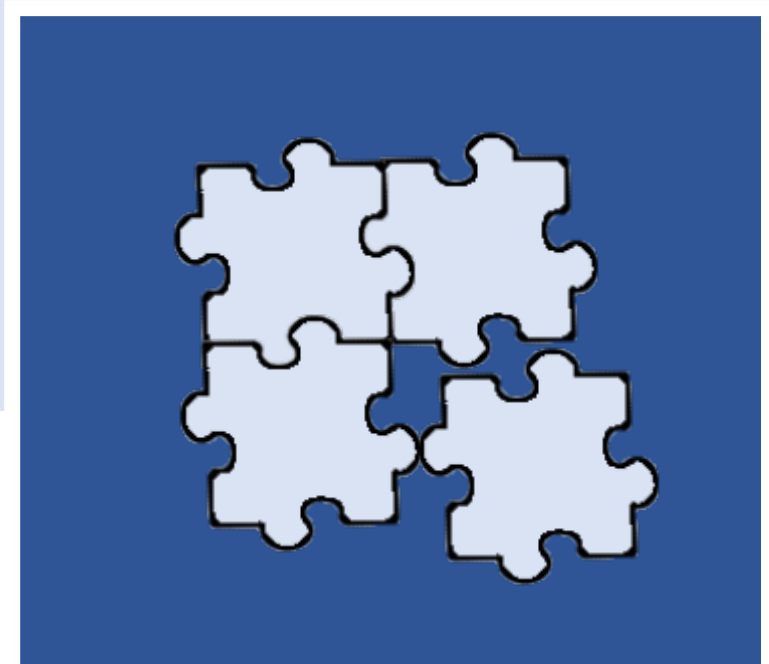


TIPS FOR ADDRESSING COMMUNITY NEEDS AND DEVELOPING FUNDING PROPOSALS

Community Funding 101

Cornwall

February 21, 2024




Agenda

- Regional Services Branch (RSB)
- Tips for addressing community needs and developing funding proposals
- Resources
 - Potential questions in an application
 - Funders
 - ABCD – Asset-Based Community Development
- Q & A / Discussion



Regional Services Branch – Multi-Ministry Support

Regional Services Branch (RSB) supports and provides program delivery for Ontario ministries:

 Ministry of Tourism, Culture and Sport (MTCS)	Ministry for Seniors and Accessibility (MSAA)	Ministry of Francophone Affairs (MFA)	Ministry of Citizenship and Multiculturalism (MCM)
Experience Ontario Community Aboriginal Recreation Activator Summer Employment Opportunities Program (SEO) Museums and Libraries	Seniors Community Grant Inclusive Community Grant Seniors Active Living Centres EnAbling Change	Francophone Community Grant Program	Ontario Anti-Hate Security and Prevention Grant Volunteer Service Awards Ceremonies (Nov. 15 Deadline each year) Racialized and Indigenous Supports for Entrepreneurs Grant

Ad hoc grant support to Ministry of Economic Development, Job Creation and Trade, Ministry of Infrastructure, Health and Long-Term Care and Indigenous Affairs

Regional Services Branch – What we do



Transfer Payment Administration and Program Delivery

Delivers ministry financial and non-financial programs and services to primarily not-for-profit organizations in communities throughout the province (e.g., Renfrew–Nipissing–Pembroke AND Prescott Russell County, Stormont-Dundas-Glengarry & Cornwall)



Capacity Building and Organizational Support

Builds and fosters relationships amongst organizations and all levels of government

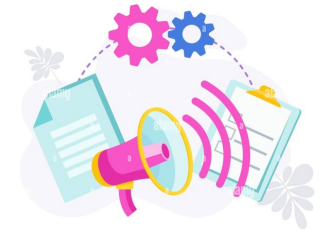
Provides consultation services and advice to potential applicants for ministry funding programs and monitors projects



Providing Local Intelligence

Shares knowledge such as local issues and community development

Provides information and advice for the development of government programs and policies



PUBLIC RELATIONS

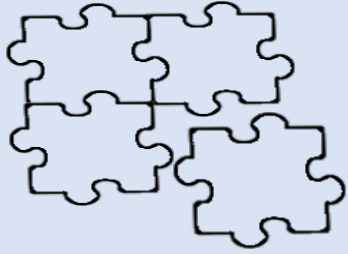
Public Affairs Support

Provides support for public affairs activities which includes the co-ordination and preparation of products for tours and events involving the Premier, Ministers, Deputy Ministers and Assistant Deputy Ministers

Approach taken in preparing this presentation

- Reviewed and assessed many applications over the years
- Brainstormed on observations: the factors that made some applications excellent and others not so good
- Summarized this information into 25 strategically categorized tips
- Designed the presentation to be used as a tool/resource





Putting a puzzle together is the perfect analogy for addressing community needs and preparing a funding application.

For example, think of the first 6 categories as corner pieces or border pieces of a puzzle. It sure does help when these pieces are in place before attempting to complete a puzzle or in this case starting to write an application.

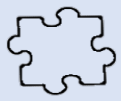
25 Tips that will touch on important pieces such as:

- ✿ Before submitting an application (**Tips #1, 2**)
- ✿ Funder and applicant relationship (**Tips #3, 5**)
- ✿ Funding sources (**Tips #2, 4**)
- ✿ Partnerships (**Tips #1, 7**)
- ✿ Guidelines (**Tips #6, 24**)
- ✿ Planning a project – collecting pieces: (**Tips #8-16**)
 - Workplan and budget (**Tips #11, 12**)
 - Risks (project and organization) (**Tip #14**)
 - Performance measures and evaluations (**Tips #15, 16**)
 - Sustainability (**Tip #13**)
- ✿ Writing an application (**Tips #17-24**)
- ✿ Assessment criteria (**Tip #24 + examples**)
- ✿ Assessment tool (**Tip #25 + examples**)



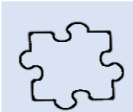
No magic formulas or short cuts

- It is hard work!
- Use a team-approach:
 - Consider creating a working group to prepare the application
 - Include partners and representatives from the target market (e.g., seniors, newcomers)
 - Caution! Because more than one person will work on the application, ensure consistency throughout (alignment (Tip #7))
 - Writing styles could be different – make sure ideas flow
- Allow plenty of time to write the application
- Very competitive



Find out which organizations have received grants that may be similar or related to the proposed project

- Look at various funders' websites for lists of organizations that have been successful in the past
- Talk to those who have already been funded
- Ask for advice and ideally copies of their successful grant applications
- The more proposals are reviewed, the more an organization will understand how clear writing and following guidelines leads to funding success
- With increased competition for limited granting dollars, ensuring regular cooperation and communication among local stakeholders will reduce duplication



While applicants no doubt spend a great deal of time seeking funding, it is important to remember that it can also be difficult to award funding

- **Applicants** have:
 - The sense of the need in a community
 - The ability and capacity to successfully undertake projects
 - Not enough dollars with which to implement solutions
- **Funders** have:
 - Money (\$) - but often not the other resources or information needed to create and deliver local projects
- Regular communication on the part of the applicant and the funder is essential
- Work toward an optimal partnership (goals and priorities align)

 **Funding sources**

Explore various funding sources

Explore On-line

- Federal Government
- Provincial Government
- Regional Government
- Municipal Government
- Government Agencies

- Private Sector
- Foundations
- Sponsorships
- Contests/Competitions
- Crowd Funding



Get to know individuals who work for the funders

- Always consult with the contact person (usually identified in the guidelines) prior to applying
- Review guidelines before reaching out to the funder
- When consulting, pay careful attention to what is being emphasized
- Little suggestions and hints can be helpful, even from a phone conversation
- Could make a difference in the application
- Ask to be included on distribution lists, if possible

Everything that is required is in the guidelines

- Don't skim through the guidelines – read carefully
- Although some program names may stay the same, guidelines and applications do change from year to year
- It is obvious to the reviewer when an applicant did not pay close attention to the guidelines, including the fine print
- If a funder is clear about what it will fund, be convincing as to how a project fits with guidelines AND how the project aligns with the organization's mandate
- All funders do not operate in the same way
- Caution! Note application deadline
- What other specific supporting documentation is required and how long will it take to obtain (e.g., Board/Council resolutions, specific insurance certificates, quotes, and letters of support)



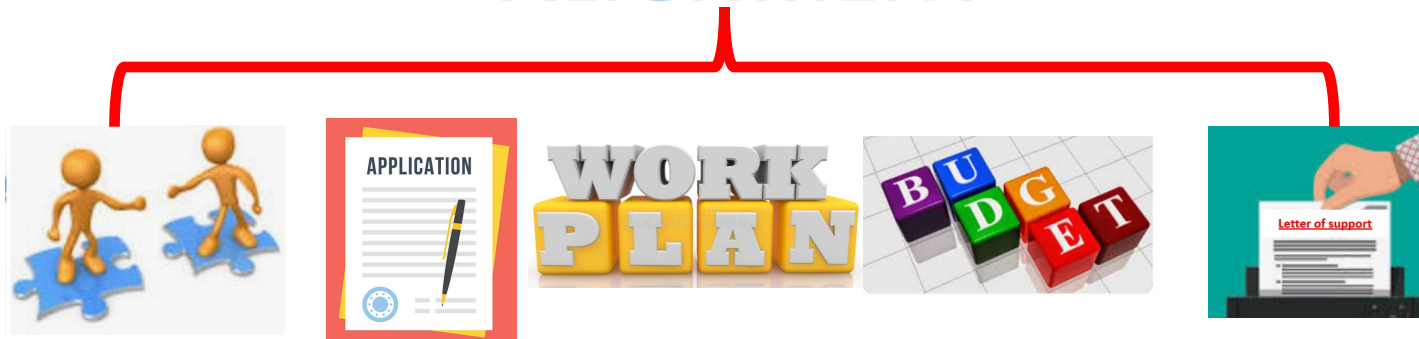
Everything that is required is in the guidelines

- Understand the difference between a project focussing on a community, region, province or national level
- Are grantees permitted to reallocate funds and if so, under what conditions?
- Review eligibility criteria
- If the funder indicates that it will not fund capital projects, do not request capital items
- What is the maximum grant an organization can request?
- If the funder says it will fund up to \$20,000, don't ask for \$50,000
- Caution! Hyperlinks within the guidelines are there for a reason - if references are made to other resources, it is worth reviewing (e.g., Seniors Community Grant (provincial housing strategy and seniors' strategy))

Choose partners wisely

- A collaborative/partnership is made up of two or more organizations who wish to achieve a common goal where there is mutual benefit, shared decision-making, and accountability to each other
- Before endorsing a project, partners should review the application
- In a grant proposal, solid partnerships are critical
- Partners' contribution should be evident throughout the application - for example, in the workplan, budget and letter of support

ALIGNMENT





Planning a project – Collecting pieces

TIP #8

**There are many steps to complete before writing the actual application
(Tips #8-16)**

- Half the work is in the planning of the project
- These steps will help the applicant think through the project in a systematic way
- Brainstorm, research and plan the project
- The plan should cover the HOW and the W5 - key questions: What, where, why, who, when
- Relate the project to the mandate of the organization and the objectives of the funders
- Describe specific activities that the organization (department) does that are related to the project
- Describe related experience, credentials, and education relevant to the project (Include volunteers or Board/Council members that will be part of the project)





Planning a project – Collecting pieces

TIP #9

A catchy project name can make a difference for both the funder and target market

- The name should be:
 - Marketable (for the funder and the applicant)
 - Short and catchy (not a long description of the project)
 - Descriptive of the project
 - Sum up what the project is about
- When a name is “catchy”, it does capture interest (reviewer, partners, target market)



Planning a project – Collecting pieces

TIP #10

Position the project as a model/pilot to be replicated (if it makes sense)

- If applicable, a strategy for broadly sharing results and best practices could be part of a proposal
- If possible, create a link to a regional or national issue





Planning a project – Collecting pieces

TIP #11

A workplan helps track progress of a project while it is advancing

- Should be detailed enough that a new project manager could be appointed halfway through the project and could resume the project based on the plan
- A workplan should include a realistic start date (e.g. know approximately when applicant will be notified if successful – this information is usually provided in the guidelines)
- Allows everyone involved to perform tasks by following timeline identified in the workplan
- Identifying milestones will help to determine if there is enough time to accomplish everything
- Milestones should mark various phases in the project lifecycle (e.g., planning, implementation, evaluation and closure)
- For multi-year grant proposals, ensure a new work plan is created for each year and not simply repeated
- A workplan is a living document!

**WORK
PLAN**



Planning a project – Collecting pieces

TIP #12

1 of 2

Provide a balanced budget and ensure the math is correct

- Prior to completing the budget know what resources can be allocated, including those from partners (cash and in-kind)
- Obtain quotes, even though they may not be a required document
- Use the guidelines to identify what costs are eligible vs ineligible
- Follow the funding cap identified by the funder
- What is the maximum amount that can be requested, \$30K, 50K, \$2 million?
- What % of the total eligible project cost can be funded, 50%, 80%?
- What is the minimum in-kind and/or cash contribution?
- How much of the project “contribution” can come from various levels of government? (stacking)





Planning a project – Collecting pieces

TIP #12

2 of 2

Provide a balanced budget and ensure the math is correct

- Caution! Errors in a budget may affect the whole application
- Ensure that the budget and project description are aligned.
- Activities, resources, HR and other elements described in the project description should be mentioned in the budget. Detail all expenses; quotes if possible (e.g., salary break down 20\$ /hour x 40 hours /week x 52 weeks/year)
- In-kind contributions are the cash value of *donated* goods, commodities, or services (e.g., Volunteer time, use of a vehicle, radio announcements or newspaper space, office space or supplies, and equipment)
- Do not request unexplained amounts, such as "contingency funds"
- If cash and/or in-kind contributions are confirmed, provide supporting documentation (e.g., letter of support)



Letter of Support



Assurance for the applicant

Partner Letterhead

Date
Name
Title
Address

Dear _____,

The _____ supports the _____ in the grant
Name of partner *Name of applicant*

application to the _____ to provide _____.
Name of funding program *Include goals of project*

Background information on the organization / partner. 3 to 4 lines is enough.
Describe the role of the partner in the project.

The _____ will assist in the success of this project by providing:
Name of partner

1. Amount of workshops
 2. Hours provided
 3. Salary per hour provided
- Etc.

The estimated **cash** contribution is _____ \$ for _____.
Amount *Name the service/equipment*

The estimated **in-kind** contribution is _____ \$ for _____.
Amount *Name the service/equipment*

The _____ believes this to be a worthwhile project _____ and is
Name of partner *Name of project*

pleased to be a partner and provide support to this project. We hope this proposal will receive strong consideration for funding from the _____.
Name of funding program

Yours truly,
Name
Title
Phone # or email



Plan for the sustainability of the project

- How an organization assures ongoing programs/services once the funding runs out is one of the biggest questions in the mind of the grant reviewer (consider the partners in your sustainability plan and how they can help maintain the project when funding ends)
- Does the organization:
 - Have a successful history of running programs
 - Have an engaged and fully developed Board/Council
 - Demonstrate the ability to manage and sustain growth
- Is the scope of the initiative in line with the organization's mandate?
- Is there a system in place to achieve and track expected results?



Planning a project – Collecting pieces

TIP #14

Don't confuse the organization risk management with the project risk assessment

- All projects have a degree of risk associated with it
- What funders are looking for is an explanation or a plan to minimize the risks
- **Organization risk management**
 - What policies are in place? (e.g., volunteer screening, harassment, and emergency services)
 - How does the organization ensure correct procedures are followed?
 - Policies should be available to the public (e.g., on website)
- **Project risk assessment**
 - What obstacles or challenges may interfere with the completion of the project. (Think of a plan to mitigate and manage their impact on the project.)
 - Risk factors may include staying within budget, weather, lack of participants, securing funding from other sources, and partner engagement



Planning a project – Collecting pieces

TIP #15

1 of 2

Performance indicators (measures) are a systematic way to assess how well a project has achieved its intended results

- After the money is spent, what has been achieved?
- Performance indicators:
 - Evaluate the success of the project
 - Indicate how the project will meet the objectives
 - Assist in determining which activities to continue, change, or improve
- Indicators are S.M.A.R.T. - **Specific, Measurable, Achievable, Realistic and Timely**
- Don't overestimate (e.g., 100 participants if 40 are expected)
- **Tangible:** a deliverable that is possible to touch, can be treated as fact, real or concrete (e.g., report, program, marketing material, and website)
- **Intangible:** measurement that is harder to define and is usually assessed through surveys (e.g., increased knowledge or awareness, partnership building, and information exchange)



Planning a project – Collecting pieces

TIP #15

2 of 2

Performance indicators (measures) are a systematic way to assess how well a project has achieved its intended results

- **Quantitative** is number-based, countable, or measurable (refers to units, proportions, ratios or rates):
 - Website analytics (e.g., number of hits and length of visit)
 - Registration forms (e.g., can help keep track of participant numbers and target organization)
 - Surveys – closed or ranked questions (e.g., # of participants liked the content of a presentation)
- **Qualitative** is interpretation-based and descriptive (unquantified data):
 - Open-ended surveys (e.g., opinion questions, or additional comments section on the bottom which leads to a general analysis of the project)
 - Focus groups
 - Interviews
 - Observation notes



Evaluating a project will help during and after the grant period

- Evaluations are how the applicant proves the project has been successful
- Plan ahead regarding how the project will be measured
- Include an evaluation procedure to address each outcome
- Identify how data will be collected (e.g., surveys, focus groups, observation, and social media)
- The evaluation process can be used to modify the project if need be
- Once the grant is over, applicants should know what was achieved and who benefited
- Milestones function as checkpoints on a project timeline
- Report on achievement of milestones in the workplan
- Include the cost of the evaluation process in the budget
- Excellent Resource:
<https://en.healthnexus.ca/sites/en.healthnexus.ca/files/resources/participatoryevaltoolkit.pdf>

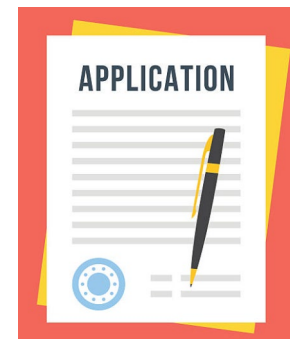


Writing an application

TIP #17
1 of 2

The grant application conveys the information required by the funder

- Now that Tips #8-16 (planning the project and collecting the pieces) have been addressed, organizations are in a good position to prepare the application
- Good time to refer back to the guidelines to make sure the proposed project does align with the program objectives
- Become familiar with the terminology in the guidelines
- Electronic applications can be tricky (e.g., hovering over a question may indicate that additional details are required) Think of it as sub-questions
- If there are two parts to a question, answer both
- If a maximum of words is identified, check to ensure a sentence was not cut off
- Avoid leaving questions unanswered, putting “NA” or “no experience” (if applicable)





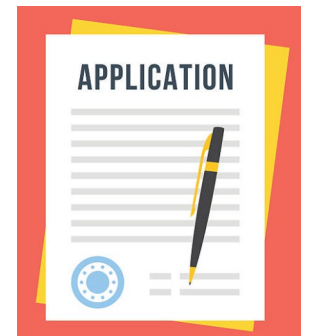
Writing an application

TIP #17

2 of 2

The grant application conveys the information required by the funder

- Avoid repeating the same information on two different questions
- Don't overwhelm the reviewer with surplus information or support materials not requested
- Don't assume the reviewer is familiar with the organization, project/topic, and geographic area
- Doesn't matter what the reviewer knows about the applicant - if the information is not included in the application, it cannot be assessed
- Ensure there is a good flow and connection between the project description, work plan, and budget. They should tell the same story (alignment (Tip #7))





Writing an application

TIP #18

In the passion of writing a grant proposal, be careful not to get too ambitious

- A major red flag for grant reviewers is when an applicant has planned to accomplish more than it has budgeted for
- Costs should be proportionate to the scope of the project and align with the workplan
- It is better to limit any proposal to less, more certain, attainable, measurable goals, than to promise more than an organization can deliver
- Be realistic and conservative



Writing an application

TIP #19

Less is More!

- Reviewing stacks of proposals for limited funding allocations is a difficult job
- If proposals are concise and to the point, and all the key questions have been answered, they may be more likely to be viewed as comprehensive and fundable
- If the reviewer is bogged down with too much detail that is not directly related to the program, they may have a hard time understanding a proposal
- Be pragmatic and factual. Demonstrate that your organization has the capacity and ability to meet all the requirements from an implementation point of view.



Good writing should be easy to read

The project description:

- Provides the grant reviewer with a good idea of the direction of a proposal
- Creates an important first impression - that the applicant does indeed know what it wants to accomplish
- In reading a well-written proposal, one idea follows naturally to the next
- Evaluators look for specific information on the activities being implemented.
Important to address: How, who, what, when, why and where





Writing an application

TIP #21

1 of 2

Be careful what you ask for because you just might get it!

- Plan accordingly and know what the obligations will be if successful
- Read the Terms and Conditions and/or requirements often included in the application and the guidelines

Examples:

- ✓ Ensure reports are filed accurately and on time
 - ✓ Money spent **BEFORE** receiving the approval letter, as well as **AFTER** the project end date may not be reimbursed
 - ✓ Any changes to the work plan or budget **MUST** be approved **BEFORE** expenses are incurred or the organization risks not receiving the full approved amount
 - ✓ It is important to acknowledge funders (e.g., public notifications and promotion (logos))
 - ✓ Stay connected with funders - let them know how the project is progressing
- The Regional Services Branch developed a tool to assist recipients with project management





Writing an application

TIP #21

2 of 2

Be careful what you ask for because you just might get it!





Writing an application

TIP #22

Even if the project does not get funded, the planning and writing process still allows an organization to resubmit an idea elsewhere

- Contact the funder to find out why the application was not successful
- Improve the project and application and re-submit if possible
- A denial letter does not necessarily mean that the project is not worthy, or funding should not be sought. There are many reasons why a project may not be funded:

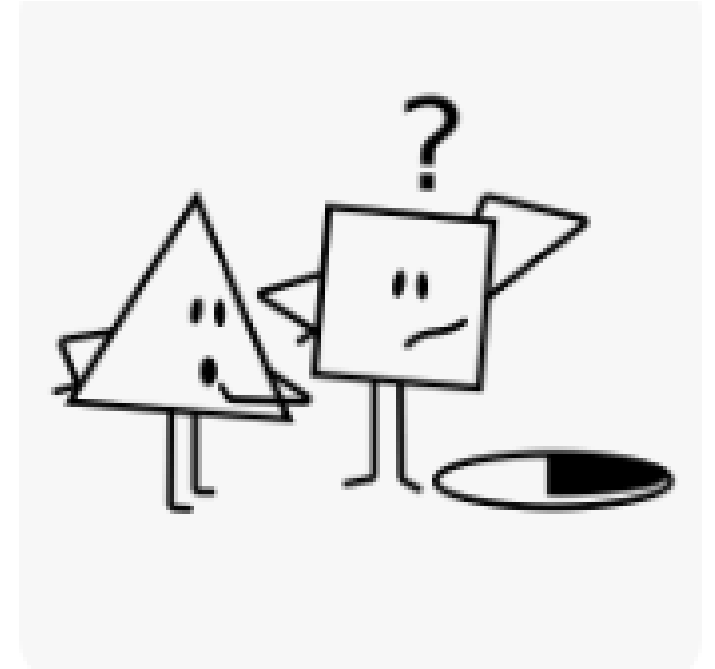
Example:

- ✓ Program oversubscribed. Requests for funding exceeded the allocated funding envelope for the program
- ✓ Proposal did not meet funding criteria
- ✓ Incomplete submission



What is a weak application?

- Lacks clarity
- Loaded with errors
- Unrealistic expectations
- No clear outcomes
- Budget is incomplete (e.g., not enough details)
- No sense of what the community needs
- Proposal not aligned with program's objectives or priorities identified in the guidelines (trying to fit a square peg in a round hole)





Writing an application



Assessment criteria

TIP #24

Applications are assessed based on specific criteria usually identified in the guidelines

- Once a draft application is completed, it is highly recommended that it be reviewed against the assessment criteria identified in the guidelines. This is the best way of ensuring that important points have been addressed **(examples follow)**
- Proposals are assessed against core criteria to enable the approval of relevant, high-quality projects, which contribute to the achievement of the program's objectives.





Guidelines



Assessment criteria

Example #1

ASSESSMENT PROCESS AND CRITERIA

Application must be complete, include all documents required, and must meet the eligibility requirements.

Applications are evaluated by the funders against specific criteria.

Applications will be evaluated on how the submission demonstrates the following:

Organizational Capacity (40%)

1. The organization's mandate is clear, aligns with the project and with the target audience.
2. The organization has a track record of success, has undertaken similar work in the past.
3. The organization has proper oversight and policies to ensure accountability.
4. The organization has sufficient staff and volunteers with pertinent experience
5. ~~xxxxxxx~~

Project Scope (40%)

6. The project aligns with at least one of the funder's priorities
7. Need for the project is clear and convincing.
8. The process of measuring performance indicators is evident and metrics are clear.
9. The project demonstrates realistic short, medium and long-term impacts.
10. ~~xxxxxxxxx~~
11. ~~xxxxxxxxx~~

Budget (20%)

12. Costs are eligible and the budget information provided is clear and consistent with the program requirements.
13. Costs align with the project plan.
14. Financial and in-kind contributions from other sources are clearly documented in the budget and in support letters.
15. ~~xxxxxxxxx~~



Example #2

B – Agreement management (total 45%)

B1. Activities, timelines and feasibility (15%)

The proposal provides a clear description of each activity. Activities are relevant to the objectives and demonstrate how the outcomes will be achieved. Activities are detailed, measurable and realistic. Timelines are clearly established and feasible.

B2. Experience in delivering similar activities and demonstrating positive results (10%)

The proposal includes a description of previous funding (with ESDC/Service Canada or other funding partners) and their achievements in order to demonstrate that:

- the applicant has previous experience in delivering national projects and achieving positive results for persons with disabilities through programming, partnership development, research and knowledge dissemination, service delivery and/or advocacy

B3. Results and Impact (10%)

The expected results (for example, outputs and outcomes) are clearly linked to the proposed objectives. The expected results are specific, concrete and measurable. Note that the proposal must include expected results and performance indicators identified under question 24 and question 25 of the application form. The proposal explains how it will share lessons learned.



Example #3

Project relevance (refer to Questions 55 to 57, 62, and 70 to 73 of the applicant guide)

We will assess projects proposals based on whether they:

- prepare and train Indigenous people for specific jobs that are demand driven
- demonstrate partnerships that will develop training to employment activities aimed at improving employment outcomes of Indigenous people
- demonstrate relevance of partnerships to the project's success
- include measures to ensure that potential employers provide a respectful and inclusive workplace for Indigenous employees. If not, it provides a concrete plan to create one
- consider the future of the project by:
 - outlining a sustainability plan to continue the project after ESDC funding ends, or
 - including a clear plan to end the project
- demonstrate that project goals are clear, rational, and can be achieved within the project budget and timeframe



After you click on “submit”, what happens next... the other side!



➤ Applications are assessed in many ways. One example of a common assessment tool is a **rubric**:

- Provides consistency in assessing projects
- Defines the quality and value of all the components of the application
- Uses criteria to make a judgement based on a grading system (e.g., good, excellent or poor)



- The best way to explain how an application is assessed by a reviewer is to compare it to a teacher scoring a test
- The following slides will demonstrate how a rubric is applied



THE FOLLOWING EXAMPLES SHOW HOW APPLICATIONS CAN BE ASSESSED. EVERY PROGRAM HAS ITS OWN ASSESSMENT CRITERIA, AND FUNDERS HAVE VARIOUS ASSESSMENT TOOLS. THESE EXAMPLES WERE DOWNLOADED FROM THE INTERNET.



Assessment tool

Example #1

In this example, the assessment tool is based on 3 weighted scores - 40% for organizational capacity, 40% for project scope and 20% for the budget. (ref. Assessment Criteria Tip#24 (Example #1))

Assessment Criteria/Weighting Categories	Scoring Weight
Organizational Capacity	40%
Project Scope	40%
Budget	20%





Assessment tool – Organizational Capacity (40 points)

This example is one question relating to organizational capacity that is worth up to 10 points out of 40. The reviewer will look at the answer and evaluate accordingly.

SECTION A - Q. 1 Provide evidence of your organization’s ability to successfully deliver the project. Describe roles, responsibilities and relevant/pertinent experience of working team members.

Assessment Question		Answer/ Score		
Question	Name	Answer	Score	Descriptions
1	Organizational Capacity/Team members and expertise (10 points)	WEAK	0	Roles and responsibilities are not outlined . No clear evidence of relevant expertise.
Are the roles, responsibilities and relevant/pertinent experience of working team members clearly outlined?		ACCEPTABLE	5	Proposal includes a vague breakdown of the roles and responsibilities of each team member, with minimal detail; teams includes limited relevant expertise
		GOOD	10	Proposal includes a clear and detailed breakdown of roles and responsibilities of each team member, along with recent experience; includes a variety of relevant expertise that will benefit the proposed project.



Assessment tool - Project Scope (40 points)

This example is one question relating to project scope that is worth up to 12 points out of 40. The reviewer will look at the answer and evaluate accordingly.

SECTION B - Q.1

Provide a detailed description of your project, addressing all the points below:

- Programming details (activities/deliverables, description)
- Date and length of time of the project; date of specific event
- What is innovative about your project
- xxxx

An example of a loaded question with many points - it's important to address each of them.

Assessment Question		Answer/ Score		
Question	Name	Answer	Score	Descriptions
1	Project Details, Programming, Schedule (12 points)	WEAK	0	Does not provide any details to describe the programming and activities.
Do the project details include programming, activities, schedule (date/length of time), innovative programming, xxx and xxx?		ACCEPTABLE	6	Provides some programming details and addresses two of the key points.
		GOOD	12	Provides clear and detailed information on programming and addresses all key points.



Assessment tool – Budget (20 Points)

This example is one criteria relating to the budget that is worth up to 5 points out of 20.

The reviewer will look at the budget provided and evaluate accordingly.

Assessment Question		Answer/ Score		
Budget	Name	Answer	Score	Descriptions
Budget	Cost projections outlined (in-kind & cash)/Alignment with project plan Expense Eligibility (5 points)	WEAK	0	Budget does not outline cost projections. The budget is not clear and does not provide sufficient details; costs do not align with the project plan. Most or all expenses are ineligible .
Budget is easy to understand and clearly outlines the cost line-items required for the project. Align with project plan.		ACCEPTABLE	3	The budget provides some cost projections ; the budget is difficult to read and understand; missing some detail; some misalignment with workplan; budget includes some ineligible expenses.
Cash and in-kind costs and contributions are identified in sufficient detail to be clear. The budget includes eligible expenses.				GOOD



Assessment tool

Example #2

Criterion	Exceeds Expectations (5 points)	Meets Expectations (3 points)	Below Expectations (1 point)
Strategic Goals	Applicant addressed all of the strategic goals requirements: identify and provide a detailed explanation of how your activity, event, or project aligns with the university's eight strategic goals.	Applicant addressed some of the strategic goals requirements: identify and provide a detailed explanation of how your activity, event, or project aligns with the university's eight strategic goals.	Applicant did not address the strategic goals requirements: identify and provide a detailed explanation of how your activity, event, or project aligns with the university's eight strategic goals.
Project Description	Applicant addressed all of the project description requirements: clearly described/explained project, event, or activity (what, where, when, etc.) and provided any relevant supporting literature that would be useful to the Faculty Development Committee in determining the type and merit of that project, event, or activity.	Applicant addressed some of the project description requirements: clearly described/explained project, event, or activity (what, where, when, etc.) and provided any relevant supporting literature that would be useful to the Faculty Development Committee in determining the type and merit of that project, event, or activity.	Applicant did not address the project description requirements: clearly described/explained project, event, or activity (what, where, when, etc.) and provided any relevant supporting literature that would be useful to the Faculty Development Committee in determining the type and merit of that project, event, or activity.

Source: <https://www.findlay.edu/offices/academic/faculty-development-committee/PublishingImages/Pages/default/Faculty%20Development%20Proposal%20Rubric.pdf>

Potential Questions in an Application

1 of 4

Organization Capacity / Project Information

- Describe your organization's core business or field of activity.
- **How does your strategic plan guide your organization's activities?**
- Outline your organization's risk management plan for prevention of abuse to clients, members, and staff.
- How is the Board of directors elected?
- **How does the composition of the Board represent the community it serves?**
- What practices/procedures exist to ensure the Board conducts its activities with accountability and transparency?
- Describe your organization's history of managing similar projects and include past achievements.
- Describe your organization's ability and capacity to successfully undertake this project.
- Provide details on relevant staff experience for those involved in the project.
- Describe successful strategies used to ensure achievement of program outcome.
- **What are possible solutions to address the identified issue, need or problem in your community?**
- Describe your organization's experience developing, tracking, and reporting on outcomes and performance measures successfully.

Potential Questions in an Application

2 of 4

- Project summary: Provide a brief description of your project.
- Project Description: Describe your project and how it will be implemented, including: who will lead and manage the project? Who will the project serve? How will you reach your target audience?
- How was the issue first identified? (Who noticed it? When? Why?)
- How do you know there is a need to develop a project to respond to this issue?
- Project Objectives: Describe the purpose or intention of the project. Is this a new initiative? Why are you proposing this project?
- How will you get the community (and in particular, members of the target group) involved in developing the project?
- Where will the activities take place?
- What resources will you need (e.g. staff, volunteers, work space, photocopying, advertising, supplies, phone, computer equipment, transportation, etc.)? (These resources will need to be listed in your budget)
- Project beneficiaries: who will benefit from your project or event? Geographic and demographic groups or communities. How will they benefit?
- If applicable, tell us which organizations/partners will contribute to the work and what role they will play.

Potential Questions in an Application

3 of 4

- Project risk assessment and management - What obstacles or challenges may interfere with the completion of the project?
- How are community volunteers involved in your project?
- How will you share information about your project? With whom? How will the community learn about it? How will you reach your target audience?
- Project Outcomes – What do you expect to achieve as a result of this project? What are the goals of your project?
- How will you sustain your initiative? Sustainability plan
- What is your evaluation plan? How will you monitor the progress of your project? How will you collect information?
- Why you are the right organization to do the work?
- How will your project recognize the funder?
- What are possible solutions to address the identified issue, need or problem in your community? Which solutions seem most realistic and suitable?
- How will you track or measure the performance indicators you will use to measure project success and outcomes? (process/methodology used to measure)
- How will you find partners? Who will be your partners? What will they contribute (e.g., money, materials, volunteers, training, etc.)? If contribution, include letter of support from partner(s) describing contributions.

Potential Questions in an Application

4 of 4

- What is your evaluation plan? How will you monitor the progress of your project? How will you collect information? Where possible, collect data before and after a project. (When data is collected only at the end of the project, you can't tell whether there was actually any change that occurred.)
- Describe how you will evaluate the success of the project and measure its impact in addressing the identified need, priority, or gap. What system do you have in place to collect impact data (qualitative and/or quantitative methods; who will collect and when).
- **Communications / Visibility Plan.** Outline your anticipated communication/visibility plan or detail how your organization will promote both the initiative and partnership.
- Project plan - describe your activities. Who will do what, and when?
- Identify the outputs of your activities. How many participants do you expect? What tools, materials, or events will be produced?
- What products, goods or services do you expect to produce or deliver as part of your project (e.g. training sessions, manuals, pamphlets, curriculum, video, database, website, reports, etc.)?

NOTE: Answers to some of these questions can be prepared well in advance of a grant application. Organizational information should be up-to-date, including statistics on the characteristics of your target population and current issues in your community or geographic area.

Potential Funders/Resources

1 of 10

Provincial Government of Ontario and Agencies

Public subscribers receive all or some Ontario government news releases to their inbox depending on which subscription they choose (all news or customized news). Media subscribers receive province-wide news releases plus media advisories, and any relevant local announcements. If you are not a member of the media, please sign up using the 'public' option. <https://subscription.news.ontario.ca/newsroom/subscribe/en>

Transfer Payment Ontario (TPON) – The Ontario government offers a variety of funding opportunities that an organization may be eligible for throughout the year. Check TPON on a regular basis <https://www.ontario.ca/page/available-funding-opportunities-ontario-government>

Learn about Ontario's 29 ministries - <https://www.ontario.ca/page/ministries>

Ontario has over 170 provincial agencies and over 360 community organizations and Boards: <https://www.ontario.ca/page/agencies-boards-and-commissions>

Potential Funders/Resources

2 of 10

Provincial Government of Ontario and Agencies (Cont'd)

Ontario Trillium Foundation (OTF) – Capital and Non-capital – Subscribe to Newsletter!

[Our Grants | Ontario Trillium Foundation \(otf.ca\)](#)

Ontario Arts Council –Various Arts Disciplines Supporting Individual Artists and NFP Organizations

www.arts.on.ca/

Northern Ontario Heritage Fund Corporation (NOHFC) / www.nohfc.ca

Ontario Power Generation - Communities And Partners

<https://www.opg.com/communities-and-partners/Pages/communities-and-partners.aspx>

Regional tourism organizations (RTO) / <https://www.ontario.ca/document/tourism-regions>

Potential Funders/Resources

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Federal Government

Anyone interested in receiving, by email, communications material released by the Prime Minister's Office (news releases, statements, itineraries etc.). <https://pm.gc.ca/en/connect/subscribe>

Government of Canada Grants and funding - Federal funding programs are available for jobs, training, and social development projects. / <https://www.canada.ca/en/government/grants-funding.html>

Government of Canada departments, agencies, crown corporations and special operating agencies: <https://www.canada.ca/en/government/dept.html>

Canada Council for the Arts / <https://canadacouncil.ca/funding/grants>

Department of Canadian Heritage Funding – <https://www.canada.ca/en/canadian-heritage.html>

Canada Cultural Spaces Fund (CCSF) – Capital Funding

<https://www.canada.ca/en/canadian-heritage/services/funding/cultural-spaces-fund.html>

Potential Funders/Resources

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Federal Government (Cont'd)

Government of Canada Funding – Museums and Galleries

<https://www.canada.ca/en/services/culture/cultural-attractions/museums-galleries/funding.html>

Infrastructure Canada's Funding Programs - Capital Funding / [Infrastructure Canada - Infrastructure Canadas Funding Programs](#)

The EcoAction Community Funding Program encourages action-oriented projects that will protect, rehabilitate, or enhance the natural environment.

[Government of Canada: Innovation, Science and Economic Development Canada \(ISED\)](#)

Parks Canada - National Cost-Sharing Program for Heritage Places / <https://www.pc.gc.ca/en/culture/clmhc-hsmbc/ppf-csp>

Canada Post <https://www.canadapost.ca/cpc/en/our-company/giving-back-to-our-communities/canada-post-community-foundation.page?>

Potential Funders/Resources

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Federal Government (Cont'd)

Community futures Développement des collectivités Ontario / www.cfontario.ca/find-a-local-cfdc

FedNor / www.fednor.gc.ca

FedDev Ontario – Federal Economic Development Agency for Southern Ontario - <https://www.feddevontario.gc.ca/eic/site/723.nsf/eng/home>

Enabling Accessibility Fund - <https://www.canada.ca/en/employment-social-development/programs/enabling-accessibility-fund.html>

New Horizons for Seniors Program - [New Horizons for Seniors – Community-based projects - funding program - Canada.ca](http://Canada.ca)

Embassies – Foreign embassies may have funding for various events/festivals (e.g. Irish Festival)

Global Affairs Canada – Partnering with Canada Council for the Arts and Arts Council Korea

Potential Funders/Resources

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Municipal Government

Association of Municipalities in Ontario / <https://www.amo.on.ca/about-us/municipal-101/ontario-municipalities>

Federation of Canadian Municipalities (FCM) / <https://fcm.ca/en>

Rural Ontario Municipal Association (ROMA) / <https://www.roma.on.ca/>

Federation of Northern Ontario Municipalities (FONOM) / <https://fonom.org/>

Potential Funders/Resources

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Foundations and Other Funding Organizations

Community Foundations of Canada (CFC) [191 local community foundations](#). Helps drive local solutions and national systems-level change (include youth engagement, gender equality, support for entrepreneurship and social innovation [Community Foundations of Canada](#))

Charity Village Corporate Funding Programs <https://charityvillage.com/cms/knowledge-centre/fundraising/funder-directory/corporate-funding-programs>

Bell Canada / <https://bellfund.ca/> <https://letstalk.bell.ca/get-funding/>

Jumpstart Canadian Tire / <https://jumpstart.canadiantire.ca/#>

Dreamcatcher Charitable Foundation / www.dcfund.ca

RBC Foundation - Canadian Registered Charity (focuses on preparing youth for the future of work, protecting the environment, and helping emerging artists thrive) <https://www.rbc.com/community-social-impact/apply-for-funding/index.html>

Potential Funders/Resources

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Foundations and Other Funding Organizations (Cont'd)

Ontario Arts Foundation / <https://oafdn.ca/>

Indigenous Communities in Ontario's Energy Sector

<http://www.ieso.ca/en/Get-Involved/Indigenous-Relations/Funding-Programs>

Indigenous Sport & Wellness Ontario (ISWO) – Women & Girls Sport Fund - [Women & Girls Sport Fund - Indigenous Sport & Wellness Ontario \(iswo.ca\)](#)

Start up Canada (entrepreneurs) / <https://www.startupcan.ca/women-founders-fund/>

Mountain Equipment Co-op - Community Investment / <https://www.mec.ca/en/explore/granting>

National Trust of Canada - Feature Funders - <https://regenerationworks.ca/resources/find-funding/>

Ontario Physical and Health Education Association (OPHEA) – Ophea.net

Play Power Canada - <https://playpowercanada.ca/resources/playground-grant-guide>

Potential Funders/Resources

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Foundations and Other Funding Organizations (Cont'd)

Sun Life Financial - Philanthropy program

https://www.sunlife.ca/ca/About+us/Donations+and+sponsorships/Philanthropy+program+guidelines?vgnLocale=en_CA

TD Friends of the Environment Foundation / <https://www.td.com/corporate-responsibility/fef.jsp>

Futurpreneur / http://www.futurpreneur.ca/en/landing-pages/general-landing-page/?tactus=ppc&gclid=EAlaIQobChMI2Jbb6c-O9wIVSHxvBB21LgJmEAYASAAEgJYH_D_BwE

The Funding Portal Canada – funding subscription services (cost for licence to use) [The Funding Portal](#)

RTO Foundation (Retired Teachers of Ontario) / <https://rtoero.ca/rtoero-foundation/our-work/apply-for-a-grant/>

United Way East Ontario -

https://www.unitedwayeo.ca/?gclid=EAlaIQobChMIj6zj5tDxgQMVD_zlCh2Lkg5zEAYASABEgKDDQ_D_BwE

Potential Funders/Resources

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Foundations and Other Funding Organizations (Cont'd)

Grant Connect (funding subscription services (cost for licence to use)) [Imagine Canada's Grant Connect](#)

TELUS Friendly Future Foundation - [Apply for funding | TELUS Friendly Future Foundation](#)

Trillium Mutual Insurance Company - [ROOTS Community Fund | Trillium Mutual Insurance](#)

Farm Credit Canada: FCC Community Funding - [FCC Community Funding | FCC \(fcc-fac.ca\)](#)

Scotia Rise - [ScotiaRISE Funding Guidelines | Scotiabank Canada](#)

Note – Funding programs are constantly changing. The list of funders is for a quick reference only and has not been verified for eligibility or suitability to your specific organization or project. Please contact each funder individually for more information. Please note that providing these links is not an endorsement of their contents.



Asset Based Community Development (ABCD)

ABCD is a best practice focused on people's gifts and strengths (*assets*). These assets equip communities to create local opportunities and respond to needs and challenges.

Across the world, communities, neighbourhoods and their residents have discovered the power of focusing on their assets, capacities and opportunities.

Principles of ABCD

- **Everyone has Gifts:** each person in a community has something to contribute!
- **Relationships Build Community:** people must be connected for sustainable development.
- **Citizens at the Centre:** Citizens must be viewed as actors— not as passive recipients.
- **Leaders Involve Others:** Strength comes from a broad base of community action.
- **People Care:** Listening to people's interests challenges myths of apathy.
- **Listen:** Decisions should come from conversations where people are truly heard.
- **Ask:** Generating ideas by asking questions is more sustainable than giving solutions.

Sources: [Bank Of Ideas](#); [ABCD at a Glance - Tamarack Institute](#)



Questions



NOTE: This document is general advice, not all funders will request this information.

Contact Information

Louis Bédard

Regional Development Advisor

Ottawa, Prescott-Russell,
Stormont-Dundas-Glengarry, Cornwall

louis.bedard@ontario.ca

Louise Lauzon

Regional Development Advisor

Prescott-Russell, Stormont-Dundas-Glengarry,
Cornwall

louise.lauzon2@ontario.ca

Ministry of Tourism, Culture and Sport
Ministry of Citizenship and Multiculturalism
Ministry for Seniors and Accessibility
Ministry of Francophone Affairs