

# Community Funding Unit

## Grant Writing Workshop



# Agenda

- 1. Welcome and Land Acknowledgement**
- 2. Icebreaker**
- 3. Funding 101**
- 4. Fireside Chat**
- 5. 2018 Projects & Events Summary**
- 6. The Evaluation Process & Exercise**

# Icebreaker

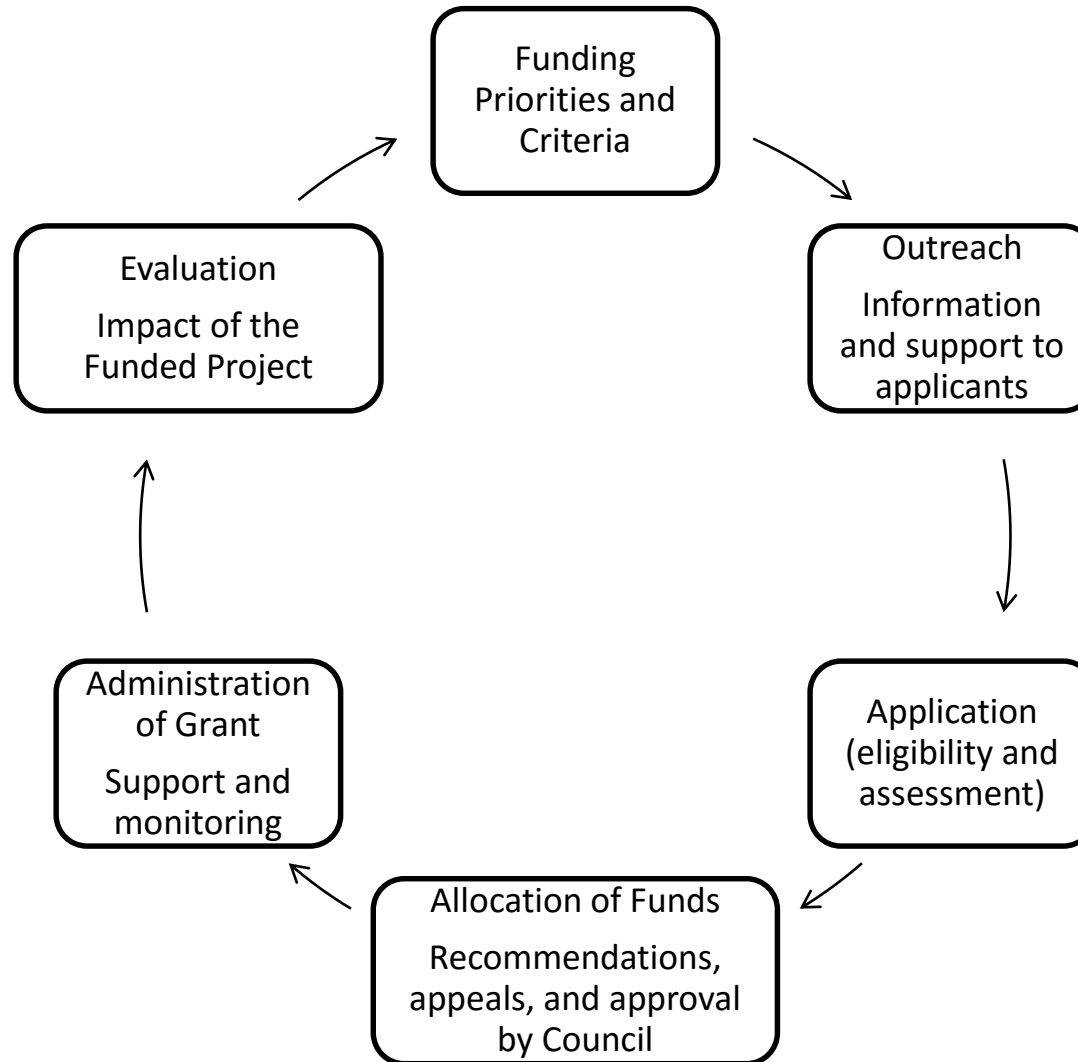
## The Funding Game: True or False

# Some Tips



<https://ArtReach Grant Writing: Top Tips>

# The Funding Process



# What do Grantmakers do?

Impact  
Assessor

Accountability  
Officer

Matchmaker

Disturbance  
Generator

Critical Friend

Connector

Talent Scout

Analyst

Consultant

**\*From GrantCraft, *Roles @ Work***

# Approaching a Funder – Some Basics

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graph LR; A[Preliminary Research] --> B[Exchanging Information]; B --> C[Creating a Collaborative Relationship & Trust];
```

Preliminary  
Research

Exchanging  
Information

Creating a  
Collaborative  
Relationship & Trust

# Getting Ready to Write: Preliminary Research

- Research funders that can support your organization's mission and vision:
  - Foundations (family, corporate, community)
  - Governments: Municipal, Provincial, and Federal
  - Tip: look at other similar organization's annual report for a funders list.
- Research deadlines and plan to call 1-2 months in advance
- Review their website to understand their process:
  - Do they require: letter of intent, full proposal, mandatory information sessions, deadlines or open in-take, quarterly meetings, online application, etc?



# Getting Ready to Write: Exchanging Information

## Why Chat with the Grants Staff?

- Call 1-2 months before a deadline (not one week before)
- Gain an understanding of their funding strategies
  - Just as no community organization is the same - funders have different funding strategies
- Get a deeper understanding of their funding priorities
- Clarify their funding process
- Clarify if your organization/program is a good fit
  - Does the strategic priorities of both organization (funder and not-for-profit) align? (eg: Are you seeking program, equipment or capital funding?)

# Creating a Collaborative Relationship & Trust

- **Create an open working relationship** with your organization's **front-line staff**
  - check-in with them from time to time to get stories from the ground
  - understand the day-to-day issues, challenges and opportunities of your field/sector/community
- **Share your expertise** with funders, as you would with others.
  - Your organization has in-depth knowledge and expertise in your sector, field, community. You are one of their key knowledge links – and your experience can inform funding priorities.

# Creating a Collaborative Relationship & Trust

- If funded: get **approval for any changes** to the funded program (budget, work plan, trusteeship, reports due, etc.)
- If funded: be up-front and **trouble-shoot** with them on issues as they arise (capacity, partners, issues in the community, etc.)
- If declined: Get feedback and input to improve on your declined proposal. Ask them for **constructive criticism** of your proposal.
- If funded or not: get their **input/feedback/advice** on new program or strategic directions, referrals to program partners, funders, networks, mentors, or other resources.

# Some Tips

- **Do read the grant guidelines - please!**
- **Use plain language in your proposal:**
  - Avoid using sector-specific jargon throughout the proposal
  - Write as if the reader doesn't know anything about you: your accomplishments, programs, participants, community
  - Use positive language – talk about the assets and opportunities, not only the deficits in your community
  - Always back up your statements with evidence – research, surveys, program results, anecdotal evidence
  - Always spell out acronyms
  - Be the cheerleader: if your group or staff have won awards, say so; if our group has taken leadership on an issue, note it...

## Tips (cont'd)

- Keep to the word count, page limits, etc. Brevity is key.
- Get an outsider to review your proposal. Ask for feedback. Listen for elements that need explaining or are unclear, or ones that need convincing.
- Keep to the deadline - aim to get the proposal completed a day in advance of the deadline.
- Send the proposal in as requested – no staples? Right numbers of copies? On-line and/or no hard copy? No extra attachments? Etc.
- Don't call the next day asking for confirmation of receipt of your proposal – there may be a stack of 100 staff have to wade through!

# Fireside Chat



# Community Projects & Events Goals

## Community Projects

1. To provide **one-time** funding for **short-term projects** to develop products, tools, and resources that are grounded in the experience of residents, and/or increase the impact of the community services sector.
2. To advance at least two of the **City's strategic directions**.

## Community Events

1. To foster resident engagement and **leadership** by funding events that support Torontonians to connect, learn, and act to improve their wellbeing, neighbourhoods, and communities.
2. To advance at least one of the **City's strategic directions**.

# Community Projects & Events Summary

## Community Projects

- 188 Letter of Intent applications were submitted, requesting a total of \$8,910,392
- 40 invited to submit Full Proposals (21%)
- \$788,563 has been allocated to 20 projects (11%)
  - 45% of recommended Projects are from grassroots groups

## Community Events

- 170 Letter of Intent applications were submitted, requesting a total of \$198,610
- 42 were invited to submit Full Proposals (25%)
- \$198,610 has been allocated to 22 events (13%)
  - 66% of recommended Events are from grassroots groups



# Our Evaluation Process

- 2 Agency Review Officers review each LOI
  - Ensures consistency in evaluation
- Team meetings to discuss all submissions
- Principles:
  - Comparing like with like
  - Prioritization of grassroots groups in the Events stream
  - Prioritization of Projects and Events in Neighbourhood Improvement Areas
  - Map of the city with target populations and approach highlighted

# Our Evaluation Areas



# Our Evaluation Areas Continued

Community Engagement	<ul style="list-style-type: none"><li>• Is the Project/Event community-led?</li><li>• Are community members involved in every stage of the development, delivery and evaluation?</li></ul>
Strategic Alignment	<ul style="list-style-type: none"><li>• How well aligned is the idea to the strategies listed?</li><li>• Did the group specifically identify how their approach aligns with the selected strategies?</li></ul>
Need	<ul style="list-style-type: none"><li>• Is there a demonstrated need for the specific approach? This is different than a need for general service for a population group.</li><li>• Is the Project/Event engaging a marginalized population?</li></ul>
Feasibility	<ul style="list-style-type: none"><li>• How well planned does the Project/Event appear?</li><li>• Does the group have the experience necessary to carry out the Project/Event?</li></ul>

# Our Evaluation Areas Continued

Partnerships	<ul style="list-style-type: none"><li>• How meaningful are the contributions of the partners identified?</li><li>• Has the group selected the “right” partners?</li></ul>
Budget	<ul style="list-style-type: none"><li>• Is the budget reasonable to carry out the Project/Event activities?</li><li>• How well researched does the budget appear?</li><li>• Will the Project/Event proceed without our support?</li><li>• Does the budget include ineligible expenses?</li></ul>
Impact	<ul style="list-style-type: none"><li>• What will the overall impact of the Project/Event be?</li><li>• Will the Project/Event deliver measurable results?</li><li>• Projects: If products, tools or resources will be developed – how will they be disseminated?</li><li>• Depth vs breadth considered</li></ul>

# Exercise - Funding Allocations

- 3 sample Letter of Intent applications are provided:
- A – Shaw Street Neighbourhood House
- B – Bloor Street Community Services
- C – Gardening for Change
  
- Using the Review Form, assess the 3 LOI submissions against the criteria previously discussed:
- Need, Feasibility, Partnerships, Community Engagement, Budget and Impact
- Make a funding recommendation
  
- Group Debrief

# Exercise - Funding Allocations – Review Form

	Very Poor	Poor	OK	Good	Excellent	Notes
Need						
Feasibility						
Partnerships						
Community Engagement						
Budget						
Impact						