



## OUTDOOR FUND APPLICATION FORM

### CONTACT INFORMATION

Organization Name: \_\_\_\_\_ Date: \_\_\_\_\_

Chief Executive Name: \_\_\_\_\_ Title: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

### ADDRESS INFORMATION

Address: \_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Website: \_\_\_\_\_

Email Address: \_\_\_\_\_

### ADDITIONAL INFORMATION

Organization's Mandate:

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Geographic area your organization serves:

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Population/Demographic your organization serves:

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

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



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Have you previously received support from Cabela's Canada? (Circle one)      YES      NO

If so, please provide details:

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### 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 this grant request (less than 100 words).

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Circle which pillar(s) this grant request falls under:

**ADVOCACY**

**EDUCATION**

**CONSERVATION**

**HELPING OTHERS**

Circle which core activities this grant request benefits:

**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:

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



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## SUPPORTING DOCUMENTS

Please include the following with your application.

- Grant Proposal Narrative
- List of current officers & directors, and Summary of organization's governance
- Most Recent Annual Report
- Organization & Project Budgets

## MARKETING INFORMATION

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

Press Release:

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Website:

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Social Media:

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Printed Marketing Materials:

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Other Marketing/Communication Plan:

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### **Project and Organization Budget Template**

It is required to include both a project and an organization budget in an excel spreadsheet. 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%
<b>TOTAL OPERATING REVENUE</b>		<b>\$</b>	<b>100%</b>
EXPENSE	EXPENSES	AMOUNT	% OF TOTAL
	Expense #1	\$	X%
	Expense #2	\$	X%
	Expense #3	\$	X%
	Expense #4	\$	X%
<b>TOTAL OPERATING EXPENSE</b>		<b>\$</b>	<b>100%</b>

## GRANTEE REPORT

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.
- Multi-year grants require an annual report every year during the agreement.

Please email your report and supporting materials to [Canada\\_Outdoor\\_Fund@cabelas.com](mailto:Canada_Outdoor_Fund@cabelas.com)

## Supporting Photos and Video

Submit 3-5 high resolution/quality 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 so please ensure the media is **engaging, exciting and high quality**.

## Grantee Report Narrative

Please submit a narrative, saved as a PDF explaining the items listed below. This section should not exceed 2 pages, no less than a 1 inch margin, single spaced in 12 point font.

1. Organization name and date on top of page 1.
2. Brief summary of your mission and what impact the Cabela’s Canada Outdoor Fund had on your organization/mission (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 benefitted 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.