MCIC and how it can be done as part of your project activities. This brief introduction about public engagement at MCIC can also be downloaded from our website [mcic.ca](http://mcic.ca) in .pdf format, under ‘International Projects’.

## Section V: Eligibility for Funding

In order to be eligible for the CSF:

- Applicants to the CSF **must be Canada Revenue Agency (CRA) registered charities** or have special status under CRA to received funding.
- CSF grants are only available to registered charitable organizations, and not to individuals.
- Projects must be consistent with MCIC's development philosophy, as outlined in our Guiding Principles.
- All CSF budget must be expended overseas and cannot fund project activities in Canada.
- MCIC's contribution to the CSF budget may not be used to cover items such as international travel expenses, academic research, or pre-travel preparations (immunizations, passport fees, etc.).
- CSF budget must be used within one year of receipt.

### *Use of Sponsoring Organizations*

In the case of an organization that is not a CRA registered charity or does not have special status under CRA to receive funding, the organization may partner with an eligible charitable organization, what we call the Sponsoring Organization. Certain requirements must be met for MCIC to accept a proposal using a sponsoring organization:

1. The sponsoring organization CANNOT be a current MCIC regular member.
2. The applicant organization and the sponsoring organization must have a formalized commitment to the project.
3. The governing board of the sponsoring organization must pass a motion agreeing to support the project and fulfill any necessary CRA obligations.
4. The applicant organization must include a letter from the sponsoring organization with their application indicating their formal support of the project.

**Please be aware that in the case of sponsorship, a sponsoring organization becomes the primary applicant and would be unable to apply to the MCIC Community Solidarity Fund the current year or the next year.** We require that the sponsor and applicant write and sign a Memorandum of Understanding (MOU) so that each party understands its obligations to MCIC and the Canada Revenue Agency. Establishing an MOU between the Applicant and Sponsor with the Southern Partner is recommended but not mandatory.

### *Levies*

For every project funded by MCIC, the successful organization must submit a cheque to MCIC for an amount equivalent to 10% of the funds they receive. This amount must come from the organization's own fundraising and not from the requested project funds. It should not appear in the project budget. For CSF, this levy must be received before funds are presented to the

applicant. As all of the money received from the Government of Manitoba is used overseas for development projects, this levy allows MCIC to cover its own costs related to administering our granting programs.

### ***Submission Deadlines***

There are two times of year for submission. One on the spring and another on the fall. The submission deadline will be announced during the information sessions and will be posted on MCIC website or please contact the International Program Coordinator at [mgmgp@mcic.ca](mailto:mgmgp@mcic.ca).

**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.**

### ***Matching Funds***

**First time applicants** can apply for up to \$6,000 and there is no requirement to provide matching funds for the project. However, we encourage applicant groups to show their commitment and sustainability by making a financial contribution to the project.

### **Returning Applicants**

Once an organization has successfully completed a CSF project and provided a satisfactory report, the next time they apply to CSF they may be eligible to apply for additional funds, if they are able to provide a match. They can apply for the base amount of \$6,000, and for every \$1 an organization provides, MCIC will match it up to a maximum of \$2,000. This allows an organization to submit proposals up to the value of \$10,000 (\$6,000 base funding + \$2,000 match raised by applicant organization + \$2,000 MCIC's top up).

## **Section VI: Selection Process**

- 1. Preliminary assessment** – Upon receipt of the 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 the Community Solidarity Fund Review Committee, which is composed of MCIC staff, Board Members and staff/volunteers from organizations who have previously received CSF funding. This committee will recommend projects for funding to the MCIC Board that makes all final funding decisions.

### 3. Types of Decisions

- a. **Approved** – No further information required
- b. **Approved with Conditions or Recommendations** – Applicants must work with MCIC to provide additional information or adjust the application before final approval is granted
- c. **Not Approved** – MCIC receives many applications for the CSF and often cannot fund all of them. MCIC may also not grant an applicant the amount requested. Other issues may stand in the way of funding. If the applicant wants to re-apply for the next intake, we encourage them to first consult with MCIC staff to determine why their application was not funded. Some reasons for projects not receiving approval include: there are more applications than funds available, the project does not meet MCIC criteria, or the application is not filled out correctly.

## Section VII: Monitoring and Evaluation

### *Monitoring*

MCIC defines monitoring as systematically observing, recording and analyzing your project activities in order to assess whether proper implementation is taking place and planned results are being achieved. Monitoring the project allows you to make changes when necessary to improve project activities and results.

MCIC favors participatory approaches to planning and implementation of projects so that all participants will have the opportunity to be involved in all stages of the process. To measure the results of the project, information on activities and achievements is collected and compared to indicators of success. You can determine an “indicator of success” by asking: What does this project need to do or accomplish in order to meet its goals?

If you find that your project requires or undergoes changes to your original project proposal or budget plan in order to be more effective, please share the details with MCIC so that we can offer advice on project management and continued funding.

### *Evaluation*

The evaluation process should examine the level of success your project has achieved in relation to its stated goals and objectives. Evaluation uses the information collected during monitoring to make judgments on your project’s effectiveness.

MCIC requires a Final Report that evaluates the work done during the project period. Your project proposal must address how you will undertake the evaluation process, and who will be responsible for it. Evaluation is a tool that helps you learn from your efforts and improve your programs for the future.

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 proposal	How do you know the project is successful? Or how you will measure success? (indicators)	What is existing situation (baseline data)	Progress on Output
Add lines as necessary				

## Section VIII: Reporting Requirements

### *Final Report*

MCIC expects you to submit your final report within three months after your CSF project ends. Your Final Report should describe what has been accomplished during the funded period. As well, we would like to hear about changes you have made from your original application, in both program and budget. Please tell us the reasons for those changes.

**Using the final report template** (provided in a separate document) – MCIC would like to know what activities you carried out and what results were obtained from these activities. Please let us know how your project was different, in activities and results, from what you originally said that you would do (and what caused the project to change). Also, in your budget, let us know how you spent your money, and how that is different from original estimates, as well. What were the variances and what are the reasons for those variances?

### *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					

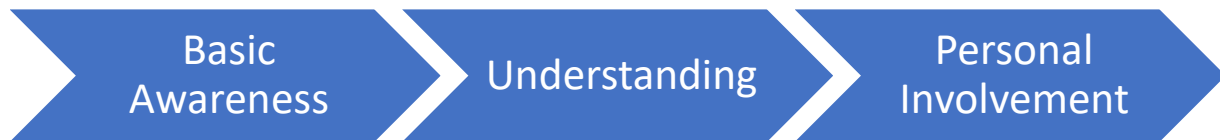
*It is not necessary to submit receipts with the report, however it is expected that receipts will be available if requested.*

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

# Appendix 1: 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
- 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](mailto: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](mailto: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](mailto:pe@mcic.ca)

Questions about sharing stories, events or photos?  
[communications@mcic.ca](mailto:communications@mcic.ca)

Questions about projects, funding or reporting? [mgmgp@mcic.ca](mailto:mgmgp@mcic.ca)