

Winning with Words

How to make your next grant application stand out.

Presented by Stachen Frederick, Consultant

Introduction

- Trinidad and Tobago
- Ottawa
- Toronto

Before you begin to write

RESEARCH

READ

ATTEND

Common Elements of Proposals

- VISION, MISSION, ACTIVITIES
- ORGANIZATIONAL CAPACITY /PARTNERSHIPS
- PROJECT DESCRIPTION
- TARGET POPULATION/ NEED
- ALIGNMENT TO FUNDING PRIORITIES
- EVALUATION AND REPORTING
- SUSTAINABILITY
- WORK PLAN
- BUDGET

EXAMPLES OF QUESTIONS

Alignment

1. How does your initiative or project align with the funding stream you are applying for?
2. Please tell us how your project or program meets our foundations criteria, including key goals and rationale, project activities / methodology, and planned or actual results to date

Evaluation

1. Please indicate how you plan to evaluate the success of your project?
2. List your desired outcomes, activities, and measures of success. (We will be requesting all successful applications to provide us with a report on these metrics at the end of their funding period)

Operational/Partnerships

1. Please comment on your strategic, operational and administrative capacity to undertake this project
2. Show how your organization is qualified to carry out the proposed project and why this project is a priority for your organization.
3. What other community partners are involved with your project or program and how are they contributing to its success?

BUDGET

Making sure budget adds up to \$ amount in the body of the proposal is the same in the budget template

Making sure that items mentioned in budget aligns to programming details . If you are going to host focus groups, make sure there is a budget line for Focus groups

Documenting in kind donations including work of volunteers, space, administrative support

AFTER WRITING APPLICATION

- READ
- HAVE SOMEONE READ IT FOR YOU
- WORDSMITH/EDITOR
- CHECKLIST OF DOCUMENTS

INTERVIEWS WITH FUNDERS

- BUILDING RELATIONSHIPS
- ASKING QUESTIONS

QUESTIONS



Getting the Grant: Tips and Insights from a Funder

Lee Rose

Director, Community Knowledge

COMMUNITY FOUNDATIONS OF CANADA



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FOUNDATIONS
OF CANADA
all for community

FONDACTIONS
COMMUNAUTAIRES
DU CANADA
ensemble pour tous

CANADA'S COMMUNITY FOUNDATIONS



A MOVEMENT WITH MOMENTUM

- 191 community foundations
- Reach into 90% of Canadian communities
- \$5.1 billion in combined assets
- \$262 million total gifts received in 2015
- \$243 million in grants disbursed in 2015
- \$200+ million in responsible and impact investments
- Movement of globally-minded leaders across the country

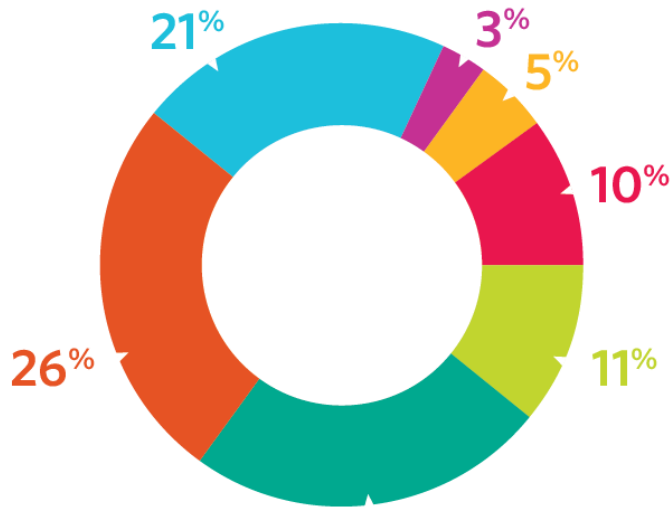


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CANADA'S COMMUNITY FOUNDATIONS

\$243 million in grants disbursed in 2015



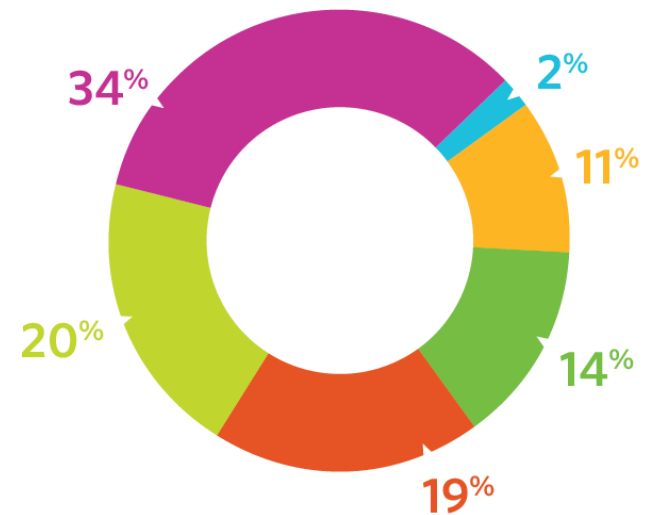
- RECREATION
- ENVIRONMENT
- ARTS AND CULTURE
- EDUCATION
- HEALTH
- SOCIAL / COMMUNITY SERVICES
- OTHER

24%

The most **significant shift** was an increase in grants to the health sector from 14% in 2011

Allocation of endowed assets based on fund type

- DONOR ADVISED
- UNRESTRICTED
- AGENCY
- DONOR DESIGNATED
- FIELD OF INTEREST
- SCHOLARSHIPS



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Six Tips on Grantwriting from a Funder's Perspective



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1 – Determine Eligibility



AM I EVEN ELIGIBLE TO RECEIVE FUNDING?

- What are the grant criteria?
- Will I be able to meet the deadline?
- Is my organization / collaboration eligible?
- What is a qualified donee? Am I a qualified donee?



2 – Determine Fit

DOES MY PROJECT ALIGN WITH THIS FUNDER'S PRIORITIES?

- Does my project align with the funder's stated goals?
- How will my project/initiative help the funder achieve their desired impact?
- How can I demonstrate how my project/initiative will have this impact, what results do we expect?



3 – Build the Relationship

A GRANT IS NOT JUST A TRANSACTION

- Reach out and build authentic relationships with funders
- Remember that it's not all about the money
- Networks, relationships and other non-financial capital are also valuable
- It's better to build strong relationships with a few funders than poor relationships with many funders



4 – Do Your Research

RESEARCH IS NOT A FOUR LETTER WORD

- Who else is doing this type of work? Can you collaborate or add value in partnership?
- How will you be able to demonstrate your impact? What is the baseline you'll be measuring against?
- What has worked in the past? What can you adapt, evolve or scale?



5 – Make the Ask

PUT YOUR BEST FOOT FORWARD

- Ensure you follow the application process
- Respect timelines
- Be succinct and get to the point
- Provide all the information that is required
- Ask for help during the process.



6 - Get to Work

DO THE THINGS YOU SAID YOU'D DO

- Share results and invite funders to participate as appropriate
- Don't be afraid to fail. Share what you've learned
- Seek out support and advice from funders and other partners as needed
- Don't be afraid to course-correct!

