



# Gender Equity Diversity Inclusion & Community Enhancement Program

## Program Guidelines

Applications will be accepted beginning August 2, 2024 until September 27, 2024 at 11:59PM (midnight)

### Program Description

The Gender, Equity, Diversity, Inclusion (GEDI) & Community Enhancement Program offers funding to support individuals' and organizations' work toward an enhanced sense of belonging and community engagement for marginalized populations in Prince Edward Island. The program will fund projects that directly contribute to a more inclusive PEI and will prioritize projects that value and reflect our diversity and remove barriers that prevent marginalized communities from participating in all aspects of Island life.

### Funding Streams (2025)

For examples of eligible projects, please continue to page five.

- Open proposals
- Community Events and Celebrations
- Gender-Based Violence Prevention

#### Stream 1: Open Proposals

This stream is all about empowerment to address the needs of our diverse communities. By putting the power in the hands of the community, this stream aims to harness the expertise and insights of individuals who are intimately familiar with their own neighborhoods. Through this stream, our goal is to enhance community empowerment and sustainability through the voices of community members to create targeted solutions that promote equity, foster resilience, and cultivate thriving, self-sustaining communities.

#### Stream 2: Community Events and Celebrations

This stream supports community and ethnocultural events that celebrate and honor customs and rich traditions, mark important commemorative days or anniversaries, or foster understanding and solidarity within and between communities. This stream aims to strengthen social inclusion, encourage community engagement, and nurture an environment where everyone feels valued and represented. Through this stream, we hope to empower vibrant and inclusive spaces that celebrate the diversity and unity of our communities.

### Stream 3: Gender-Based Violence Prevention

Gender-based violence (GBV) is one of the most pervasive and deeply-rooted human rights violations in Canada. It is a significant barrier to achieving gender equality, but it is preventable. On our road toward true equity, we envision an Island free of gender-based violence. This funding stream will support projects that enhance awareness, education, and action towards the prevention of gender-based violence. For use within this Program, the definition of “gender” was developed by PEERS Alliance (see page 6) and expands beyond the traditional recognition of gender defined as women and men, only. The funding for this stream is being cost-shared and provided in partnership with the Interministerial Women’s Secretariat.<sup>1</sup>

#### Eligible Applicants<sup>2</sup>

- Non-profit organizations and associations
- Indigenous governments, bands, councils, or non-profits
- Municipalities
- Advocacy groups
- Registered charities
- Educational institutions
- Individuals (including non-permanent residents)

#### Ineligible Applicants

- For-profit entities

#### Eligible Expenses

- Project activities will be eligible for funding as of the date that the agreement is signed by both parties;
  - Projects are to be carried out within the 2025 calendar year (exceptions may be considered on a case by case basis);
- Any expense that directly serves to contribute to the agreed-upon project outcomes (with exception of the costs outlined in the ineligible expenses category);
- Media liability insurance; and
- Incentivization<sup>3</sup>

#### Ineligible Expenses

- Operational costs (E.g., salaries, wages, rent, etc., **that do not** directly contribute to the outcomes of the GEDI project);
- Infrastructural costs (E.g., new builds or upgrades/renovations to existing infrastructure);
- Development of training for commercial purposes; and Capital costs are typically ineligible but may be considered under some circumstances. Please contact the program coordinator for specific inquiries

<sup>1</sup> The GBV stream has a budget of \$150,000 for projects taking place in the 2025 calendar year.

<sup>2</sup> All organizations and associations must be registered and working in PEI to be considered eligible.

<sup>3</sup> Offering a reasonable incentive to encourage participation in projects involving strategic planning will be eligible if data collection is an integral element to the success of the project, and data collected will be used to inform the strategic elements and/or planned outcomes of the project.

## Funding Details

- Total Program Budget: \$650,000, with at least \$150,000 earmarked for GBV prevention projects;
- Funding distribution is installment-based: 80% upfront, and 20% upon project completion;
- Up to 100% of eligible project costs;<sup>4</sup>
- There will be no limit on maximum dollars allowable per project. However, the project selection committee and the Department of Workforce, Advanced Learning, and Population (WALP) have the authority to negotiate the scope, scale, and dollar allowance for each proposed project;<sup>5</sup>
- The Program will fund up to 10% of administration fees directly related to the GEDI project;
- Applicants that have access to alternative sources of funding may be referred to those options in addition to, or instead of, the GEDI Program grant (E.g., SkillsPEI, Innovation PEI, Interministerial Women's Secretariat, etc.);
- Applications submitted by an organization must be signed by the signing authority to demonstrate acknowledgement that the application is being submitted for consideration; and
- Priority may be given to new and innovative project submissions. The project selection committee will continue to score projects based on merit demonstrated through applications.

## Project Timespan

Applicants will be required to indicate the expected duration of their project. The Program remains flexible in this respect and will allow up to one year to implement (starting the date your agreement is signed). Projects are to be carried out within the 2025 calendar year (exceptions may be considered on a case by case basis).

## Partnerships

Partnering with other organizations is encouraged. However, the organization you plan to deliver the project with must be aware that their supports will be utilized. If you plan to partner with another organization to deliver this work, **please use the template provided to develop a letter of support**. The letter of support will let the selection committee know that all parties have agreed to the project and the collaboration.

## Performance Monitoring

Successful applicants will receive an agreement outlining all project requirements, including:

- Submission of invoices and receipts for eligible expenses associated with the project; and
- Submission of a final report to the Program Coordinator.

## Evaluation

Each project proposal will be subject to an initial review by the project steering committee to determine eligibility and will be scored to assess alignment with program objectives.

## How to Apply

Please follow the Application Guide to develop your project proposal. Be sure to include all information outlined in each section of the Guide. Once complete, applications may be submitted by email to [GEDI@gov.pe.ca](mailto:GEDI@gov.pe.ca). Once your application is submitted you will receive an email from the Program Coordinator confirming receipt. Please contact the Program Coordinator at [GEDI@gov.pe.ca](mailto:GEDI@gov.pe.ca) or (902) 213-2995 for any additional support or inquiries.

## Accessibility

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<sup>4</sup> Project funding may not exceed 100% of project costs. The applicant must describe in their application if other funding sources are being utilized to support project costs, and if so, the percentage of the project costs to be covered by other sources must be disclosed

<sup>5</sup> Total program budget is up to \$650,000, which is the primary limiting factor respecting project funding

Please speak with the Program Coordinator if you require accessibility accommodations to overcome barriers such as lack of computer, printer, or internet access; the assistance of a reader or a scribe to complete your application; or for other types of supports upon request.

## Examples of Eligible Projects

The following themes and activities are examples of projects that will be considered for project funding; however, new and creative approaches are encouraged.

### Anti-Racism

- Actions that help to address race-based violence and discrimination
  - Discrimination in workplaces and institutions, projects that would address historic and current systemic barriers
- Projects that promote safety and acceptance in public spaces
- Projects that target online race-based hate, promote digital literacy, and bring awareness to misinformation
- Projects that reduce barriers in community sport, art and culture to ensure participants feel safe
- Projects that capture BIPOC experiences with racism and discrimination within specific sectors in PEI.
- Projects that develop educational resources for the public (E.g., educating international students on their rights, increasing awareness of services, etc.)

### Cultural Inclusion and Population Retention

- Welcoming and networking events for newcomers
- Establishment of concrete opportunities for positive interaction among marginalized and/or racialized communities
- Activities that help foster intercultural or interfaith understanding
- Activities which recognize and celebrate the diversity of new, emerging, and established cultural communities
- Activities that promote 2SLGBTQIA+ inclusion or education initiatives
- Programs, events, and activities that promote friendship, meaningful interaction and common activities focused on cultural learning, sharing and community understanding

### Gender-Based Violence Prevention

- Projects that provide or empower safe or brave spaces that deliver social, health-based, and/or community services that protect and empower victims and survivors
- Development and promotion of population-specific and evidence-informed public awareness campaigns to prevent gender-based violence (GBV)
- Development of age-appropriate school and community-based approaches to educate children and young people in order to prevent GBV
- Projects that engage men and boys to challenge and change norms, attitudes, and behaviours that perpetuate gender inequality; to become positive role models; and to understand and take action against GBV
- Support for initiatives led by Indigenous peoples to prevent violence against Indigenous women, girls, and 2SLGBTQIA+ people, including programs rooted in the land and the local cultures of Indigenous identities
- Projects that provide or expand capacity-building opportunities for strength-based, Indigenous-led GBV initiatives that work to provide safe spaces and to address, educate, prevent, and end violence against Indigenous women, girls, and 2SLGBTQIA+ people.

### **Indigenous Cultural Empowerment**

- Actions that help to address systemic racism and discrimination experienced by Indigenous people
- Projects that improve public understanding of the lived experiences of Indigenous people on PEI
- Projects that promote empowerment and self-determination in Indigenous communities on PEI
- Projects that support reconciliation between Indigenous and non-Indigenous people

### **Organizational Governance and Strategic Planning**

- Enhancement of an organization's ability to promote diversity and inclusion
- Procurement of tools for learning and skills development of employees or volunteers
- Evaluating and improving board effectiveness, creating a board or governing body, or offering training for board/steering committee members
- Development of an organizational harassment policy
- Development of a website and/or online applications to improve access to information and services

## **Definitions**

### **Diversity**

Diversity is the range of visible and invisible qualities, experiences and social and cultural identities that shape who we are, how we think and how we engage with, and are perceived by the world. These can be along the dimensions of age, gender, national origin, race/ethnicity, disability status, economic status, sexual orientation, gender identity, education level, family status, geographic location, first language, immigration/refugee status, socio-economic background, religious/spiritual beliefs and many more.

### **Gender**

Gender is a social category based upon a complex combination of roles, expressions, identities, personality traits, qualities, social roles, responsibilities, and more that are expected and generally considered acceptable for and among a particular gender. Gender is both self-defined and societally defined. “Woman,” “man,” “trans” and “non-binary” are some terms that relate to gender. Gender expectations, expressions and relations vary across cultures and across time. Gender identity and gender expression speak to personal identity and have historically been expressed across a continuum from masculinity to femininity and are a spectrum rather than a binary.

### **Gender-Based Violence**

Violence based on gender norms and unequal power dynamics, perpetrated against someone based on their gender, gender expression, gender identity, or perceived gender. It takes many forms, including physical, economic, sexual, as well as emotional (psychological) abuse. The effects of GBV reach far beyond the individuals who directly experience them. Violence can have long-lasting and negative health, social and economic effects that span generations, which can lead to cycles of violence and abuse within families and sometimes whole communities. Instances of GBV may also fall under the category of intimate partner violence (IPV) or domestic violence, but GBV also more broadly applies to any instances of directed harm or discrimination towards an individual based on their gender identity or expression.

### **Gender Expression**

The manner in which a person presents and communicates gender in a social context. Gender can be expressed through clothing, speech, body language, hairstyle, voice, and/or the emphasis or de-emphasis of bodily characteristics or behaviours, which are often associated with masculinity and femininity. Gender expression varies depending on culture and may change over time. May also be referred to as gender presentation or gender performance.

### **Gender Identity**

A person’s internal and individual experience of gender. This could include an internal sense of being a man, woman, both, neither or another gender entirely. A person’s gender identity may or may not correspond with social expectations associated with the sex they were assigned at birth. Since gender identity is internal, it is not necessarily visible to others. It is important to remember that gender identity is not the same as sex/assigned sex.

### **Inclusion**

Inclusion is an attitude and approach that embraces diversity where all people feel valued and have a sense of belonging within an environment that applies the principles of equity and fairness. An inclusive environment enables individuals and groups to feel safe, respected, engaged, motivated, and valued, for who they are and for their contributions toward community and societal goals.

### **Impact**

The effect an initiative has on individuals, communities, and/or society as a whole, which can be measured by range (how much/many) and depth (how meaningful).

### **Immigrants/ Newcomers**

Immigrants/Newcomers are persons residing in Canada who were born outside of Canada (excluding Canadian citizens born outside Canada). Immigrants include those who have been granted permanent residency or citizenship.

Newcomers include those who have established residential ties with Canada and may be: protected persons (including refugees), temporary foreign workers, and those with student or working visas.

### **Indigenous Peoples**

Indigenous peoples include anyone who identifies as First Nation (status and non-status), Inuit and Métis peoples.

### **Persons with Disabilities**

Persons with physical, mental, intellectual, cognitive, sensory, learning or communication impairments, or functional limitations, whether apparent or not, and permanent, temporary or episodic in nature, that hinders their full and equal participation in society when they face a barrier.

### **Marginalized Populations**

Groups and communities that experience discrimination and exclusion (social, political and economic) because of unequal power relationships across economic, political, social and cultural dimensions.

### **Religious Minorities**

Groups of people who share a religion and live in a place where most of the people around them are of a different religion, and who often experience discrimination or exclusion.

### **Seniors**

Seniors are defined as those age 65 and up.

### **Youth**

Youth are defined as those age 16 – 29.

### **2SLGBTQIA+**

2SLGBTQIA+ is an acronym for 2 Spirit, Lesbian, Gay, Bisexual, Transgender, Queer/Questioning, Intersex, Asexual and others. It refers to a population of people united by having gender identities or sexual orientations that differ from the straight and cisgender majority.