

ACTION TO **IMPACT**



DE L'ACTION À **L'IMPACT**

Action to Impact Funding Program FAQ Document

Updated: November 20, 2025

General Program Information

Which organizations can apply for the Action to Impact funding program?

The Action to Impact Funding program is a competitive application available to our Science Centre/Museum and Affiliate Organization members (not-for-profit or for-profit) that are in good standing as of October 21 2025 and directly engaged with the public through in-person or online activities.

Federal departments, agencies or crown corporations of the Government of Canada are ineligible. New CASC members (i.e. organizations with memberships starting after the call for proposals launched on October 22) are ineligible for this year's application. Individual members are not eligible for the funding program.

I'm a new CASC member, is there any way I can participate with the Action to Impact programming this year?

CASC organization members that joined on or after October 22 are ineligible for this year's call for proposals but can apply for future funding opportunities.

Funded by the
Government
of Canada

Canada 

Is the funding program available for francophone organizations?

Yes. The Action to Impact Funding Program is available to eligible CASC members. The application portal is accessible in both English and French and all documents (application form, program guide, templates, etc.) are available in both official languages. Additionally, our team consists of francophone members to provide support.

How much funding is available?

Up to \$100,000 per year for up to two years. However funding in year two is dependent on whether the recipient meets their Year 1 targets. Applicants may not receive the full amount requested in their application.

There is no lower limit to the funding.

What types of activities are eligible for funding?

The Action to Impact program will provide funding for activities aimed at youth (K - 12/CEGEP) and their families, or aimed at educators that work with youth. Eligible activities include:

- School Programs
- Day Camps
- Afterschool programs
- Youth Events and Workshops
- Family Events and Workshops
- Training or Professional Development for Educators who work with youth

Eligible activities must be facilitated/synchronous and can be delivered in-person or online. Asynchronous activities are ineligible for the program.

Are there minimum and maximum limits regarding the size and scope of projects eligible for funding?

The Action to Impact program is intended to support a diversity of projects with a range of anticipated attendance numbers and duration of engagement. Funding requests can be structured to support activities with an estimated delivery cost of \$30 per participant (youth, adult family members, educator). However, we are open to projects that cost greater than or less than \$30 per participant if adequate justification is provided.

What is the difference between the Community-Driven Climate Action and Addressing Science Misinformation categories?

Activities under the Community-Driven Climate Action theme must support **climate action** within communities that meets their needs for climate mitigation or climate adaptation and resilience. Climate actions must be tailored to the audience and should fall within their capacity and priorities. For example, the project cannot focus on generic strategies for reducing greenhouse gas emissions or waste reduction without a clear connection to the community's priorities.

Addressing Science Misinformation projects must focus on teaching transferable skills related to identifying and reducing the spread of misinformation. A community-relevant science topic will be used as a practical example to support participants' learning.

If our organization wants to run a climate misinformation project can we apply for both categories?

No. The applicant must specify whether the activities will emphasize taking climate action or teaching skills to reduce the spread of science misinformation. For example,

- A climate misinformation project that emphasizes the effect of greenhouse gas emission misinformation on the community and teaches skills to identify fossil fuel industry greenwashing that can be applied to other topics would be eligible for the **Addressing Science Misinformation** category.
- A climate action project that addresses known misconceptions within the community to improve its members' understanding of how their knowledge and resources can solve a local climate challenge, would be eligible for the **Community-Driven Climate Action** category.

Can organizations submit multiple applications?

No. Each organization may only submit one application to either the Community-Driven Climate Action or Addressing Science Misinformation theme.

What are eligible expenses?

Eligible expenses include, but are not limited to:

- Marketing and Promotions
- Direct Labour (including salaries of students),

- Program development
- Co-applicant meetings
- Evaluation planning, data collection, analysis
- Administrative costs
- Co-applicant allocation
 - Salaries or honoraria
 - Travel and Hospitality (accommodations, per diem, etc.)
 - Capacity building/Training
- Evaluation and reporting
 - Staff hours for planning, administering and analyzing data
 - Incentives for evaluation participation
- Materials and supplies
- Expenses related to remove barriers to participation including but not limited to
 - Transit subsidies
 - Meals
 - Child care supports
- Professional and technical services or contracts,
- Certain equipment (except major research equipment as further described below), and
- Travel costs as per the conditions in the National Joint Council directive on travel or Treasury Board policies.

What are ineligible expenses?

The following is a list of ineligible expenses:

- Construction of, or major renovation to building and structures.
- Purchase or lease of land.
- Acquisition of major equipment above \$250,000. In exceptional cases, CASC will consider on a case-by-case basis the need for the Service Provider to surpass this amount provided that there is a clear rationale explaining how the expenditure would not be considered major research equipment in the area of activities.
- Lobbying of federal officials or public office holders (including by hiring outside firms or consultants)

The program stipulates that applicants must have a pre-existing relationship with the intended community. How long should CASC members have a relationship with their intended community audience?

CASC members should work with or have delivered activities to the intended audience for no less than **six months**.

What is meant by the term “primary audience”?

The term “primary audience” refers to audiences that the CASC member organization focuses on engaging (i.e. >50% of the organization’s audience), and is represented within the organization at the leadership or program-planning level. While the applicant's intended community may comprise a high proportion of attendees for a particular program, these communities may not be representative of the organization’s audience on a day-to-day basis across all programs and activities.

In instances where the intended community is not the organization’s primary audience across all programs, the primary applicant is required to have a co-applicant to represent the community’s interests and perspective, and to provide accountability for the co-designed project by attending check-in meetings and meeting one-on-one with the CASC staff.

How long should CASC members have been in a relationship with the community co-applicant?

CASC members should have a relationship with the co-applicant that is **no less than six months**.

Is there a maximum number of co-applicants allowed for this application?

For feasibility, primary applicants may work with no more than three co-applicants.

What if the primary applicant is working with more than three communities?

If the primary applicant is working with more than three communities, this exceeds the allowable co-applicant limit. In this case, the primary applicant has two options:

1. Select one to three communities to serve as co-applicants for the project; **or**

2. Establish a working consortium among the participating communities, designating one community or organization to act as the lead representative and serve as the primary applicant's community co-applicant.

How can we collect demographic information from our participants?

The primary method for collecting demographic information about equity-deserving audiences should be through the community relationship and the community co-applicant. The community organization co-applicant is best positioned to understand whom they serve and the composition of their audience. This knowledge can be used to **indirectly estimate** the proportion of participants from equity-deserving communities. *For example:* If an applicant intends to work with people with disabilities, their community organization co-applicant should primarily serve the disability community and be able to provide relevant demographic estimates.

A secondary method for collecting demographic data is by asking participants directly. CASC will provide an evaluation guide that includes sample questions and evaluation tools to support this process. Demographic information from participants, including youth, can be gathered in several ways. *For example:*

- Using voting jars for participants to indicate their age or gender
- Including demographic questions in registration forms,
- Conducting post-event surveys (for teens and up).

Participants may also share information through informal or organic conversation which can be noted. **It is essential that participants always have the option to decline providing any self-identifying information.** In cases where youth are involved, demographic information may also be obtained from the adults responsible for their care. *For example:* you may ask a teacher or a Scouts leader to provide demographic information (by percentage) about their students/group.

A third method for collecting demographic information is by using [Stats Canada](#) data. The Government of Canada collects a wealth of [population data](#) from across the country broken down by region and even by postal code. Such demographic data can be applied to programs like community outreach activities that involve traveling to specific locations to deliver programs, or schools with a geographically bound catchment area. However, catchment data alone may not be suitable for on-site activities (particularly for museums and science centres) unless there is clear evidence that the activities provided regularly serve or are accessible to the intended audience.

A fourth method for collecting demographic information is by direct observation. However this is only relevant to age. *For example*, a presenter can visually distinguish children, teenagers and adults from one another and this data can be logged to provide age information of participants. **Do not use direct observation for any other demographic information.**

How can we collect demographic information about youth?

Youth can be directly asked their age, and where relevant their gender. Other demographic information can be collected indirectly using the suggestions above or directly for older youth. **All participants can opt out of providing self-identification information.**

Application Process

How do I apply to the Action to Impact Funding Program?

All applications must be submitted through our [application portal](#).

Create an account using your work email address. You will receive an email with a log in code. Once you enter this in the platform, you may complete account creation and log into the Apply section of the portal.

Can I download a copy of the application questions to review before submitting through the portal?

Yes. Once you select your category you will see a link to download a blank application form. We suggest selecting the theme you are applying for before downloading the form as some questions are specific to the theme.

Category

2026 to 2028 Funding Round ▼

Applicants may apply for up to two years of funding from April 2026 to December 2028. However, Year 2 funding is depending on successfully meeting and reporting on Year 1 targets.

▼

 [Download blank application PDF for reference](#)

Project name

Organization Name

▼

The funding application is open to all CASC members in good standing. If you do not see your organization's name in the drop-down menu, please contact the team at Funding@CASC-ACCS.com immediately and we will update the list.

Organization Province/Territory

▼

You will not be able to see logic questions, but you can view the following question sets in the program guide appendices:

- Eligibility Checklist Questions
- Community Letter of Support Questions
- Community Co-Applicant Questions

Can I make changes to my application after submitting?

Yes. You may make changes to your submitted application up to the closing date. After which you can no longer make changes.

N.B. We suggest submitting your application early if you require a letter of support since application submission triggers an email to your letter of support contact.

How does my community co-applicant provide information?

Community co-applicants provide information directly onto the form when you click the “Send Request” button in the Community Co-Applicant tab.

The community co-applicant will receive an email inviting them to complete their portion of the application. These questions are visible to the primary applicant and we strongly encourage the co-applicant to select “Save” when they are done answering their questions so that the primary applicant can see their responses to discuss prior to submitting.

Once the co-applicant selects “Submit” they cannot make changes to their sections of the application. The primary applicant cannot make changes to the co-applicant questions.

How does my community contact submit a letter of support?

Community contacts who will provide a letter of support will receive an email invitation to complete a form after your application is submitted. They may choose to submit or save their responses.

Letters of support are not visible to the primary applicant.

How do I submit my budget proposal?

Budget proposals are entered in a table field. To aid you in planning your budget, you can download a budget template from the application portal. Numbers must be entered directly into the table. Please follow the instructions carefully regarding positive and negative numbers.

What should I do if I accidentally rendered my application ineligible in the Eligibility Checklist tab?

Please get in contact with the CASC team at Funding@CASC-ACCS.com for assistance.

Contact

Who do I contact if I have questions about the program?

Please email Dr. Krishana Sankar (Krishana.S@CASC-ACCS.com) if you have questions about the Action to Impact program.

Who do I contact if I have questions about the application portal?

Please email Ashley Miller (Ashley.M@CASC-ACCS.com) if you have questions about the application portal.