

# 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. Organizations that provide local volunteering opportunities are preferred.
- 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 Submission Requirements (see below) and all sections of the 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 2025.
- 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 6, 2024 at 11:59 PM ET to be considered.
- 9. Jan Kelley will contact the shortlisted charities for a follow-up interview in January.

We particularly encourage applications from diverse and underrepresented groups.

## Evaluation Criteria

Organization's Purpose	<ul style="list-style-type: none"><li>• Clearly defined purpose</li><li>• Demonstration of positive contribution and track record</li><li>• Organization's impact on the world</li><li>• Organization's digital maturity</li></ul> <p>Note: Priority will be given to organizations that support people and the planet</p>	5 points
Organization's 2025 Goal	<ul style="list-style-type: none"><li>• Clearly defined 2025 goal</li><li>• Demonstrated understanding of the impact of marketing on goal</li><li>• Demonstrated interest in Digital Transformation</li></ul>	5 points
Organization's Desired Impact	<ul style="list-style-type: none"><li>• Demonstrated understanding of Jan Kelley</li><li>• Clearly defined expectations and measures of success</li><li>• Demonstrated long-term outlook</li><li>• Internal investment (resources, time, hard costs if applicable)</li></ul>	5 points
Organization's Cultural and Values Alignment	<ul style="list-style-type: none"><li>• Alignment with Jan Kelley's values</li><li>• Alignment with Jan Kelley's culture</li><li>• Provides volunteering opportunities for Jan Kelley employees</li></ul>	10 points

