



SUNCOR  
ENERGY  
FOUNDATION

# Reducing Barriers and Driving Innovation Application questions

The Suncor Energy Foundation (SEF) has long invested in post-secondary education across Canada. By 2019, SEF had noticed trends in both the post-secondary and philanthropic spaces that had us wondering whether we might tweak how we provide post-secondary donations. So, after several months of internal and external conversations about what that might look like, we compiled ideas and created a new post-secondary donation program called *Reducing Barriers and Driving Innovation program*. The program includes three primary criteria:

- Initiatives must support one or more of the SEF funding priorities: Indigenous Peoples, Community Resilience, and Energy Future, and/or connect to the other two pillars of our SEF strategy (social innovation and community presence).
- Initiatives should also support the reduction or elimination of barriers to participation for students and community members.
- This reduction or elimination of barriers connects to an “end goal” of society moving toward a more fair and sustainable economic system.

For details on other elements of our community investment and Suncor Energy Foundation priorities, please visit [www.suncor.com/community](http://www.suncor.com/community).

## The application:

The application is structured into five different sections:

1. **Eligibility** – please review the eligibility criteria before applying.
2. **About your initiative** – an opportunity to tell us more about your idea.
3. **Why this initiative** – an opportunity to tell us more about the system you are working in and the potential impact of your initiative.
4. **Contact information**
5. **About your institution** – an opportunity to tell us more about your post-secondary institution.

This document includes the anticipated application questions. Some questions may vary in format on the application form. Details on how to apply will be available when the application period opens April 1st.

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## Eligibility

Before you begin your application, please note that you must be a registered Canadian charity to receive a donation from SEF. The following initiatives and organizations are ineligible for SEF donations:

- Political parties or candidates
- Religious organizations (except where they represent non-denominational community and social support services)
- Private schools
- Professional sports teams
- Service clubs and fraternal organizations
- Professional solicitors or third-party fundraising
- Private clubs funded through membership fees
- Individuals, individual pursuits
- Debt-reduction campaigns
- Goodwill advertising
- Organizations focused on the advocacy of a particular social, religious, moral, political or economic point-of-view
- Post-secondary institutions outside of Canada

## Program Eligibility and Scope:

1. While your initiative should align with more than one of our funding priorities, please tell us which funding priority it most closely aligns with:
  - Indigenous Peoples
  - Energy Future
  - Community Resilience
2. If applicable to your initiative: In addition to the funding priorities above, please tell us which other pillars of our strategy your initiative aligns with:
  - Social Innovation capacity
  - Community presence (i.e., visible connection to a community where Suncor operates)
3. Please comment on how your initiative connects to our strategy including: our strategic objectives, our funding priorities, social innovation, and/or community presence.
4. Initiatives should support the program's goal of reducing barriers to participation for students and community. Please tell us which group(s) you will be engaging in the initiative:
  - Students
  - Community
  - Both students and community
5. Please provide any additional comments on how you plan to engage students and/or community members in the initiative in meaningful ways. Include information about the role(s) they will play and what relationships already exist.
6. Please comment if this initiative includes any inter-disciplinary work across your institution.
7. Please tell us how your initiative might contribute to a more fair and sustainable economic system.

# Describe your initiative

1. For reference purposes, please provide a name for this initiative:
2. Please provide a description of your initiative:
3. As this program is only open to Canadian institutions, where will your initiative take place within Canada? Please note: While this program is open to all post-secondary institutions across Canada, if multiple applications are deemed equally strong, preference may be shown to the institution(s) in a community where Suncor operates.
  - Alberta
  - British Columbia
  - Saskatchewan
  - Manitoba
  - Ontario
  - Quebec
  - New Brunswick
  - Nova Scotia
  - Newfoundland and Labrador
  - Northwest Territories
  - Nunavut
  - Prince Edward Island
  - Yukon
4. Within the province and/or territory identified above, what municipality or region will the initiative primarily take place in? Please describe any surrounding communities that may also participate.
5. What is the overall budget for this initiative? Please attach the budget.
6. Do you have other confirmed funders involved in this initiative?
  - Yes       No
  - If yes, please provide details on the other confirmed funders.
7. Do you have other tentative funders involved in this initiative?
  - Yes       No
  - If yes, please provide details on other tentative funders.
  
  - If yes, what support might be required to convert the tentative to confirmed?

## Describe your initiative

8. What is the total level of support you are seeking from SEF?

9. Are you requesting a one-time or multi-year donation?

One-time       Multi-year

If multi-year, please describe the support requested per year.

10. How will the donation primarily be used? Please incorporate how the donation might be shared across other participants, students, and/or community.

11. Besides monetary support, are you also looking for in-kind donations?

Yes       No

If yes, what kind of in-kind donations are you looking for?

12. Why did you choose to come to SEF with this proposal?

# Why this initiative?

1. What is the primary issue, need, or opportunity that your initiative is addressing and what do you feel are the root causes of the issue, need, or opportunity?
2. What does this issue, need, or opportunity look like from the perspective of students and/or community?
3. In identifying this issue, need, or opportunity who did you consult and how did you gather the information used to develop the initiative?
4. What other organizations are doing work that is aligned to this issue, need, or opportunity? If appropriate, please include any details that demonstrate where your institution is cooperating or collaborating with these other organizations.
5. Do you believe this issue, need, or opportunity can be resolved?

Yes

No

If yes: what might resolution look like (in its final state which may be longer than the term of the donation)?

## Why this initiative?

6. Please tell us what outcomes, milestones, and indicators you will use during the donation period to assess your progress?

How would you name this outcome (title or short description)?

What milestones and indicators do you anticipate using to monitor your progress and on what frequency (please include quantitative and/or qualitative measures)?

What work have you already done to create a baseline for this outcome or what indicators are you already tracking?

7. Assuming that things go really well for the work that would be supported by this initiative, please describe what success might look like in the longer term (beyond the donation period) and how this initiative might have contributed.
8. What do you see as the barriers and challenges that might limit the success of the initiative you are proposing?
9. How will you track your learnings and what processes might you put in place to ensure you are adapting the initiative based on your learnings?
10. How do you plan to share what you learn from your initiative with others?

# Contact information

Are you the primary contact for this request?

Yes       No

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**IF NO:**

Please provide details of the **primary contact** at your organization for this request below.

Salutation (e.g., Mr., Miss, Mrs., Dr., etc.):

First name:

Last name:

Title:

Email:

Phone number:

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**IF YES:**

Please provide **your** contact details below. All email communications about the status of this proposal will only be sent to you.

Salutation (e.g., Mr., Miss, Mrs., Dr., etc.):

First name:

Last name:

Title:

Email:

Phone number:

Please tell us your role with regard to the organization and this request.

# About your organization

1. Please tell us about your organization's mandate or purpose:
2. How is your organization classified?
  - An organization registered as having charitable status by the Canada Revenue Agency (CRA)
  - A provincially registered not-for-profit organization
  - A municipality or a public institution
  - A First Nations community
3. Enter the name of the beneficiary organization or registration number:
4. Should this request be approved, is this the name to which payment should be directed?
  - Yes
  - No
5. Should this request be approved, is the address provided the one to which payment should be directed?
  - Yes
  - No
6. Organization phone number:
7. Organization web site address (if available):
8. Please provide social networking profiles (Facebook, Twitter, etc.) your organization uses, if applicable:

# About your organization

9. Please list the Chair and board members for your Board of Governors or Board of Directors.

NAME	OCCUPATION/EMPLOYER	ROLE ON BOARD	AFFILIATED WITH SUNCOR

10. Please attach your current audited financial statement.

11. How many employees will this program or initiative engage or support?

- Less than 10
- 10 - 30
- 31 - 50
- 51 - 100
- More than 100

12. How many departments or faculties from your institution are involved in submitting this application?

- 1
- 2-3
- More than 3

If more than 1, please describe the roles each faculty or department will play, and how interdisciplinary/cross-campus collaboration will be supported.

# About your organization

13. Do you know of any Suncor employees active in your organization?

- Yes                       No

If yes – Please describe the Suncor employee’s role and the nature of their engagement.

14. Have you spoken to anyone at Suncor and/or SEF about this application?

- Yes                       No

If yes - Please tell us who you spoke to and any other relevant details.

15. Has your organization received funding from Suncor and/or SEF before?

- Yes                       No

If yes: Please provide details of previous funding (i.e. the project name, the amount of funding and the date the funding was provided).

16. Please attach any additional documents to support your application.

# Agreement

By submitting this application I confirm that I have the authority to submit this request and agree to the conditions described below.

- (a)** All information contained herein is true and accurate to the best of my knowledge;
- (b)** Should Suncor, the Suncor Energy Foundation or a related entity agree to provide support for the initiative proposed in this application, I agree that information about this initiative may be highlighted in Suncor and the Suncor Energy Foundation's corporate communication vehicles.
- (c)** Should Suncor, the Suncor Energy Foundation or a related entity agree to provide support for the initiative proposed in this application, I agree to abide by any donation or other rules and conditions imposed by Suncor and/or the Suncor Energy Foundation or a related entity.
- (d)** Should Suncor, the Suncor Energy Foundation or a related entity agree to provide support for the initiative proposed in this application, I agree to complete a donation evaluation of the initiative.
- (e)** I consent to receiving email notifications regarding this request and any subsequent emails from Suncor, the Suncor Energy Foundation or a related entity or its suppliers that relate to this request (i.e. Benevity) or any future charitable contributions or sponsorships associated with this initiative.

I have read the Agreement above and agree to all the terms therein.