

Molson Donations Fund Application

Please read the Molson Philanthropy Policy and Exclusionary Criteria before you apply.

Question 1	Date of Request
Question 2	What age group will benefit most from the donation requested?
Question 3	Is your organization focused on: Healthy Communities, Active Lifestyles, Skills Development, None of the Above
Question 4	Is your organization a United Way agency?
Question 5	Is your organization a single disease agency?
Question 6	Are you requesting funding for a specific event such as a party, fundraising event, festival, dinner, etc.?
Question 7	Will a portion of the entire amount your are requesting be used to pay for salaries, honorariums or contract wages?
Question 8	Who is the primary contact for this request? Please include his or her title/position within the organization.
Question 9	List all vital contact information
Question 10	Please enter your organization's Charitable Registration Number here:
Question 11	What is the geographic scope of your organization? *
Question 12	What is your organization's Mission Statement? (Limit to 250 words)
Question 13	Does your organization have a board of directors? If yes, please attach a document (.doc/.xls/.pdf/.docx/.xlsx/.txt, <2MB) with relevant information.
Question 14	Do you know of any Molson Canada employees or board members active in your organization? If so, please list. (Limit to 250 words)
Question 15	Have you discussed this application with anyone from Molson? If yes, please give name of Molson contact and provide details. (Limit to 250 words)
Question 16	What is the total financial commitment you are requesting from Molson? Please upload detailed budget information (.doc/.xls/.pdf/.docx/.xlsx/.txt, <2MB).
Question 17	Please describe in detail how this money will be used? (Limit to 500 words)
Question 18	How much of the requested amount will be directed towards the project itself versus operating costs (Numeric dollar amount only) ?
Question 19	Please list how many paid staff work at your organization.
Question 20	Please list how many volunteers work at your organization.
Question 21	What are your key project objectives? Objectives should be specific, actionable, results-oriented and time-bound. (Limit to 500 words)
Question 22	In 500 words or less, please describe how will you measure your success?
Question 23	How will this project benefit the community? (Limit to 500 words)
Question 24	Please identify the most important outcomes that you would like to achieve. (Limit to 500 words)
Question 25	Molson encourages its employees to get involved in their communities through the Molson Volunteer Program. Does your organization engage volunteers for special projects or events throughout the year? If so please give examples. (Limit to 500 words)
Question 26	Do you have other funding partners that will be involved in the project?
Question 27	Has your organization worked with Molson before? If yes, please describe the previous projects. (Limit to 500 words)
Question 28	Briefly describe any previous projects or programs that show your organization's ability to meet objectives. (Limit to 500 words)
Question 29	How do you choose a corporation with which to associate?
Question 30	Is the level of recognition a company receives based on their donation amount? Please explain. (Limit to 500 words)
Question 31	Please describe your vision of success for this project from both the recipient's and Molson's point of view. (Limit to 500 words)