

Ontario Black Youth Action Plan

Violence Prevention Campaigns Initiative Call for Applications

This is an invitation to prospective applicants to submit applications for funding for the **Violence Prevention Campaigns Initiative** under the Ontario Black Youth Action Plan. This application package is issued by Her Majesty the Queen in right of Ontario as represented by the Minister of Children and Youth Services (the “Ministry”).

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1. Program Guidelines

1.1 Background

There is an urgent need to address violence and victimization affecting Black Ontarians. Black children, youth and families are disproportionately affected by violence, including as victims of hate crimes¹.

To help reduce disparities for Black children, youth and families in March 2017 Ontario released the [Ontario Black Youth Action Plan \(BYAP\)](#). The BYAP is a four-year, \$47 million commitment that, when fully implemented, will support 10,800 Black children, youth and their families annually.

The BYAP will increase access to supports and opportunities for Black children, youth and their families in Ontario across life stages, from early childhood to the transition to school and / or work.

1.2 Initiative Overview

The Violence Prevention Campaigns Initiative will provide one-time funding to organizations to deliver public awareness campaigns that help to reduce instances of violence for Black children, youth and families.

“Public awareness campaigns” are the development and dissemination of messages through traditional marketing channels and local community-based activities to help reach a specific goal.

Design of this initiative was informed by the External Implementation Steering Committee and feedback from community engagement sessions. The External Implementation Steering Committee is made up of Black community leaders, organizations and youth working together to inform the design and implementation of BYAP initiatives and ensure the Plan is responsive to the needs of Ontario’s Black children, youth and families.

1.3 Campaign Outcomes

The goal of the Violence Prevention Campaigns Initiative is to reduce instances of violence for Black children, youth and families.

To achieve this goal, campaigns should take a preventative approach to reducing instances of violence by addressing the root causes of violence. Root causes of youth

¹ Of all hate crimes reported between 2012 and 2014, one quarter were anti-Black activities (Statistics Canada, 2016).

violence include a negative concept of self and low self-esteem, a sense of powerlessness and a sense of exclusion from the broader community.²

Campaigns that address the root causes of violence will:

1. Present and promote positive images of Black people;
2. Promote and empower strong cultural identities;
3. Be collaborative, coordinated and community-focused; and
4. Be delivered through an anti-Black racism lens.

Examples of campaigns that address the root causes of violence could include but are not limited to:

- An information campaign empowering Black youth with knowledge about their rights;
- An anti-bullying campaign focused on reducing interpersonal, gender-based and / or interracial conflict;
- A campaign that uses story-telling, art, theatre, music or other creative elements to bring youth closer to their communities; or
- A cultural campaign aimed at promoting strong, cultural identities.

1.4 Campaign Activities

Successful applications will outline how the applicant would deliver a comprehensive campaign that will develop and disseminate key messages through both traditional marketing activities and community outreach techniques.

The campaigns may involve / include but are not limited to:

- Grassroots outreach;
- Event-based / interactive marketing;
- Public education / experiential learning;
- Media relations;
- Engagement with community leaders, social media or other known personalities;
- Development of partnerships; and / or
- Active social media engagement.

1.5 Costing and Duration

The proposed campaign budget for any application cannot exceed \$325,000, inclusive of all expenses and applicable taxes. This funding is one-time.

² *Report on the Review of the Roots of Youth Violence*, Roy McMurtry and Alvin Curling, 2008.

Activities / milestones for successful applicants must be completed by the end of the 2017-2018 fiscal year (March 31st, 2018).

1.6 Beneficiary Population

Eligible applications will benefit Ontario's Black children, youth and families, specifically those living in communities within the Greater Toronto and Hamilton Area, Windsor and Ottawa. The campaign target audience / subject may include members outside of the Black community in order to maximize the benefits for the beneficiary population. The campaign target audience may be community specific or regionally focused.

1.7 Collective Impact

Initiatives under the Ontario Black Youth Action Plan will be delivered using the Collective Impact and Cultural Identity (CI²) Approach. Applicants must be willing to learn about and participate in this Approach in order to be considered for funding. To learn more about the CI² Approach please see Appendix A.

1.8 Eligibility

Applications can be completed by a single organization, a coalition or a partnership.

- The **lead organization** is the signing organization on the government contract to deliver the campaign.
- **Campaign partners** are the organizations responsible for working on one or many elements of the campaign. Campaign partners can play a co-leadership, sponsorship or collaborative role.

To be eligible for consideration, all applications must meet the following criteria:

1. The lead organization applying for funding must be a legal entity;
2. Submission of a completed application form and Excel budget template for the Program by the application deadline; and
3. All elements of the application (Appendix B) have been addressed / completed in the application.

2. Application Process

2.1 Submitting an Application

All applications will include the following:

- One completed application template (Appendix B);
- One completed Budget Template (embedded in Appendix B); and
- No more than two reference letters.

All materials associated with your application must be received by the Youth Strategies Branch, Ministry of Children and Youth Services (the “Ministry”) no later than **September XX, 2017 at end of day.**

Applications can be submitted to and will be accepted by:

- Email: Nakema.Wilson@ontario.ca
- Mail: ATTN: Nakema Wilson, 3rd Floor, 101 Bloor St W, Toronto, ON, M5S 3L7

2.2 Application Questions

If you have any questions about the application template, criteria, process etc. please email them to Nakema Wilson at Nakema.Wilson@ontario.ca by **Friday, August XX, at end of day.**

All questions and responses will be summarized in writing and re-distributed via email and on the [Ontario Black Youth Action Plan website](#) the **week of August XX, 2017.**

2.3 Selection of Initiatives

An inter-ministerial committee will review and assess the applications against the eligibility requirements (Section 1.8) and the criteria below to make recommendations for project funding.

Criteria	Weights
Section 1: Organizational Overview <ul style="list-style-type: none">• Application indicates that the lead organization or campaign partners are currently working with Black children, youth and families in one of the three BYAP catchment areas (Greater Toronto and Hamilton Area, Ottawa and Windsor).	5%
Section 2: Organizational Experience <ul style="list-style-type: none">• Lead organization and / or campaign partners have clearly demonstrated experience delivering public awareness campaigns and / or violence prevention initiatives.• Lead organization and / or campaign partners have clearly demonstrated experience collecting data (i.e. conducting surveys,	25%

Criteria	Weights
collecting race-based data, empowering front line staff to collect data etc.) <ul style="list-style-type: none"> • Lead organization and campaign partners are willing to participate in a Collective Impact and Cultural Identity (CI²) Approach. 	
Section 3: Initiative Proposal <ul style="list-style-type: none"> • Application clearly identifies how campaign goals, approach, targeted audience and implementation will: <ul style="list-style-type: none"> ○ Present and promote positive images of Black people; ○ Promote and empower strong cultural identities; ○ Be collaborative, coordinated and community-focused; and ○ Be delivered through an anti-Black racism lens. • Application provides a realistic budget that reflects all elements of campaign implementation outlined in the proposal and does not exceed allocated spending. 	50%
Section 4: Additional Information <ul style="list-style-type: none"> • Reference letters clearly demonstrate the lead organization's connection to the community and / or outlines the lead organization's capacity to benefit Black children, youth and families through this project. 	20%
Section 5: Authorization <ul style="list-style-type: none"> • Proposal contains a signed authorization. 	N/A

Successful applications will be notified using the primary contact indicated in the application (Appendix B).

2.4 Important Notes for Applicants

Please read the Program Guidelines (Section 1) and the Evaluation Criteria (Section 2.3) before submitting your application as they contain important information.

Please use the Application Template (Appendix B) to complete your application. Please abide by the word limits indicated in the template.

All questions related to the application process and timelines can be directed to Nakema Wilson at Nakema.Wilson@ontario.ca or 416-325-8510.

Appendix A: Collective Impact and Cultural Identity (CI²) Approach: Ontario Black Youth Action Plan (BYAP) Guiding Principles

All Ontario Black Youth Action Plan (BYAP) initiatives will adopt a common set of guiding principles. This set of guiding principles / conditions make up an approach which, for the purposes of BYAP implementation, has been named Collective Impact and Cultural Identity (CI²) Approach. The core CI² principles are:

- **Common Agenda:** Organizations delivering BYAP initiatives work collaboratively on a shared agenda that is focused on improving the outcomes for Black children, youth and their families.
- **Cross-Sector Collaboration:** Organizations delivering BYAP initiatives partner with multiple sectors to advance and achieve the common agenda, including:
 - Public and broader public sector;
 - Multiple levels of government (i.e. municipal, provincial, federal);
 - Cultural agencies;
 - Community and not-for-profit sector agencies;
 - Private sector;
 - Funders;
 - Youth-led entities and youth themselves.
- **Cultural Identity Plan:** BYAP initiatives embed conscious and inclusive practices and adaptations that reflect “promotive” and “protective” factors related to the concept of identity or feeling of belonging to a group. These “promotive” and “protective” factors should reflect a person’s self-conception and self-perception, related to nationality, ethnicity, religion, social class, generation, locality or any kind of social group that has its own distinct culture.
- **Data Literacy:** Initiatives develop, collect, share and analyze data to measure progress and drive collective decision-making toward advancing and achieving the common agenda.
- **Black Children and Youth Empowerment:** Initiatives prioritize listening to Black children and youth when making decisions and empower children and youth with tools and support they need to take action on their own behalf.
- **Community of Practice:** Initiatives actively and regularly share best practices and learnings with initiative-specific and cross-initiative collaboratives.
- **Research and Evaluation:** Initiatives actively track progress and apply learnings on the:
 - Impact of initiatives on the outcomes for Black children, youth and their families; and
 - Effectiveness of the Collective Impact and Cultural Identity (CI²) Approach.

Appendix B: Application Template

Content in italics is explanatory and may be deleted in the final application.

Ontario Black Youth Action Plan Violence Prevention Campaigns Initiative Application

Section 1: Organizational Overview (5%)

1a) Lead Organization Contact Information:

This is the contact the Ministry will use should your application be successful, so if possible, please provide a direct line to the key contact (i.e. extension number or cellular number).

Applicant Organization Name:

Applicant Last Name:

Applicant First Name:

Position:

Telephone Number:

Email Address:

Postal Code:

Organization Website (if applicable):

1b) Lead Organization and / or Partner Organization Information (maximum 100 words):

Please provide mandate / vision, any relevant historical background, relationships with community members and / or community presence. List and describe any partners that have committed to work with the lead organization to deliver the campaign.

1c) Beneficiary Communities (maximum 100 words):

Please indicate which BYAP catchment area the lead organization or campaign partners operate in, then list the specific communities within that catchment area your organization or partners benefit.

BYAP catchment area:

- Greater Toronto and Hamilton Area
- Windsor
- Ottawa

Specific communities:

Section 2: Organizational Experience (25%)

2a) List and briefly describe any experience the lead organization or campaign partners have in delivering public awareness campaigns or in violence prevention initiatives (100 words):

2b) List and briefly describe any experience the lead organization or campaign partners have in collecting program data and conducting program evaluations (i.e., how the organization measures, reports and shares program success and lessons learned) (100 words):

2c) Are the lead organization and campaign partners willing to commit to and participate in the Collective Impact and Cultural Identity (CI²) Approach (i.e. collaborating with other successful initiatives, sharing data etc.)?

Yes No

2d) Did the lead organization or campaign partners attend a community co-design session?

Yes No

Section 3: Initiative Proposal (50%)

3a) Please describe your campaign and implementation plan including (1,000 words):

- **Campaign Goals:** *Describe the goal of your campaign and how that goal will contribute to reducing instances of violence for Black children, youth and families.*
- **Campaign Approach:** *Describe your campaign approach (i.e. informative, cultural, educational, etc.) Describe how your approach is aligned with the Guiding Principles of the CI² Approach (i.e. Does your campaign approach rely on cross-sector collaboration? Does it empower youth voices? Does it have a cultural identity plan?).*
- **Target Audience:** *Describe your campaign's target audience, including specific geographic communities within the BYAP Catchment Areas. The target audience does not have to be the same as the beneficiary audience (Section 1.6). Explain why this is your target audience.*

- **Campaign Scope:** *Identify approximately how many people your campaign intends to reach.*
- **Implementation Plan:** *Describe how you will present, promote and / or distribute key messages in the target communities. Consider plotting onto a calendar or timeline using the chart below.*
- **Partnerships:** *Describe how campaign partners will support your proposal (i.e. co-lead, support for events, sponsors etc.)*
- **Evaluation:** *Describe how you will collect campaign data and measure progress on the campaign objectives.*

Milestone	Start Date	End Date	Resources Required (e.g., financial, staffing, training, etc.)	Description of Activities

3b) Please provide your proposed budget:

Please use the Excel document below to indicate your initiative’s budget. The total available spending for one campaign is \$325,000.



VPCI Application -
Appendix A - Budget

Section 4: Additional Information (20%)

4a) Please include two (2) reference letters which identify one or both of the following elements:

- **Demonstrates your organization’s connection to the community; and / or**
- **Outlines your organization’s capacity to benefit Black children, youth and families.**

Section 5: Authorization

I acknowledge, understand and agree that:

- a. The information given in support of this application is true, correct and complete in every respect;
- b. The information contained herein can be used for the assessment of funding eligibility;
- c. The information contained in this application, or submitted to the Ministry of Children and Youth Services at any time, is subject to disclosure under the provincial Freedom of Information and Protection of Privacy Act;
- d. As a condition of and prior to receiving any funding pursuant to this application, the applicant will be required to execute a Transfer Payment Agreement outlining the terms and conditions relating to any funding and the Program to be delivered; and
- e. Notwithstanding that the applicant has submitted a complete application and may have met all the eligibility and selection criteria, I acknowledge and agree that the applicant may not be selected to receive funding or may not receive the amount of funding identified in the proposed budget.

Name, Position / Title of Authorized Signing Officer for the Applicant

Signature

Date