



Grant Writing

Tips & Tricks for Successful Funding

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Grants are intimidating for everyone!

Even organizations that apply for dozens of grants every year are overwhelmed with the application process.

You're doing great!

Getting Started: Looking For Grants



Find a grant!

- There are all sorts of grants to access online!
- Check your provincial, territorial, and even municipal websites to see if there are any upcoming opportunities you are eligible for
- Federal websites also have many different grants. If the language is confusing for you, scroll to the bottom of the page. There's usually a phone number to call
- [Here is a list of current grant opportunities!](#)



Research the funder!

- What kind of projects are they interested in? Does yours fit there?
- What words and themes are included on the funder's application portal? What do those words mean to you?
- What is their mission? Print out a copy of their mandate or the grant description and reference it while you write your application

Should I Apply for this Grant?

The grant is relevant to my project

YES

The grant will provide the amount of money I require for the project



This is the grant for you!
Use the next slides to begin your application!

NO

NO

YES

I have enough time to apply for the grant

NO

YES

I checked the requirements of the grant, to make sure I could contribute any amount that I might be required to

YES

NO

Reconsider applying for this grant!

Some grants take more effort to apply for than they benefit you. If you aren't sure if this is the grant for you, find another!

Questions to ask Funders

What are things you look for in a good application?

Which financial statements do I need to submit? Tax forms? Does everything need to be audited?

What are common mistakes in applications you see?

How would you define a successful project?

Is your business eligible for tax exemption? Many grants require you to submit financial statements. If you are starting a new business or have questions about your current one, it might be a good idea to:

- Contact your Nation's Economic Development Officer!
- Check resource pages for Business Income and Employment Income taxation per the federal government

Eligibility

Eligible expenses cannot usually be negotiated

Certain expenses will be eligible for the grant. If you are unsure about whether or not your expense is eligible, double check the guidelines of the application or ask the funder!

For example, you might be able to use the grant for capital but not for salaries. So, you could use it to purchase a pizza delivery truck but not to pay the delivery person. If you are applying for the grant then, you have to make sure you have enough money in your pocket to pay the delivery person.

Have a copy of the application next to you while you write the application. This will help you stay on track! Remember: applying for grants is like a job application! You want to convince them why they should choose your project over all the others.



Getting Started: You Found a Grant!



Brainstorm with people in your organization, community, or people who have great ideas.

- Write down ideas on a whiteboard!
- Record the meeting on your phone/computer!
- Don't throw away any ideas yet! Brainstorming isn't about good ideas, it is about listening and expanding.



Identify the past, present, and future of the problem you are trying to address:

1. **Past:** The Issue
2. **Present:** The Project
3. **Future:** The Outcomes of the Project

The Top Three Tips for Successful Grant Writing:

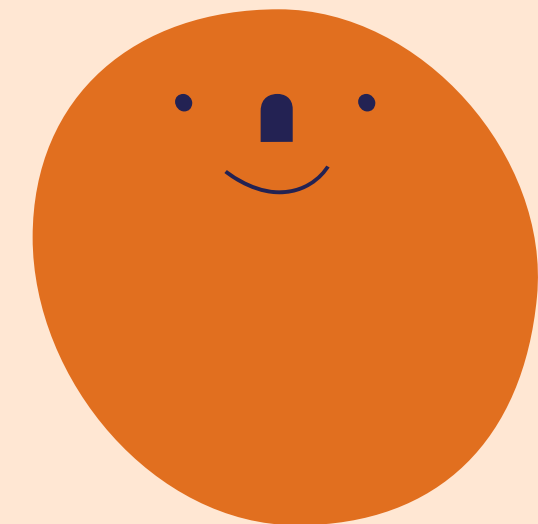
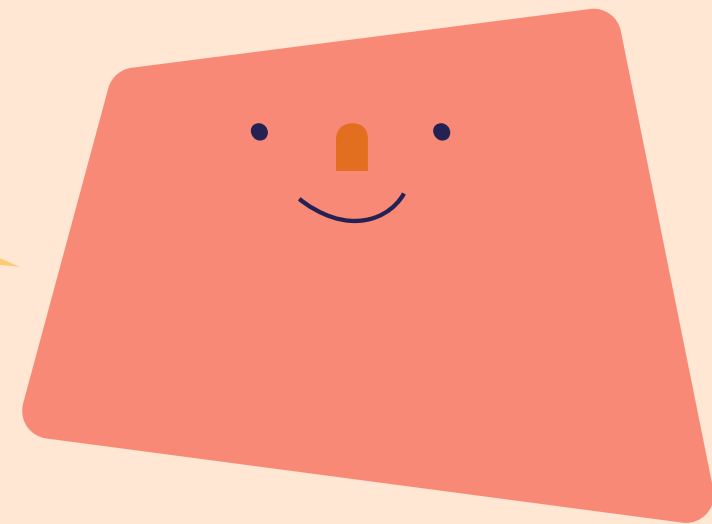


Use your own words
Explain how much the project means to you.



Ensure you have all supporting documents required! Especially your financial statements. This is a really easy way to show the funders that you have attention to detail.

Contact the funder
This is not just for the first stages of searching for grants! Anytime you come across a question or concern, give them a call!





Get Organized!

Here are some ways how:

- Have a checklist of steps handy
- Write your application with someone else. Two brains are better than one!
- Maintain a calendar of important dates to stay on track
- Keep a photocopy of your application
- Create a grant tracker on Excel to keep track of multiple applications



Psst! Check the index of this document for blank checklists, calendars, and templates for Excel!



Instead of...

Leaving spaces blank on your application...

Assuming the funder will understand what you're trying to say...

Adding documentation or materials that you were not asked to include...

Writing in a style that the grant committee might find professional and impressive...

Be sure to...

...Write N/A if something does not apply to you or contact funder to clarify!

...State your project's goals clearly, in your own words.

...Only submit documentation that was asked. You can refer in your cover letter to other documents and mention they can be made available upon request.

...Use your own words to explain why the project means so much to you.



BETTER RESPONSES

Gail is looking to fund her community's next project: a new fishing vessel, to expand the community's commercial fishing capacity.

- ✓ Gail finds a grant that works in the fishing industry and provides funding for capital projects.
- ✗ Gail applies to any and all grants, on the chance that one of them provides her funding.

One of the questions Gail is asked is "What will you use the funding for?"


- ✓ Gail's answer explains, in clear language, that it will buy fishing vessels. She explains how this will help the community and economy.
- ✗ Gail's answer is confusing, vague, or does not clearly detail how the money will be used and the impact it will have.

The Grant Committee is interested in the timeline of the project and asks Gail: "How long will it take to carry out the project?"

- ✓ Gail details a timetable with approximate dates of events, programs, and assessments. She provides start and end dates to the best of her ability.
- ✗ Gail writes: "The project will take 4 months. There will be various checkpoints over this period."

Questions to Answer

WHO...

- will lead the project?
 - will benefit from the project?
- 

WHERE...

- will the project take place?
- do you see the project having the most impact?

WHY...

- are you pursuing the project?
- is your project a good fit for this grant?


WHAT...

- need are you fulfilling with this project?
- are your plans to achieve this need?

HOW...

- will the project proceed?
- will you evaluate the project's success?

WHEN...

- will the project begin?
 - will the project finish?
- 

HOW?

#1. DESCRIBE YOUR HISTORY AS AN ORGANIZATION.

I am applying for a grant to help improve my catering company.



I am the creator of Rosewater Catering. I have worked in the catering industry for 5 years, where I helped manage a catering operation with over 10 staff. Before that, I worked as a sous chef in a seafood restaurant, where I was in charge of ordering food and managing food prep before opening.

Throughout my work it has always been important to me to buy local ingredients. This is something I will carry on with Rosewater Catering, so I can help the local economy benefit. As well, I continue to push myself every day. I want to constantly be coming up with new recipes and trying new things.

#1. DESCRIBE YOUR HISTORY AS AN ORGANIZATION.

Explain your background in the field. Using exact lengths of time shows you have expertise and attention to detail. Be as specific as you can!

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This is a great way to connect your organization to the funder! This is like a job application - how can you fit with their company? How can you work together?

You want to show the past, present & future! What have you been doing? What will you be doing? How will the grant help you move your organization forward?

#2. WHAT IS YOUR MISSION? WHAT IS YOUR MANDATE?

At Caribou Bay Housing Corp., we believe everyone has a right to a safe and secure home. Our company's mission is to promote this goal. We do this by building houses for low-income families and finding partners to reduce costs for these families. Also, we build our homes with the help of local youth and industry experts. This way, they are able to work and learn on the job and develop skills to help them succeed in life.

The housing organization I work for is trying to get funding.



#2. WHAT IS YOUR MISSION? WHAT IS YOUR MANDATE?

Can you fit your organization's mission into a single sentence?

This will help to simplify the message to the funder and will help them (and you!) understand why your project deserves to be funded!

At Caribou Bay Housing Corp., we believe everyone has a right to a safe and secure home. Our company's mission is to promote this goal. We do this by building houses for low-income families and finding partners to reduce costs for these families. Also, we build our homes with the help of local youth and industry experts. This way, they are able to work and learn on the job and develop skills to help them succeed in life.

It can be helpful to think about the mission as the combination of Intent and Action. How do you live out your mission (ie: what is the Action that is followed by your Intent)?

Who is apart of your organization? How do they contribute to your mission? How do they define it?

#3. WHAT IS YOUR PROPOSED PROJECT? WHY IS IT IMPORTANT?

I run Experience Tours, a tourism business. The grant will help us with marketing and expanding our business.



Our proposed project includes three major steps and will take probably four-six weeks to complete.

1. We will seek out a mentorship with an expert in the online tourism field to help our marketing abilities.
2. Together with our mentor, we will develop a strategic plan for expanding our marketing reach.
3. We will implement the plan.

This project is important because we do not have a lot of experience with marketing. We believe a mentorship will help increase our knowledge of online marketing. This will help our tourism business become more profitable. If our business becomes more well known, then tourism will increase for the entire community. This could mean that local artists are able to sell their work easier, to tourists. Also, our culture can be better shared with visitors. This will lead to a positive increase in the economy for the entire community.

#3. WHAT IS YOUR PROPOSED PROJECT? WHY IS IT IMPORTANT?

Making a numbered list of steps will help organize your answer!

In your own words, why do you need the funding? Try and simplify it as much as you can!

Use specific examples of how this project will work with other organizations.

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Explain what the money will be used for. Be as detailed as possible.

Explain how the success of your project will have spillover effects.

#4. HOW WILL IT BENEFIT YOU AND OTHER PARTICIPANTS?

We run Red Lake Summer Camp for youth. A grant will help expand our programming.



The goal of Red Lake Summer Camp is to encourage youth to become positive role models. With this funding, I will better be able to service these youth and allow them to build leadership skills. This will be through programming based in the arts and sports.

Sports are a great way for young people to get leadership skills, stay healthy, and play as a team.

They also are able to take care of themselves at Camp. They will have to wash their own dishes and will have a chance to make their own food around the fire. This teaches them how to begin to take care of themselves.

The camp will impact the people who attend it and their communities. I believe that youth who become positive role models will have a good impact on their communities. I also believe it is important for young people to respect the earth and learn to live off it.

#4. HOW WILL IT BENEFIT YOU AND OTHER PARTICIPANTS?

By this point, you know the funder's goals as well as your own. This is a great way to show the positive impacts of your project! How do they align with what your funder hopes the grant will do?

The goal of Red Lake Summer Camp is to encourage youth to become positive role models. With this funding, I will better be able to service these youth and allow them to build leadership skills. This will be through programming based in the arts and sports. Sports are a great way for young people to get leadership skills, stay healthy, and play as a team. We also hire young professionals to work at our camp. They are able to teach their work in the great outdoors. Additionally, they will build connections through our camp that will transfer to off-season work.

The camp will impact the people who attend it and their communities. I believe that youth who become positive role models will have a good impact on their communities. I also believe it is important for young people to respect the earth and learn to live off it.

Try and think about everyone who is impacted by something. Is your project for youth? How will it affect their parents? Their teachers? The community?

Your project's benefits help better explain your organization's mission! Make sure you really drive the message of who you want to help and why it is necessary!

The funding will provide resources to our community mental health service. Our mental health services have improved over the last two years when we hired 2 new nurses with experience in community outreach. We also hired a counsellor. The counsellor has experience with depression and substance abuse, which will be helpful for some members of our community who need help. The service also uses our own holistic approach to mental health. We believe this is a huge benefit.

The funding for our community mental health service can also be used to provide mentorship. If there is anything we need help with, we can reach out to a company or individual who can help us. This way, they can teach us the tools we need.

#5. WHAT BACKGROUND AND EXPERTISE DO YOU HAVE TO COMPLETE THE PROJECT?

My community is trying to expand our mental health services



#5. WHAT BACKGROUND AND EXPERTISE DO YOU HAVE TO COMPLETE THE PROJECT?

Again, try and include as much detail as possible. Who has experience for your project? How many years experience? What do they do? The funder does not know any information you do not tell them, so be sure to tell them anything important!

The funding will provide resources to our community mental health service. Our mental health services have improved over the last two years when we hired 2 new nurses with experience in community outreach. We also hired a counsellor 6 months ago. The counsellor has experience with depression and substance abuse, which will be helpful for some members of our community who need help. The counsellor knows our holistic approach to mental health. We believe this is a huge benefit.

The funding for our community mental health service can also be used to provide mentorship. If there is anything we need help with, we can reach out to a company or individual who can help us. This way, they can teach us the tools we need.

Make sure every answer goes back to what the funder wants the money to go toward. If they are looking for specific experience or backgrounds, make sure you mention them!

If you don't have all the experience you need for the project, mention it! Detail a section of your funding for mentorship. Explain the gaps in your knowledge and how you aim to fix them.

#6. WHAT IS THE EXPECTED TIMELINE?

I am apart of a company that sells hand knitted materials. We are looking to expand our business.



Our proposed timeline is as followed:

Week 1:

- Search for a space to rent out. Contact the community government to help us in our search
- Contact a supplier and set up a schedule for receiving knitting supplies. It is important to us that our wool is cruelty free.

Week 2:

- Provide training for anyone who is not well versed in the different patterns and stitches we want to use
- Brainstorm patterns that we will begin producing and print them
- Develop channels for selling materials (in local stores, online)


Week 3-6:

- Knit patterns
- Distribute made materials (in local stores)
- Set up an online store (through a third party) to sell and ship our products
- Employ a marketing strategy to help our business grow

Future of the Company:

- Find partners who want to work with us (ways we could access wool cheaper, other knitting businesses in the area for collaboration)
- Get involved in local school to encourage next wave of community knitters

#6. WHAT IS THE EXPECTED TIMELINE?



Displaying timelines with numbered weeks (ex: Week 1) or with dates (ex: Week Jan 4-11) helps to structure your answer.

Our proposed timeline is as followed:

Week 1:

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Future of the Company:

- Find partners who want to work with us (ways we could access wool cheaper, other knitting businesses in the area for collaboration)
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State each goal simply. The proposed timeline can be modified after you receive funding. It is to show that you have a good knowledge of how your project will happen. It also can help you designate "evaluation periods" to see if progress has been made!



It is a good idea to show the future after the project! How is the project sustainable? How do you see it growing?

#7. HOW WILL THE PROJECT BE EVALUATED?

Our company provides music lessons to children in remote locations.

To create our evaluation plan, we have divided our project into short term and long term goals.

- Our long term goal is to increase the reach of our organization through online classes. We will achieve this by:
 - Setting up 10 of our teachers with online connections by purchasing them each one webcam to attach to their desktop.
 - Reach out to 20 communities near our main office. We will send them a package of information about us by mail. We will also print 100 flyers to distribute in local shopping centres and municipal buildings.
 - Contact 5-8 client families and have them do a survey of how our organization can improve.

Each of our targets is measurable. This way, we will be able to easily identify a success or failure. Our organization will pick one of our founding members to evaluate the project's progress after each short term goal has been reached.



#7. HOW WILL THE PROJECT BE EVALUATED?

What do you want to do?



How can you measure your success?

You can answer this question many different ways! You could break your project down into short & long term goals. You could restate your proposed timeline and highlight evaluation periods.

You want to say who is doing the evaluating and what success or failure looks like to your organization!

You can use the SMART rubric to shape your evaluation template. You want your project to be:

Specific

Measurable

Achievable

Relevant

Timely

Having measurable targets that represent what you can do (feasible) over what you want to do (ambition) will help you to succeed.



	Items	Details	Amount
Expenses	Salaries	Workshop (8hrs x 1 Day) to introduce residents to tech.	\$400
	iPads	20 residents x iPad	\$8580
	Broadband	\$100/month	\$1200/year
	Total Expenses		\$10180
Revenue	Trent Bay Community Government	Donation from municipal partners	\$1500
	Total Revenue		\$1500

Amount Requested from Grant Program: \$8680

#8. HOW MUCH WILL IT COST?

We are providing nursing homes with new devices to help them connect with their families



	Items	Details	Amount	Grant
Expenses	Salaries	Workshop (8hrs x 1 Day) to introduce residents to tech.	\$400	\$300
	iPads	20 residents x iPad	\$8580	\$6435
	Broadband	\$100/month	\$1200/year	\$900/year
	Total Expenses		\$10180	\$7635
Revenue	Trent Bay Community Government	Donation from municipal partners	\$1500	\$1500
	Total Revenue		\$1500	\$1500
Amount Requested from Grant Program:				\$7635

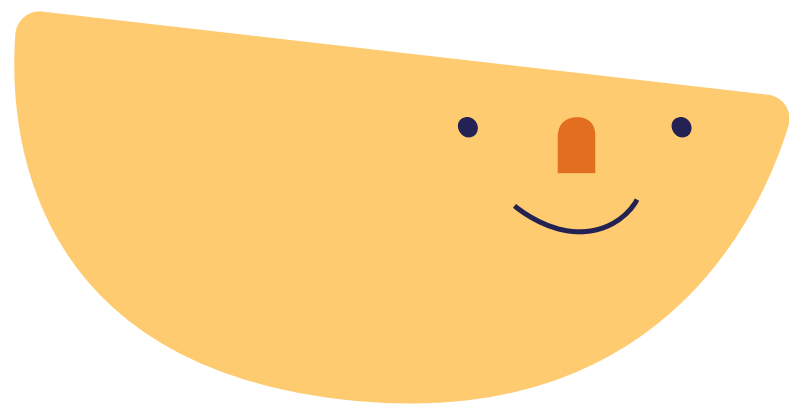
SOME GRANTS HAVE A MAXIMUM % THEY WILL CONTRIBUTE. ADD ANOTHER COLUMN TO YOUR BUDGET TO ACCOUNT FOR THIS!

 Amount Requested = Expenses - Revenue

Sometimes applications for grants won't be a series of questions!

Instead you will have to submit a proposal.

You can use the same tips that were discussed above to detail this proposal.



The same rules apply:

- Use your own language to explain why you need this grant
- Be clear when you explain what the project is and what you hope it will accomplish
- Contact the funder! Discuss your proposal with them and ask how you can make your application stand out.
- Address every point you are asked to
- Include a budget and evaluation plan to show how your project will be implemented

Proposal Writing Part 1

1

In a few paragraphs:

- Give a short history of your organization
- State your mission
- State the population you serve
- Provide an overview of your track record.
- Describe or list your programs.
- Don't take for granted that the person reading this proposal knows your organization!

2

This is the "why" section:

- What's the problem or issue?
- What's causing it?
- What effects does this problem have?
- Why does your problem need to be solved?
- Why now?
- Make the issue as relevant to the reviewer as you can (ie: tie it directly to their interest or goal).

3

This is the "what" section:

- What are you proposing?
- How does it address the challenge or need?
- What are your goals or objectives?
- What are your proposed outcomes or results?
- Include examples and facts.
- Discuss limitations and possible problems and how you will deal with them.
- How will you keep this project going?

4

This should mirror your introduction:

- Summarize the benefits of your proposal.
- Thank them for their consideration and time.

Proposal Writing Part 2




YOU GOT THE GRANT

Congratulations! You might now be on the second step of a long application for funding. You might be done now and are awaiting your funding. Either way, there are some steps we recommend you take:

1. Respond to their email! Always be courteous with funders (you might apply for another one of their grants again!)
2. Identify the next dates you need to be aware of. When are your first evaluation checkpoints? When do you have to have the project done by?
3. Keep contacting the funder throughout your grant period, if you have any questions regarding expenses or eligibility

YOU DID NOT GET THE GRANT

Applying for grants is very difficult and hard work. The more often you apply, the better you will get at it. For the mean time, be sure to:

- Follow-up with the funder to maintain your relationship. This is important for several reasons:
 - Ask them what would have made your application stronger
 - They might give you tips for why it wasn't accepted which could help you out with future applications
 - It will get your name on their radar! This connection could help you down the line, in the next application you do.
 - Keep applying for funding! Don't let this instance get you down!
- 

Supporting Resources

- Project Checklist
- Calendar Template
- Budget Template
- Grant Tracker
- Glossary of Terms