

SUBMISSION CRITERIA

Eligibility

1. Entrants must be either registered not-for-profits or charitable organizations in Southern Ontario looking to reinvent their approach to marketing.

2. Preference will be given to organizations that offer local volunteer opportunities. As we are based in Burlington, Ontario, we consider opportunities within approximately a one-hour drive to be local.

3. Organizations understand that Jan Kelley has the ultimate decision about how the allocated in-kind dollars are utilized. A formal Scope of Work (Approach, Outcomes, Timeline, Parameters, Expectations, etc.) will be developed and signed prior to project kick-off.
4. Entries must conform to the Evaluation Criteria (see below) and all sections of the entry form are mandatory.

5. Organizations must submit on their own behalf. Nominations are not permitted.

6. The suggested project must be started and completed in 2027.

7. Members of Jan Kelley and their families are not eligible to enter/be an organization's point of contact.

8. Applications must be submitted by **December 15, 2026 at 11:59 PM ET** to be considered.

9. Jan Kelley will contact the charities with any further questions in January.

Evaluation Criteria

Organization's Purpose	• Clearly defined purpose • Demonstration of positive contribution and track record • Organization's impact on the world • Organization's digital maturity	5 POINTS
Organization's 2027 Goal	• Clearly defined 2027 goal • Demonstrated understanding of the impact of marketing on goal • Demonstrated interest in Digital Transformation	5 POINTS
Organization's Desired Impact	• Demonstrated understanding of Jan Kelley • Clearly defined expectations and measures of success • Demonstrated long-term outlook • Internal investment (resources, time, hard costs if applicable)	5 POINTS
Organization's Cultural and Values Alignment	• Alignment with Jan Kelley's values • Alignment with Jan Kelley's culture • Provides volunteering opportunities for Jan Kelley employees	10 POINTS

