



OUTDOOR FUND APPLICATION FORM

CONTACT INFORMATION

Organization Name: _____ Application Date: _____

Chief Executive Name: _____ Title: _____

Contact Name: _____ Title: _____

ADDRESS INFORMATION

Address: _____

City: _____ Province: _____ Postal Code: _____

Phone: _____ Fax: _____ Website: _____

Email Address: _____

Is this request being submitted in partnership with a Cabela's store? YES NO

(If yes, please answer the next two questions. If no, skip to next section)

A: Store Location (city and province): _____

B: Name/title of store contact you are working with: _____

ADDITIONAL INFORMATION

Organization's Mandate:

Geographic area your organization serves:

Population/Demographic your organization serves:

Summary of accomplishments & current programs: (less than 200 words):

Current corporate sponsors/donors (groups you sponsor/support and those who sponsor/support you)

Have you previously received support from Cabela's Canada? YES NO

If so, provide details:

CURRENT PROPOSAL

Project Title: _____

Planned Start Date (MM/YYYY): _____ Planned End Date (MM/YYYY): _____

Describe the mission of your organization and the specific purpose of the grant request (less than 100 words).

Which pillar does this grant request fall under?

ADVOCACY EDUCATION CONSERVATION HELPING OTHERS

Which core activity does this grant request benefit?

HUNTING FISHING CAMPING SPORT SHOOTING

Amount being requested: _____ Funds needed by: _____

How many people will benefit from this project? _____

Target audience this project will serve:

Previous support from Cabela's Canada Outdoor Fund (amount, month, year):

SUPPORTING DOCUMENTS

Please include the following with your application.

- **Grant Proposal Narrative (Mandatory)**
 1. Statement of Need (summarize the problem your project is addressing)
 2. Desired Outcomes or Expected Results (summarize the desired outcome(s) and measurable results of this project for your target audience)
 3. Project Approach (describe the steps you will take to achieve the above results or outcomes)
 4. Methods of Measurement (describe how you will determine that your desired outcomes have been achieved)
 5. Project Budget (see budget template below)
- **Organization & Project Budgets (Mandatory)**
- List of current officers and directors, and summary of organization's governance (if applicable)
- Most recent annual report (if applicable)

MARKETING INFORMATION

If your request is approved, how do you plan on marketing your proposed project and partnership with The Cabela's Canada Outdoor Fund? Please provide details and estimates reach/impressions with each marketing plan.

Website:

Social Media:

Printed Marketing Materials:

Other Marketing/Communication Plans:

Project and Organization Budget Template

It is required to include a project budget. The example below shows four revenue and expense rows. This is for example purposes only. Please add or delete rows relevant to your situation.

Budget Template			
Revenue	Revenue Sources	Amount	% of Total
	Revenue Source #1	\$	X%
	Revenue Source #2	\$	X%
	Revenue Source #3	\$	X%
	Revenue Source #4	\$	X%
Total Operating Revenue			
Expense	Expenses	Amount	% of Total
	Expense #1	\$	X%
	Expense #2	\$	X%
	Expense #3	\$	X%
	Expense #4	\$	X%
Total Operating Expense			



OUTDOOR FUND GRANTEE REPORT

(Once Application is Accepted)

It is very important that we understand how contributions to your organization have helped accomplish our combined goals.

- Additional grant applications from your organization will not be considered until a Grantee Report is submitted.
- The Grantee Report shall be provided at the conclusion of the project, but no later than one year after the agreement date.

Please email your report and supporting materials to Canada_Outdoor_Fund@cabelas.com

SUPPORTING PHOTOS AND VIDEO

Submit 3-5 high resolution pictures showing your project “in action” and the impact of the donation. Provide links to relevant videos that are no more than 2 minutes in length.

We may use these images in our marketing materials, so please ensure that the media is **engaging, exciting and high quality.**

GRANTEE REPORT NARRATIVE

Please submit a narrative, saved as a PDF explaining the items listed below.

1. Organization name and date on top of page 1.
2. Brief summary of your mission and the impact Cabela’s Canada Outdoor Fund had on your organization (no more than 200 words).
3. List how the Cabela’s Canada Outdoor Fund was promoted, the number of impressions (if applicable), and attach examples of press releases, marketing pieces, creative, etc.
4. Number of individuals that benefited from your project.
5. How did the Cabela’s Canada Outdoor Fund assist the problem or need you identified?
6. Were there any major changes to the scope of the project based on what you stated in the application?
7. Did you achieve the desired outcomes? Why?
8. Provide any measurements or data to support the results.