



The \$15K Challenge:  
Application Guidelines



# The \$15K Challenge Application Guidelines for Project Funding

## TABLE OF CONTENTS

Description of Women's Xchange.....	3
Women's Health Research.....	5
The \$15K Challenge.....	5
Eligible Projects.....	5
Eligible Applicants.....	6
The Application Package.....	7
Administrative Details Form.....	7
Project Information Form.....	7
Budget Form.....	8
Curriculum Vitae of Principal Investigator.....	9
Annual Report of Trustee Organization.....	9
Completed Package Submission.....	9
Scientific Lead – A Resource For Project Conceptualization.....	10
Ethical Considerations.....	10
Reporting Requirements.....	10
Contact Information.....	11

## Description of Women's Xchange

Based at Women's College Hospital in Toronto, Women's Xchange is a women's health research knowledge translation and exchange centre. By advancing health research for women, our goal is to actively enhance the health of women and all Ontarians.

Health is not only the responsibility of the health care sector. By looking at health broadly and considering factors outside the traditional health care setting we can better identify, understand, and improve women's health. Better health questions and answers come from working collectively across all sectors of society.

*To actively enhance the health of women and all Ontarians, Women's Xchange supports women's health research in academic and community settings and helps to disseminate findings across the province*

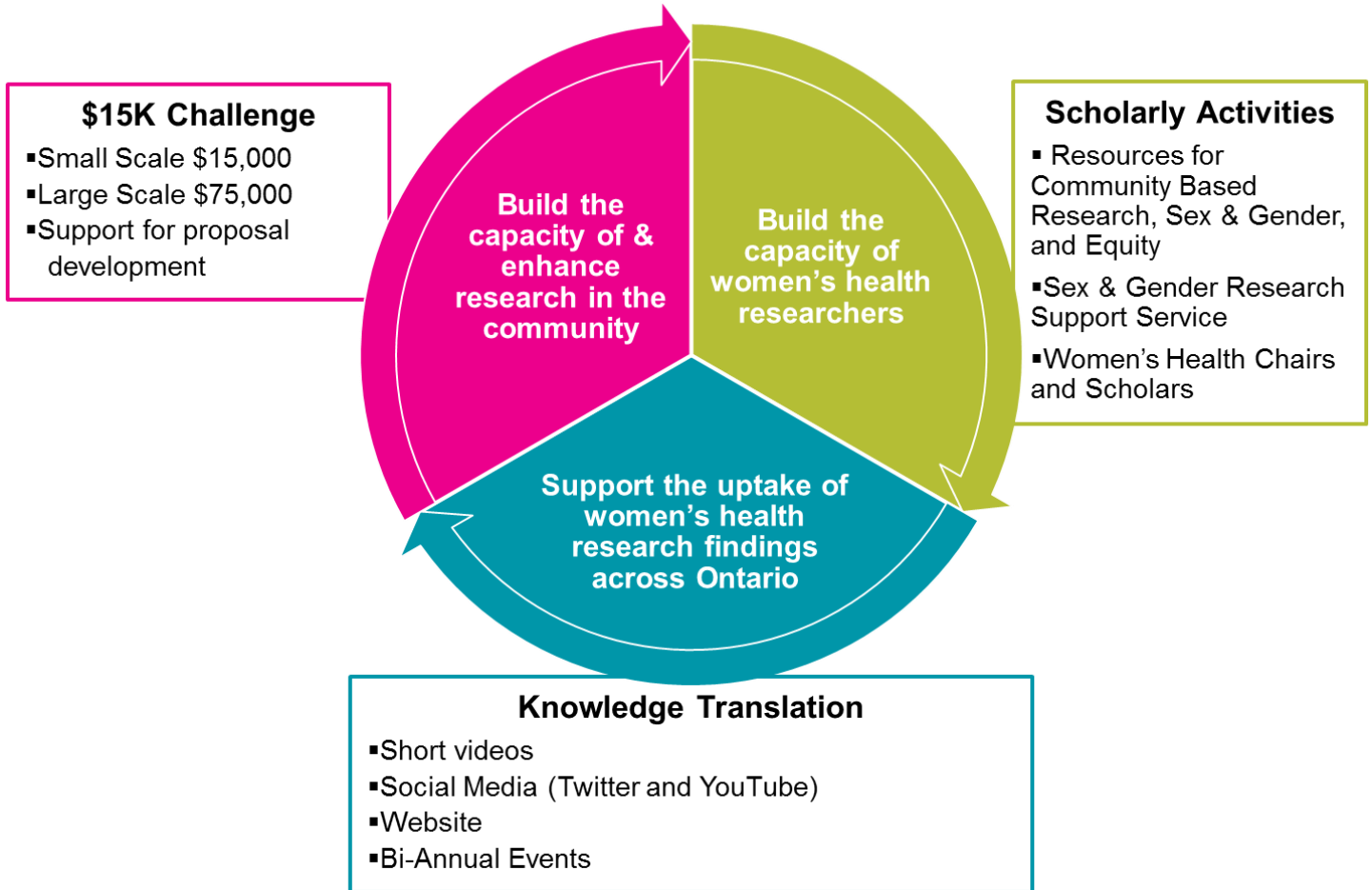
Funded by the Ministry of Health and Long-Term Care's Health Service Research Fund, the centre supports women's health research in both academic and community settings, and the dissemination of research findings across Ontario. In addition to supporting research, Women's Xchange also provides women's health researchers and trainees across the province with support to gain new skills and develop new collaborations.

As we learn new and better ways to advance the health of women, that knowledge must be quickly and effectively shared and applied to real programs to benefit the community. By engaging communities in this process, Women's Xchange will hear from individuals and organizations about what they need to best serve their local population. Working closely with people at a local level will help us translate research findings into useful information to positively impact the health of all Ontarians.

### How do I demonstrate the level of community engagement in our research project?

The \$15K Challenge is designed to provide community-based organizations and individuals in academic instructions with an opportunity to investigate locally identified women's health issues. There are multiple levels of partnership and a cornerstone of this funding mechanism is its ability to serve as a unique opportunity for community-based organizations to lead scientific research. Applicants are encouraged to demonstrate the level of community engagement in their project and can consider the following when developing your proposal:

- How long has your organization worked with this community of people? Can you demonstrate a trust relationship with them?
- Will there be people from the target group involved in decision making?
- Are any of the members of your team from the target group of your research project?
- How do you know this issue is of concern to community members, not just service providers?
- How have service providers heard this from community?



## Women's Health Research

*Health* is defined by the 1986 Ottawa Charter for Health Promotion as "the extent to which an individual or group is able to realize aspirations and satisfy needs, and to change or cope with the environment. Health is a resource for everyday life ... it is a positive concept, emphasizing social and personal resources, as well as physical capacities." Health extends beyond medicine and hospitals and into the social, emotional and practical aspects of one's life. How people live and function in their community, and the resources they can access, greatly affect health.

Women have unique health care needs that go beyond those associated with reproduction. Many health issues that affect both men and women have different implications for women. Economic, political, and social forces also influence women's health and their access to care.

In Ontario, research in women's health is taking place across the province; from the academic setting to the local community, from the laboratory to the community health centre. By working together to advance health research for women, we can improve the health and wellbeing of women and all Ontarians.

*We know that women's health is deeply relevant to everyone – healthy families, communities and societies are supported by healthy women*

## The \$15K Challenge

Women's Xchange is offering up to \$15,000 in one-time one year (non-renewable) grants to support research projects that address women's health issues at the local level. First time applying to a research grant? Women's Xchange will provide guidance throughout the application and research process. With access to a Scientific Lead and assistance in developing academic partnerships, applicants will be supported with regards to developing a research proposal and conducting a successful research study.

There are a few things to know about who can receive these grants, how to submit an application, and the criteria of a successful application. Applicants will find the answers to these questions and other important information about the \$15K Challenge in the following sections.

### ELIGIBLE PROJECTS

The main purpose of the \$15K Challenge is to provide community-based organizations, working alone or in collaboration with other community or academic organizations, with an opportunity to conduct research or design programs that can improve women's health in their communities. Funding is available for one year; projects may provide a foundation for future project or policy implementations.

*Women's Xchange is offering up to \$15,000 in one-time one year (non-renewable) grants to support research projects that address women's health issues at the local level*

Women's Xchange is looking for innovative research or project ideas to improve women's health. Potential projects may include:

1. Identifying unmet needs within a defined community
2. Exploring or testing effective solutions to problems
3. Increasing the understanding of factors that influence women's health

Awards are available to community organizations or to collaborations between community organizations. Academic organizations can only apply to this funding stream when partnered with a community organization. Women's Xchange will fund approximately 25 community-initiated research projects per year. Each award will be around \$15,000 per project.

*You've got ideas. We've got funding. Let's work together.  
Together we can put your ideas into action to learn more about what contributes to women's health and improve the health of women in your community.*

Women's Xchange will not fund:

- Budget deficits
- Core programming
- Activities or organizations that could be deemed discriminatory, as defined by the Ontario Human Rights Code
- Dollar-for-dollar replacement of government funding
- Direct contributions to annual fundraising drives, capital campaigns, or special fundraising events/campaigns
- New construction or renovations which add to an existing building's square footage
- The purchase of land or buildings
- Existing programs or activities
- Religious activities

### ELIGIBLE APPLICANTS

You are eligible to apply if you are an individual or group of individuals based in Ontario and affiliated with:

- A registered charitable organization or foundation
- An organization incorporated as a not-for-profit corporation
- An unincorporated branch or chapter of a charitable organization or incorporated not-for-profit organization
- A community agency

- A collaborative of two or more organizations that that are working together to achieve a common goal (with at least one eligible member)
- Universities/Colleges, schools, hospitals are eligible only if they are working with an eligible community organization
- **Collaborations between community organizations and academics are an asset and strongly encouraged**

**\* Please note the following changes to our funding criteria:**

- If you currently hold a \$15K grant from Women's Xchange, your funded project **must be completed** before you can re-apply (all reporting requirements must be submitted to Women's Xchange including your Executive Summary, Financial Report and required video),
- Principal Investigators can only hold **one** \$15K grant a time.

If you are having trouble determining whether or not your organization is eligible to apply, or whether your research idea fits within the \$15K Challenge criteria for funding, please contact Women's Xchange at [info@womensxchange.ca](mailto:info@womensxchange.ca)

## THE APPLICATION PACKAGE

Please include:

- 1 Administrative Details Form (PDF fillable form)
- 1 Project Information Form (PDF fillable form)
- 1 Budget Form (PDF fillable form)
- CVs of the Principal Applicant and Team Members
- 1 Annual Report of the Principal Applicant's Organization

## ADMINISTRATIVE DETAILS FORM

This form helps us understand the administrative aspects of your proposed project. We ask basic questions about the principal applicant, including their affiliated organization. We also ask questions about the organization(s) that you may be collaborating with. At the end of this form, we ask for a signature from the principal applicant and each team member. Upon signing this form, you acknowledge that the information you have provided us with is accurate and current.

## PROJECT INFORMATION FORM

The Project Application Form is the core of the application – it is where you describe the details of your project. Each section is described below. **Please note the word limits. You may be penalized for going over the specified maximum words per section.**

**Title** - Give your project a short and descriptive title. This is what we will be using to refer to your project. This could also be in the form of a research question.

**Abstract (Max 250 words)** – This is a summary of your proposed project, and should be brief and informative. Address your research question, your methods and/or evaluation plan, and knowledge translation plan.

**Goals and Objectives (Max 250 words)** – What is your research question? ***We encourage all applicants to contact our Scientific Lead for assistance in translating your project ideas into a research question.*** What are the goals and objectives of your project? We want to know your project's specific goals and how they align with our overall aim at Women's Xchange.

**Issue (Max 300 words)** – Why is this project important? How was the need for this project determined? You can use current published information to support your rationale, or experience gained through your organization.

**Population and Methods (Including an analysis and/or evaluation plan) (Max 600 words)** – Describe the population you will be working with. Provide the sex, age, geographical location, socio-economic status, or any other notable demographic indicators of the population. What is your recruitment strategy for this population and how many people are you looking to recruit? Describe the methods that will be used for data collection and analysis. Examples include focus groups, surveys, interviews, testimonials, etc. If you are developing a program, how will you evaluate potential impact and consider sustainability of this initiative? ***Be sure your methods and evaluation match your goals and objectives.***

**Knowledge Translation (Max 250 words)** – Include a short description of plans for knowledge sharing. Who are your anticipated knowledge users (i.e. people who should know about the outcomes of the project) and how will you reach/engage them? A great deal of projects and research programs are not just inclusive of, but are rooted in knowledge translation activities. Please note KT cannot consist solely of conference presentations and peer review publications. Examples include:

- *Curricula and training tools:* designed to support community health workers to educate them about how to collaborate more effectively and better meet the needs of the women they serve
- *Meetings and ongoing communications:* to inform audiences – including community partners, front-line workers, the general public and research participants – about the latest discoveries
- *Websites:* to share a wide range of health information with women everywhere
- *Social media activities:* that directly engage digital audiences without relying on traditional media uptake to bring information directly to targeted consumers

**Roles of the Project Team (Max 250 words)** – Provide a brief overview of who will be involved in your research project, and what their roles will be (i.e. who is recruiting participants? Collecting data? Analyzing data? Leading the knowledge translation activities?). The individuals you list in this section should also be listed as “team members” on the administrative details form, and their CVs should be included in your package.

## BUDGET FORM



Please provide a detailed budget with justification/rationale for each cost, including the items below (in addition to any miscellaneous cost not listed in the categories below):

1. **Personnel Costs and Honorarium:** The rate(s) of remuneration (including \$/hr and total number of hours estimated) should be those normally paid by the host organization to similar categories of staff, including fringe benefits where applicable. Includes honoraria for research participants and community members.
2. **Supplies:** The need for supplies should be explained and all amounts based on current actual costs. Please note that funds for supplies are not intended for the purchase of furniture or other office equipment.
3. **Travel:** Within the immediate geographic area directly related to the research project.
4. **Knowledge Translation Activities:** Itemize all requests for knowledge translation and exchange activities, e.g. publications, pamphlets, presentations. ***Please include in your budget the required video of your research.***

Women's Xchange does not recognize a flat overhead amount as an eligible expense. If there are specific functions that need to be purchased, list these separately under the provided headings in the budget form.

#### CURRICULUM VITAE OF PRINCIPAL APPLICANT AND TEAM MEMBERS

Provide CVs or resumes of the principal applicant and each team member listed on the administrative details form.

#### ANNUAL REPORT OF TRUSTEE ORGANIZATION

Please include the link to the latest annual report of the principal applicant's organization with the rest of the application package. If the annual report is not accessible on-line, please provide a hard copy. If your organization does not produce an annual report, an audited financial statement would suffice. We do not require annual reports from universities or hospitals.

#### COMPLETED PACKAGE SUBMISSION

Send one hard copy of the package to:

Attn: Women's Xchange  
Women's College Research Institute  
76 Grenville Street  
Toronto, Ontario  
M5S 1B2

*Additional resources to help organizations prepare the following grant application are available under the "Resources" section of our website: [womensxchange.ca](http://womensxchange.ca)*

E-mail one electronic copy of the package to:  
[info@womensxchange.ca](mailto:info@womensxchange.ca)

## SCIENTIFIC LEAD – A RESOURCE FOR PROJECT CONCEPTUALIZATION

The Scientific Lead is a member of the Women's Xchange team who has the skills and abilities to aid you in conceptualizing your project and preparing your application. Available to applicants from community-based organizations for a maximum of 1 hour a week (until applications are due), you can contact the Scientific Lead for help. The following is a list of appropriate issues to bring forward to the Scientific Lead to work collaboratively on:

- Pre-application assistance to help determine if any other community groups are addressing the same issue that you propose to address
- Help in targeting and collaborating with other organizations for your project
- Translating your project idea into a research question
- Guidance through the research process, and familiarization with health research procedures (such as data collection and analysis)
- Help deciding whether or not your project needs research ethics board approval

## ETHICAL CONSIDERATIONS

Women's Xchange is committed to supporting research that respects and protects all participants. Ethics approval is not required at the time of application, but successful applicants will be responsible for obtaining such approval from the relevant research ethics review board prior to commencing research activities. Funded projects that require review but do not have access to one of the university or other research ethics boards in Ontario will be connected with the Community Research Ethics Office to complete ethics review. The time required for ethics review varies by project and by ethics review board. Successful applicants are encouraged to plan for a minimum of 2-3 months following submission to any research ethics board for review.

## REPORTING REQUIREMENTS

All award recipients are required to submit a final report at the end of the funded year to Women's Xchange. The report is in the form of an executive summary (3 pages in length), outlining the project's context/background, methodology, important findings and implications. It should provide enough information for a busy decision-maker or practitioner to get a basic understanding of the project and its relevance to women's health research. A financial report will also be required.

In addition to an executive summary, grant recipients must create a **3 minute video** which describes their research project to others. All videos will be shown at a Women's Xchange Event, showcasing the work of all successful grant recipients. The cost of creating this video must be included in your proposed budget. Please note your video must be **close-captioned**. If this is not possible, a transcript accompanying your video is required.

Not all change resulting from your project may be captured in a one-year time frame. One year post-project, we would like to hear about any “ripple effects” that happened as a result of your project. These may be unexpected or unanticipated results, changes in behavior or thinking, or the creation of new collaborations or projects.

#### CONTACT INFORMATION

For questions regarding these funding guidelines, please contact:

[info@womensxchange.ca](mailto:info@womensxchange.ca)

(416) 351-3732 ext. 3755