

7.2 Project Proposal

Ethan Coleman

POSC 6573: Grant Writing and Administration

Dr. Emily Devereux

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Links

[Funding opportunity announcement](#)

[Application guide](#)

[Funding application instructions](#)

[Guidelines on eligible expenditures](#) (see “Examples of detailed descriptions” on page 5 for line item formatting examples)

[Meal allowances table](#)

[Budget table – formatted in Online Application and Intake System \(ON AIS\)](#)

[Other sources of revenue table – formatted in ON AIS](#)

Project Title: Community Action to Reduce the Impact of Homelessness Among Indigenous Women

Project Region: ☐ Atlantic Provinces ☐ Central
 ☐ Prairie Provinces ☐ West Coast
 ☒ Northern Territories ☒ Indigenous
 ☐ National

A – Project Information

A1. Project Location

Iqaluit, Nunavut
Yellowknife, Northwest Territories
Whitehorse, Yukon

A2. Project Duration

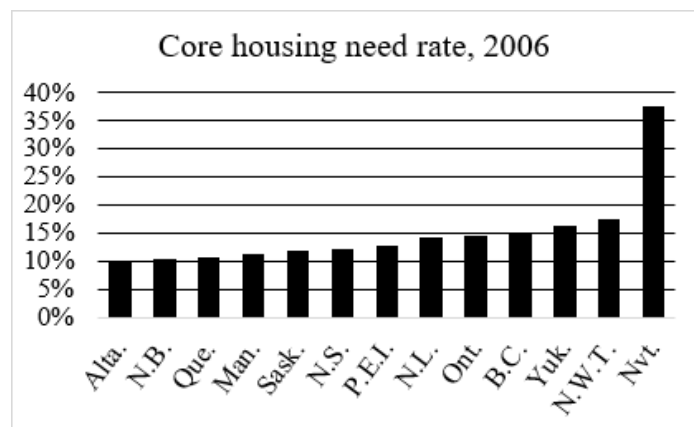
12 months

A3. Funding Amount Requested

\$42,114

A4. Issue/Need

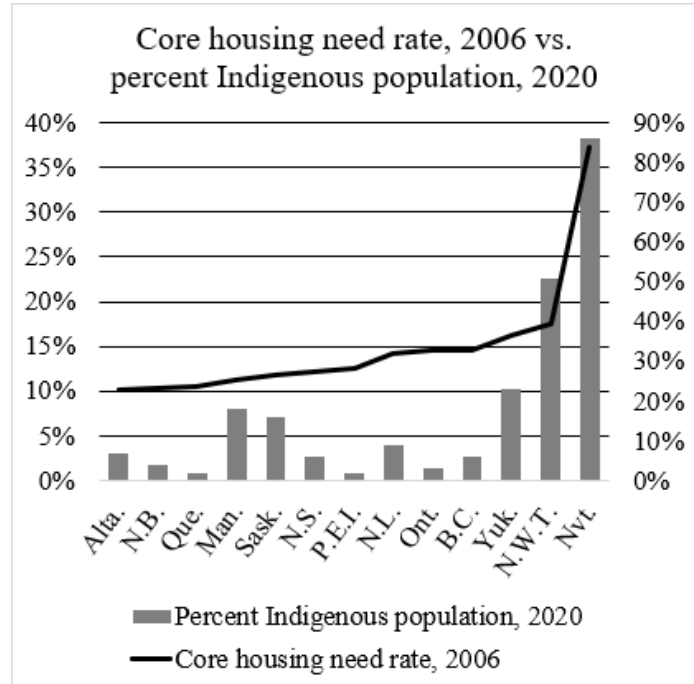
Individuals living in the Northern Territories experience homelessness at higher rates than those living in the rest of Canada. Core housing need data published by the Canada Mortgage and Housing Corporation (CMHC) shows that in the 2006 census, Nunavut's core housing need rate was 37.3 percent, the Northwest Territories' was 17.5 percent, and Yukon's was 16.3 percent. The average rate for the ten provinces was 12.2 percent (Statistics Canada, 2017).



Core housing need data correlates strongly to the rates of population identifying as Indigenous by province or territory. 86 percent of Nunavut's population identifies as Indigenous, while 51 percent of the Northwest Territories' does. 23 percent of Yukon's population identifies as Indigenous. The average for the ten provinces was 7.3 percent (Indigenous Services Canada, 2020).

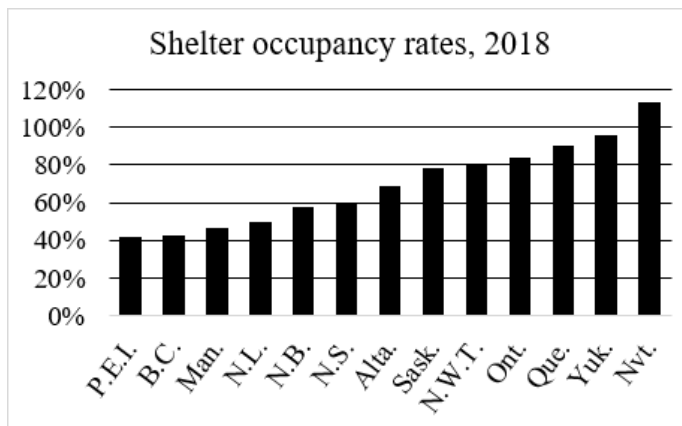
NUNAVUT

A 2014 study commissioned by the Government of Nunavut found that approximately 700 individuals stay in Nunavut homeless and family violence shelters each year (Vink, 2014, p. 20). Additionally, there were 1,200 individuals (four percent of Nunavut's population) staying temporarily in others' dwellings, and a further 3,200 people (ten percent of Nunavut's population) staying in others' dwellings indefinitely (Vink, 2014, p. 12). In 2018, Nunavut women's shelters reported the highest occupancy rate in Canada, at 113 percent (Moreau, 2019).



NORTHWEST TERRITORIES

In the Northwest Territories, the City of Yellowknife conducted a point-in-time survey to estimate the number of individuals in the city facing homelessness during a specified two-day period in 2018. The survey counted 338 individuals, with 90 percent indicating they were Indigenous – greatly overrepresenting Yellowknife's 23 percent overall Indigenous population (City of Yellowknife, 2018). In 2018, women's shelters in the Northwest Territories were at an occupancy rate of 80 percent, the fifth-highest in Canada (Moreau, 2019).



YUKON

In Yukon, a count indicated that at least 195 people in Whitehorse were homeless during one night in 2018, with 82 percent of respondents self-identifying as Indigenous (Council of Yukon First Nations, 2018). The same year, women's shelters in Yukon reported a 96 percent occupancy rate, the second-highest in Canada (Moreau, 2019).

These statistics demonstrate how northern geography and Indigenous identity influence higher rates of homelessness among populations in Nunavut, the Northwest Territories, and Yukon. Additionally, women's shelters in the territories report the highest occupancy rates in Canada.

A5. Project Summary

MAIN OBJECTIVES

The Shoebox Project collects and distributes shoeboxes full of toiletries, beauty items, and other small gifts to women living in homeless and women's shelters across Canada, the US, and the UK. For the past few years, the organization has been aware of the increased need for its services in the Northern Territories but has been unsuccessful in remotely reaching potential chapter coordinators and otherwise engaging these communities. Through this project, the Shoebox Project seeks to expand community understanding of Indigenous women's homelessness and to encourage direct and sustained community action toward these issues. By the project's end, volunteers in the three project communities will have established self-sustaining chapters in the territories' major cities, encouraging continual community support toward Indigenous women facing homelessness.

KEY ACTIVITIES

Meeting the project's end goal requires building a strong connection with the project communities and encouraging an understanding of their own needs. Women, Indigenous people, and representatives of community partners (primarily women's and emergency shelters) will attend workshops to identify housing- and homelessness-related issues in their communities. Shelter representatives will be invited to share information about their organization's needs. Both community partners and Shoebox Project representatives will share information about the broader status of women's and Indigenous homelessness throughout the Northern Territories and Canada, highlighting the severity and necessity of community action. Workshop attendees will be invited to return with friends to a shoebox assembly workshop, where they will be able to contribute by sorting and packing items, writing notes, and wrapping. Bulk items will be provided by SBP to assemble these initial shoebox gifts, with the goal of instilling a willingness for participants to donate items and volunteer at their local chapters in the future.

CLIENTS

Women's shelters are in continual need of hygiene and beauty products for their residents, who often arrive at such facilities with little to none of their personal belongings. The project's direct clients are women's shelters near the project locations, who will then pass on shoebox gifts to residents. Former recipients of shoebox gifts report that in addition to helping them meet their basic needs, they increase feelings of confidence, strength, and independence (ABC 7 News, 2014). In a time of personal turmoil, access to self-care items can help individuals facing homelessness feel valued and more connected to others. This has an immediate impact well beyond recipients' mental health, contributing directly to their recovery from homelessness (Pharmaprix, 2021).

A6. Partners

YWCA AGVVIK NUNAVUT

Description: This organization operates two women's shelters in Iqaluit, including Qimaavik, a 26-bed domestic violence shelter, and Sivummut, a 12-bed emergency shelter. It will receive 50 shoeboxes produced through the Iqaluit shoebox assembly workshop. Additionally, it will provide storage for bulk goods prior to the workshop.

Telephone: 867-979-4566

Email: executivedirector@ywca-agvvik.ca

Street Address: 3118 Angel St, Iqaluit NU X0H 0H0

YWCA NWT

Description: This organization operates the Alison McAteer House, a 12-bed family shelter in Yellowknife. 50 shoeboxes in total will be produced through the Yellowknife shoebox assembly workshop and split between YWCA NWT and the Yellowknife Women's Centre.

Telephone: 867-920-2777

Email: info@ywcanwt.ca

Street Address: 4904 54 Ave, Yellowknife NT X1A 1H7

YELLOWKNIFE WOMEN'S CENTRE

Description: This emergency women's shelter has a capacity of 25. 50 shoeboxes in total will be produced through the Yellowknife shoebox assembly workshop and split between YWCA NWT and the Yellowknife Women's Centre.

Telephone: 867-873-2566

Email: womenyk@theedge.ca

Street Address: 5610 Franklin Ave, Yellowknife NT X1A 1E7

SALVATION ARMY CENTRE OF HOPE

Description: This organization has 25 emergency beds and 20 transitional housing apartments in Whitehorse. It will receive 50 shoeboxes produced through the Whitehorse shoebox assembly workshop.

Telephone: 867-668-2327

Email: Chantal.Dowden@gov.yk.ca

Street Address: 405 Alexander St, Whitehorse YT Y1A 2L8

A7. Risks and Mitigation Strategies

1. **Risk:** Not enough participants will attend the planned workshops.

Plan: The organization will recruit participants in advance, using its own networks/contacts and those of partner organizations.

Annex A – Results Framework

Project Objective(s)

- To engage women and community partners in developing community strategies to reduce the impact of homelessness among Indigenous women
- To encourage continuing community support toward Indigenous women facing homelessness

Key Activities (Inputs)

- Workshops to identify and expand understanding of community needs

Women, Indigenous people, and representatives of community partners (women's and emergency shelters) will attend workshops to provide input on and expand their understanding of housing- and homelessness-related issues in their communities.

- Shoebox assembly workshops

Community members will be invited to attend workshops where they will assemble shoebox gifts for shelter residents – contributing by sorting and packing items, writing notes, and wrapping. Bulk items will be provided by SBP.

Key Outputs / Products

- From the first series of workshops, participants will have received an understanding of the unique issues faced by women and Indigenous women facing homelessness in the Northern Territories. Having been made aware of these community needs, participants will be more willing to take on volunteer roles with and donate to a future SBP chapter in their community.
- Shoeboxes assembled at the second series of workshops will be available for distribution to women's and emergency shelters in the three communities as a holiday care package to residents.

Planned Short-Term (Immediate) Results

- Four community partners – YWCA Agvvik Nunavut, YWCA NWT, Yellowknife Women's Centre, and Salvation Army Centre of Hope – will receive holiday shoebox gifts for each of their residents.
- SBP will locate three volunteer local coordinators for chapters in the three target communities.

Planned Medium-Term (Intermediate) Results

- Shoebox gift donations and distribution will continue under the direction of volunteer chapter coordinators in the three target communities.

Evaluation Plan

To ensure that the project achieves its planned results, an evaluation plan has been developed with multiple quantitative and qualitative methods of evaluation at various stages.

WORKSHOP 1 – QUALITATIVE, PROCESS EVALUATION

The first objective of this project is to engage Indigenous women and community partners in developing strategies to take action against homelessness in their communities. In the results framework, this corresponds to the first output – that participants will expand their understanding of the unique issues faced by women and Indigenous women facing homelessness in the Northern Territories. Producing this output is crucial to achieving the project results. Thus, questionnaires will be given to participants in the first workshop at the beginning and end of the event to evaluate their development of understanding and awareness of community needs. Depending on the results, the first workshop can be modified before it is delivered to additional target communities.

WORKSHOP 2 – QUANTITATIVE, OUTCOME EVALUATION

At the second workshop, community members will volunteer to build shoebox gifts for local women facing homelessness. Bulk items will be provided, and no in-kind donations will be solicited from the community or participants at this time. The purpose of the second workshop is twofold: first, it produces shoebox gifts for local shelters to give to residents. Second, it helps build community support for initiatives supporting women and Indigenous women facing homelessness. This corresponds with the second project objective, activity, and output.

The second workshop is crucial to achieving planned results. By familiarizing community members with the process and purpose of donating shoebox gifts, and by producing the first years' worth for local women's shelters, a significant barrier to attracting volunteer chapter coordinators for the three target communities is removed. Evaluation of the second output and result will involve measuring the number of shoebox gifts delivered to community shelter partners and the percentage of women facing homelessness in the community this represents. This assumes that a volunteer local coordinator is successfully recruited in each of the three target communities, a planned short-term result.

Sustainability Statement

MEDIUM-TERM RESULTS AND IMPACT EVALUATION

The sole medium-term planned result for this project is for shoebox gift donations and distribution to continue under the direction of volunteer chapter coordinators in the three target communities. No financial support will be required to sustain these activities. Ultimately, all women living in a shelter within these communities should receive shoebox gifts at least once annually (as per the national drive schedule), and possibly multiple times per year if local coordinators so choose. The performance of chapters in meeting these planned results will be evaluated following their submission of donation and delivery data to the head office. The responsibility for this and other evaluation measures will be shared between the four head office

staff members. Chapter performance results will be detailed in the organization's annual impact report.

B – Organizational Information

B1. Full Name and Acronym

Full Name (English): The Shoebox Project for Shelters

Acronym (English): SBP

Full Name (French): Opération boîte à chaussures pour refuges

Acronym (French): OBC

B2. Street Address

213-1485 Dupont St, Toronto ON M6P 3S2

B3. Mailing Address

213-1485 Dupont St, Toronto ON M6P 3S2

B4. Office Telephone Number

416-571-6685

B5. Office Fax Number

N/A

B6. Organization's Email Address

info@shoeboxproject.com

B7. Organization's Website

<https://www.shoeboxproject.com>

B8. Official Language

English

B9. Contact Information (Regarding Application)

Name: Lesley Hendry

Title: Executive Director

Address: 213-1485 Dupont St, Toronto ON M6P 3S2

Telephone Number: 416-571-6685

Email Address: lesley@shoeboxproject.com

B10. Executive Contact

Name: Lesley Hendry

Title: Executive Director

Address: 213-1485 Dupont St, Toronto ON M6P 3S2

Telephone Number: 416-571-6685
Email Address: lesley@shoeboxproject.com

B11. Organizational Scope

- ☐ Municipal ☐ Regional ☐ Provincial/territorial
☐ Inter-provincial/territorial ☐ National ☒ International

B12. Incorporation/Registration Status

- ☒ Registered/incorporated
☐ Not registered/incorporated

Registration/incorporation number: #833095045RR0001
Registration/incorporation date: 21 November 2013

B13. Recent Funding

Has your organization previously received funding from a government or private foundation?

- ☒ Yes ☐ No

Funder: Dream Unlimited Corp.
Address: 301-30 Adelaide St E, Toronto ON M5C 3H1
Telephone Number: 416-365-3535
Email Address: info@dream.ca
Amount Received: \$525,000

B14. Recent Community Partnerships

Shoebox Project local chapters partner with hundreds of women's and emergency shelters across Canada – too many to list in this application. Each of the Shoebox Project's 51 local chapters in Canada partners with one or more agencies that receive shoebox donations. Larger chapters may serve dozens of agencies. To view the recipients of a local chapter's shoebox gifts, visit the [Locations](#) page on the Shoebox Project's website and click on the chapter's page.

Additionally, the Shoebox Project makes financial gifts to other registered charities and qualified donees. In 2021, the Shoebox Project distributed a total of \$59,650 to 27 organizations, including women's and emergency shelters, community organizations, and food banks. To view a list of recipients and amounts, see Form T1236.

B15. Mandate and Main Activities

Mandate: Provide gifts to women living in shelters or accessing community support. Raise awareness of women's homelessness, poverty, and violence against women.

Main Activities: Deliver gifts and other in-kind donations to local shelters and community service agencies which serve women who are homeless or at-risk of homelessness.

C – Budget per Activity

Budget Table		
Category of expenditure	Fiscal Year 1	Total
Direct delivery expenditures – Travel	22585	22585
	Fiscal Year 1	Total
Executive Director, 1 11-day round trip (Toronto-Iqaluit) for workshops, airfare 1 x \$1,370 (\$1,370) + meal allowance 11 x \$153.90 (1,692.90) + accommodation 11 x \$136.50 (\$1,501.50)	4564	4564
Executive Assistant, 1 11-day round trip (Toronto-Iqaluit) for workshops, airfare 1 x \$1,370 (\$1,370) + meal allowance 11 x \$153.90 (1,692.90) + accommodation 11 x \$136.50 (\$1,501.50)	4564	4564
Executive Director and Executive Assistant, 1 11-day round trip (Toronto-Iqaluit) for workshops, car rental 11 x \$138	1518	1518
Executive Director, 1 11-day round trip (Toronto-Yellowknife) for workshops, airfare 1 x \$676.50 (\$676.50) + meal allowance 11 x \$119.20 (1,311.12) + accommodation 11 x \$47 (\$517)	2505	2505
Executive Assistant, 1 11-day round trip (Toronto-Yellowknife) for workshops, airfare 1 x \$676.50 (\$676.50) + meal allowance 11 x \$119.20 (1,311.12) + accommodation 11 x \$47 (\$517)	2505	2505
Executive Director and Executive Assistant, 1 11-day round trip (Toronto-Yellowknife) for workshops, car rental 11 x \$97	1067	1067
Executive Director, 1 11-day round trip (Toronto-Whitehorse) for workshops, airfare 1 x \$790.50 (\$790.50) + meal allowance 11 x \$104.60 (1,150.60) + accommodation 11 x \$54 (\$594)	2535	2535
Executive Assistant, 1 11-day round trip (Toronto-Whitehorse) for workshops, airfare 1 x \$790.50 (\$790.50) + meal allowance 11 x \$104.60 (1,150.60) + accommodation 11 x \$54 (\$594)	2535	2535
Executive Director and Executive Assistant, 1 11-day round trip (Toronto-Yellowknife) for workshops, car rental 11 x \$72	792	792
	22585	22585
Direct delivery expenditures - Salaries and Benefits	0	0
Direct delivery expenditures - Honoraria and professional fees	0	0
Direct delivery expenditures - Materials and supplies	0	0
Direct delivery expenditures - Facilities	3040	3040

Description	Fiscal Year 1	Total
Rental space for the 2 Iqaluit workshops, \$600 x 2 = \$1,200	1200	1200
Rental space for the 2 Yellowknife workshops, \$540 x 2 = \$1,080	1080	1080
Rental space for the 2 Whitehorse workshops, \$380 x 2 = \$760	760	760
	3040	3040
Direct delivery expenditures - Publicity and promotion	3122	3122
Description	Fiscal Year 1	Total
Social media promotion of Iqaluit workshops, \$0.45/click x 1,000 = \$450	450	450
Social media promotion of Yellowknife workshops, \$0.45/click x 2,708 = \$1,219	1219	1219
Social media promotion of Whitehorse workshops, \$0.45/click x 3,230 = \$1,453	1453	1453
	3122	3122
Direct delivery expenditures - Other	5292	5292
Description	Fiscal Year 1	Total
Refreshment and meals during the 2 Iqaluit workshops, \$417 x 2	834	834
Refreshment and meals during the 2 Yellowknife workshops, \$450 x 2	900	900
Refreshment and meals during the 2 Whitehorse workshops, \$716 x 2	1432	1432
Sealift transport of bulk goods cargo for Iqaluit workshops (Salaberry-de-Valleyfield - Iqaluit)	282	282
Courier transport of bulk goods cargo for Iqaluit workshops (Iqaluit port to shelter partner)	124	124
Freight transport of bulk goods cargo for Yellowknife workshops (Toronto - Yellowknife)	865	865
Freight transport of bulk goods cargo for Whitehorse workshops (Toronto - Whitehorse)	855	855
	5292	5292
Direct delivery expenditures total	34039	34039
Administrative expenditures - Salaries and benefits	8075	8075

Description	Fiscal Year 1	Total
Executive Director: 1 Executive Director, 10% working time on project, annual salary \$48,750 (including mandatory employment-related costs) x 1 year = \$4,875	4875	4875
Project Coordinator: 1 Project Coordinator, 10% working time on project, annual salary \$32,000 (including mandatory employment-related costs) x 1 years = \$3,200	3200	3200
	8075	8075
Administrative expenditures - Honoraria and professional fees	0	0
Administrative expenditures - Materials and supplies	0	0
Administrative expenditures - Facilities	0	0
Administrative expenditures - Office equipment	0	0
Administrative expenditures total	8075	8075
Amount requested from the department	42114	42114
Percentage of administrative expenditures	19%	

Other Sources of Revenue			
Financial	In-kind	Name of the source of revenue	Description
0	60	SBP head office volunteers	Design of promotional videos and flyer
0	1350	SBP head office volunteers	Production of short videos detailing the workshop
0	2500	SBP Greater Toronto Area chapters	Bulk goods for 50 shoeboxes for Iqaluit shoebox assembly workshop
0	2500	SBP Calgary and Edmonton chapters	Bulk goods for 50 shoeboxes for Yellowknife shoebox assembly workshop
0	2500	SBP Vancouver area chapters	Bulk goods for 50 shoeboxes for Whitehorse shoebox assembly workshop
0	257	SBP Greater Toronto Area delivery volunteer	Transport of bulk goods from Toronto to Salaberry-de-Valleyfield for Iqaluit shoebox assembly workshop
0	80	YWCA Agvvik Nunavut	Storage of bulk goods for Iqaluit shoebox assembly workshop
Other sources of revenue totals		Total Financial Contributions	Total In-kind Contributions
		0	9247

Budget Narrative

TRAVEL: AIRFARE, ACCOMMODATIONS, CAR RENTAL

Travel costs are based on quotes given by various travel booking websites.

RENTAL SPACE

For Iqaluit and Yellowknife, the cost of rental space was approximated based on the average rental rates for meeting spaces found elsewhere in Canada. For Whitehorse, the published daily cost to rent a suitable hotel meeting space was used.

REFRESHMENT AND MEALS

For Iqaluit, the amount requested for refreshments and meals for each of the two workshops includes 10 standard pizzas from Pizza Hut at \$31.29 each, two 12-packs of soda at \$21.19 each, and a 24-pack of bottled water at \$61.72. Beverage prices are from the North Mart flyer. Both of the Iqaluit workshops have a projected attendance of 26, based on the relative population of the community.

For Yellowknife, the amount requested for refreshments and meals for each of the two workshops includes 65 assorted 6-inch sub sandwiches from Subway at \$5.44 each, four 12-packs of soda at \$7.95 each, and a 48-pack of bottled water at \$64.96. Beverage prices are from the Walmart website. Both of the Yellowknife workshops have a projected attendance of 65, based on the relative population of the community.

For Whitehorse, the amount requested for refreshments and meals for each of the two workshops includes 84 assorted 6-inch sub sandwiches from Quiznos at \$7.49 each, five 12-packs of soda at \$3.75 each, and a 60-pack of bottled water at \$41.80. Beverage prices are from Your Independent Grocer. Both of the Whitehorse workshops have a projected attendance of 84, based on the relative population of the community.

Projected attendance for workshops in each community was calculated by multiplying the 2016 census population by 0.00333.

SEALIFT AND COURIER TRANSPORT (IQALUIT)

The amount requested for sealift transport is derived from the minimum billable volume of 88 cubic feet for the provider NEAS. The amount requested for courier transport is derived from a quote from the courier Nunavut Marketing Delivery Services.

FREIGHT TRANSPORT (YELLOWKNIFE AND WHITEHORSE)

The amounts requested would cover shipping quotes given by Old Dominion Freight Lines, a leading less-than-truckload (LTL) shipping company. Weight and dimension estimates are derived from a 2019 internal study. Bulk items needed to create 50 shoeboxes would weigh around 134 lbs. and have a volume of about 16 cubic feet.

ADMINISTRATIVE EXPENDITURES – SALARIES AND BENEFITS

The Executive Director and Executive Assistant will each spend a minimum of 33 of an annual 260 working days traveling to the target communities and fulfilling project objectives. This equates to 12.7 percent of each individual's working time. However, requesting this amount would result in exceeding the 20 percent administrative expenditures cap set for this call for proposals. To meet this requirement, the estimation has been reduced to 10 percent of each individual's working time.

Declaration and Undertaking

_____	_____	_____
Signature	Title	Date

References

- ABC 7 News. (2014, December 6). Charity accepting donations to help women living in emergency shelters. <https://abc7news.com/woman-women-violence-emergency-shelters/424396/>
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- Council of Yukon First Nations. (2018). 2018 report: Whitehorse P.I.T. count. <https://cyfn.ca/wp-content/uploads/2018/08/PiT-Count-2018-FINAL.pdf>
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- Vink, C. (2014, May 5). Profile of homelessness in Nunavut. https://homelesshub.ca/sites/default/files/Homelessness%20in%20Nunavut%20-%20Engl_0.pdf