



The Norman Lesh Philanthropy Award Guidelines - Application for Funding

Thank you for your interest in the Norman Lesh Philanthropy Award.

The Norman Lesh Philanthropy Award aims to help creative-minded people and organizations make a difference.

Norman Lesh was a philanthropist and a businessman with a knack for seeing outside of the box. His forward and creative thinking led to the development of unique and hugely successful fundraiser tools that raised millions of dollars for our community and city.

To honour the legacy of **Norman Lesh**, a tireless leader and dedicated community builder, the award will provide up to **\$10,000 in grant funding** to a deserving charity* proposing to undertake an **innovative and entrepreneurial philanthropic initiative**. The core purpose of this award is to **support the launch of a new venture** — one that uses the initial grant as **seed funding to generate a significantly larger fundraising return**, creating a **profitable and sustainable initiative** for the organization.

Proposals should present a **new and novel idea** that not only utilizes the award funds effectively but also **leverages them to create momentum**, enabling the initiative to **grow, thrive, and deliver ongoing benefit** to the **Ottawa Jewish community** or the **broader surrounding regions**, including **Montreal**. Priority will be given to proposals that introduce **unique fundraising strategies, social impact ventures, or community-based programs** that address unmet or emerging needs.

For example, in **2023**, the recipient of the award was **Hockey Against Hate** — a brand-new concept for an annual community event that needed a seed donor to get off the ground. With the support of this grant, the initiative successfully launched and evolved into a **highly successful, recurring fundraising event**. Other examples include the First Annual Ottawa Kosher BBQ, and the Tamir Fashion Show. The BBQ has become a successful annual event and the Tamir Fashion Show was a strong financial success.

The selection committee reserves the right to allocate the full grant amount to a single recipient or to **distribute funds among multiple projects**, based on the strength and potential of the proposals received.

The award will be presented at the Ottawa Jewish Community Foundation's Annual General Meeting and is subject to the discretion of the Awards Committee.

To apply, each applicant will be required to complete the application form and submit supporting documents where requested, including:

- a description of the initiative;
- a proposed budget for the initiative including the approximate value of the award and any other sources of funding;
- letters of reference from relevant community leaders supporting the initiative, and a CV if the applicant is applying as an individual;
- a cover letter that:
 - describes their history of volunteer or entrepreneurial participation in their community;
 - articulates the values which are motivating them to establish the proposed initiative; and
 - represents the change they hope to see and achieve as a result of the initiative,

The successful applicant will be required to submit a report of activities supported by the award before the following OJCF Annual General Meeting.

The application process will open in February of each year, and applications will be accepted until April.

The application can be found at <https://jewishottawa.grantplatform.com>

Please contact the Foundation Associate, at 613-798-4696 ext. 252 or foundation@jewishottawa.com with any questions or concerns about the award guidelines.

*individual applicants will be required to secure a fiscal agent as a partner for their application.