Preparing your Application

This guide contains the information you will need to prepare and submit an application for the Living Memorial Commemoration Fund ("The fund"). Please visit Memorial University's commemorations website (www.mun.ca/WW100) for assistance with your application. On the website you will find an Ideas Bank that you can search for suggestions of commemoration projects, activities or enhancements. You can also search the Memorial University's Digital Archives Initiative (DAI) for digitized photos, stories, poems, magazines and newspaper articles from the early 20th century that may assist you with your project design. If you have any questions or would like some assistance at any time, please contact Douglas Ballam, WWI events coordinator, Marketing & Communications, at dballam@mun.ca.

About the Living Memorial Commemoration Fund

Memorial University has established the Living Memorial Commemoration Fund to provide assistance with the planning and delivery of First World War commemoration activities. The fund consists of three streams, two of which are solely for the university community, and a third for applications from proponents outside the university. (Note: Externally proposed projects must align with the university's commemoration efforts and values to be considered by the Commemoration Steering Committee.)

Eligibility Criteria:

- Faculty members and/or staff members and/or students (group or individual) may apply for funding in Streams A and B.
- Alumni and/or others may apply for funding in Stream C.
- Requests must be for a minimum of $250.
- Individuals or groups may apply only once for any stream per semester. For example, if the Department of History makes an application, individual professors within the department may still apply (although each professor may only apply once per semester).
- A project will only be funded through one stream.
- Funding is subject to availability of funds.
- Late applications may not be considered.
- Projects can be engaging and fun but must be respectful in keeping with the subject of the commemorations

Ineligible Projects:

A project is ineligible if:

- it establishes a requirement for ongoing operational funding;
- it creates a financial dependency;
- it generates a profit or increases the organization's economic value;
- it is completed before the application is submitted;

- it is completed before a signed funding agreement is in place;
- its revenues are equal to or exceed anticipated expenditures;
- and the expenditures are related to ongoing operational costs and are not project-related.

Review Criteria

Reviewers will assess applicants based on the following criteria:

- extent of alignment with the goals and objectives of the three WW100 "fronts"
- evidence of genuine engagement with community partners/collaborators
- demonstrated benefit to Memorial and to the public
- connection to the academic mission of Memorial University
- feasible budget and timeline for the scope of the project

This is a non-competitive process. Applications are rated but not ranked; those that meet an acceptable threshold for the committee will be funded as long as funds are available.

Should we receive more applications than available funds, the committee will prioritize applications that reach the fundability threshold based on these additional criteria:

- legacy: projects that will have a lasting impact on the university community or the public at large
- engagement: extent to which community partners are engaged
- scale: the number of individuals that will benefit from this project

Stream A: General Projects (small-scale)

Almost any activity can be organized or adjusted as a small-scale commemoration project. A student society event, for example, could be adjusted to be a commemoration project if, for example, a specific WWI anniversary was recognized. An athletic event, if it falls on a particularly important anniversary, could include a minute of silence or the distribution of commemorative items (e.g. pins, flags, etc.). A temporary or permanent construct, such as a sculpture or trench bridge, that is based on WWI could be an appropriate project. Student or faculty travel to WWI-related symposia or conferences can be submitted in this stream, as can travel proposals for visiting speakers. Basically, any small project that involves a dimension of commemoration may be considered a General Project.

- Requests must be for a minimum of $250 and a maximum of $2,500.
- Matching funds are not required (100 per cent of project costs may be requested). However, matching funds will be considered positively in the committee's consideration of an application.
- Applications will be entertained throughout the fiscal year. There is no submission deadline.
- 10 per cent of the project funding will be held back until a project final report is submitted and accepted.

Stream B: Flagship Projects (large-scale)
Flagship projects are those projects that require more than $2,500 from the Living Memorial Commemoration Fund. These projects are usually, but not always, specifically designed as commemoration projects. These may include but are not limited to symposia, workshops, memorial services, concerts, research projects, etc. The applications may be for a single project or a series of related projects (e.g. speaker series).

- Requests must be for a minimum contribution of $2,500.
- Amount requested from the fund cannot exceed 50 per cent of the total project costs.
- Applicants must provide a detailed project description and budget, including a list of other funding sources and partners.
- Applications must be submitted at least two months before the start of the project.
    - Fall semester deadline – third Monday in September
    - Winter semester deadline – third Monday in January
    - Summer semester deadline – third Monday in May
- A minimum of 10 per cent of the funds will be withheld until the reporting requirements are fulfilled.

Stream C: External Projects
Although the primary goal of the Living Memorial Commemoration Fund is to empower the university community to commemorate WWI, funding applications from outside the university community may be considered if they align with Memorial's commemoration goals or advance the university's mission and frameworks in Teaching and Learning, Research and Public Engagement. Each application will be reviewed on a case by case basis, using the following guidelines:

- Grant amounts will not normally exceed $5,000, including in-kind contributions from Memorial University
- Requested amount cannot exceed 50 per cent of the project costs.
- Requests must be submitted at least four months before the funds are required.
- Project requests are limited to one per semester per proponent.
- Applicants must provide a detailed project description and budget, including a list of other funding sources and partners.

Application Content
The Stream A: General Projects was established to minimize administrative burden on the applicant while ensuring that the funds are directed to appropriate commemorative projects. Please ensure that the application contains all the required information.

An application for Stream A: General Projects should not exceed three pages, single spaced. An application for a Stream B: Flagship or a Stream C: External project requires more comprehensive information, including a detailed budget and project description.

- Name (principal contact)
- Organization (if applicable)
- Contact information (principal contact e-mail, phone and mailing address)
- Website (if applicable)
- About your organization (if applicable)
- Project title
- Project description
  - If an event, include date, time, location, number of participants
- Project start and end dates
- Statement of benefits to the university
- Description of alignment with one of the three WW100 "fronts" (e.g. academic, physical commemorations, library/archives)
- Description of partnerships
- Connection to academic mission of the university
- Project budget (specify how fund monies will be used)
  - Stream A: General Projects: include projected expenses and other sources of funding
  - Stream B: Flagship or Stream C: External projects: include a full budget, showing projected expenses, revenues and sources of funding (including in-kind and cash)

WW100 commemoration program Visual Identity Guidelines

All projects are required to display the WW100 commemoration program logo on any promotional material developed for their project. This includes but is not limited to posters, brochures, agendas, programmes, presentations and so on. An example of the program logo can be found on the header of this document. Variations of this logo have been developed to provide the applicant with options suitable for their chosen promotional media. In general, the program logo with the subtext "Living Memorial" should be used in conjunction with the Memorial University logo. If the program logo is used without the Memorial University logo, however, the program logo subtext should read "Memorial University".

A Visual Identity Guide has been developed for successful applicants. It can be found on the WW100 website (http://www.mun.ca/WW100/WW100_Logo_Guidelines.pdf) or on the Marketing and Communication website (http://www.mun.ca/marcomm/brand/standards/ww100/index.php). A logo library containing different versions of the logo can also be found on this website.

Notification

For Stream A: General Projects, an e-mail will be sent to the applicant within one week of Steering Committee's deliberations on the application.

For Stream B: Flagship or Stream C: External projects, a letter will be sent to the applicant within two weeks of the Steering Committee's deliberations on the application.

Funding Agreements

For Stream A: General Projects, the funding agreement will consist of an e-mail from the Steering Committee and a response from the applicant accepting the funding under the conditions offered.

For Stream B: Flagship or Stream C: External Projects, a signed contribution agreement may be required.

Reports

For Stream A: General Projects, a short project final report is required. The report must include an overview of the project, summary of expenses and a statement of project impact and success. Photos and web links should be included, if applicable. If the project was an event, the number of attendees is required, along with an audience profile (e.g. Faculty, staff, students, alumni, government, etc.). Any promotional materials featuring the WW100 commemoration program logo should also be submitted. A short financial report (with proof of expenditures) may be required.

For Stream B: Flagship or Stream C: External projects, interim reports may be required in addition to a final project report. The requirement for interim reports will depend on the level of approved funding, and the nature or duration of the project. The contents of interim or final reports will be outlined in the contribution agreement. A detailed financial report will also be required.

Funding Conditions
- Successful applicants must acknowledge the WW100 commemoration program where applicable and as defined in the funding agreement.
- Successful applicants must adhere to the WW100 commemoration program visual identity guidelines.
- Marketing and Communications reserves the right to post all or a portion of the project results on the commemorations website and other promotional materials.
- All appropriate policies and procedures must be followed, where applicable:
    - Memorial University policies and procedures. For travel expenses, the university's schedule of reimbursable expenses (accommodations, per diem, private vehicle mileage allowance, taxis) applies.
    - TriCouncil Financial Administration Policy
- Any other conditions as stipulated in the funding agreement.

Contact

Please submit your application to Douglas Ballam, WWI events coordinator, Marketing & Communications, at dballam@mun.ca, (709) 864-3960, AA 1032. For further information or clarification, please contact Douglas Ballam or another Steering Committee member (names and addresses on the commemoration website at www.mun.ca/WW100).

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