



Grant Writing 101

OBIAA Annual Conference

Toronto, ON

Wednesday, April 22, 2015

10:00 – 12:30 am

Introductions - 2/3 min. each

- Your Name / Organization
- Key take away for the Session

Welcome

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Grant Writing 101

How to write a successful grant.

This session will provide you an:

Overview of the **types of grants** available. Help you understand how your **Strategic Plan** can (will) provide the starting point. Learn the tools required to **review the grant** information and **write a grant** that has the best possibility of **success**.

Funding / Grant Types:

Focus / Goals & Objectives

Government Grants – Trilliums, Celebrate Ontario, Ontario Music Fund (goals per grant)

Private Foundations – CT JumpStart / Local Community Foundations, etc. (*Philanthropic focus*)

Private Sponsorship – Marketing / Community awareness

Individual Grants – ie Ont Arts Council, etc → Capacity / Personal Development '

Charity / Not4P Grants – Specific to organization types

Funding / Grant Types:

Funder Needs

Donation / Sponsor / Partner

Donor – anonymous

Sponsor – recognition / awareness

Partner – stake in the outcome

Getting the “PROJECT’ right *Project Idea / Description*

Group Discussion / Exercise:

I have a **BIG CHEQUE**

- What would you spend it on?
 - and why?

Getting the “PROJECT” right

Type of Grants

*Find a grant that supports your desired outcomes / goals **AND** drives the program outcomes*

Economic Development - create jobs / stimulate investment & spending

Community Development - quality of life / volunteerism / social benefits / capacity

BEFORE your application begins....

Preparation is KEY (due diligence)

- Clearly articulate your 'project' & outcomes
- Research your funding options (*look at successful projects from previous years*)
- Establish your partnerships / program alignment

NOTE: Planning & Partnerships take time

- Talk to program staff / advisors
- Attend workshops & forums / conference calls

Use ALL your resources!

Preparing to START

Writing your application...

- G.O.S. - OneKey Registration (portal)
- Research and review your chosen Program Application Guide
- Understand the Scoring Guide (*time mgmt*)
- Understand the review process (*reader vs. panels*)
- Competitive process for limited funds

Getting the “PROJECT” right

EXERCISE: Refine your **BIG CHEQUE** idea

Project Description:

What / Where / When

Organizational Capacity:

Who & How

Rationale / Need / Sustainability / Beneficiaries:

Why?

Let's take a BREAK.....

Questions / Discussion?

~ 10 minutes ~

Be back by.....

The Application

Let's get STARTED....

The Application:

Organizational Capacity:

- Core Business
- Reporting Practices
- Successful History
- Current Ability / Staff Experience
- Experience with Performance Measures

The Application:

Project Information:

- Description - what (be clear)
- Objective(s) – why (outcomes)
- Beneficiaries – who (program focus)
- Risk Assessment / Management
- Evaluation Criteria / Plan

The Application:

Sustainability & Risk Assessment:

- Rationale & Need (*for project target/ beneficiary*)
 - **Sell' your idea** / convince the reader / funder – business case and/or return on investment
 - NO – ‘we believe’ / ‘ we think’ / an example (anecdotal)
 - YES – ‘Based on’ and ‘as proven by’...(industry research / stats / best practices / history of success)
- Sustainable - Funding & Partnerships ongoing
- Risk Mitigation / Back Up Plans

The Application:

Partnerships:

These take time to develop and nurture

Cash - sponsors / project partners

InKind – Off-set real cost, add value /
expertise / reach / services, etc.

The Application:

Performance Measurement:

Must be realistic / attainable / measurable

- **Quantifiable / Tangible** - report / materials / jobs / # trained / web analytics
- **Qualitative** - improve capacity / increase knowledge → survey

The Application:

Budgets & Financials:

Financials – History / reserves / past decision-making / A&L

Budgets – Surplus / Breakeven

Revenue Sources – Government / Private / Own Source

- Diversified Sources within streams
- Partner contributions

Expenses - Eligible & Ineligible costs

- Administration
- Operational
- 'Project' specific

Program Funding Formula - % contributions / InKind, etc.

The Application:

Program / Project Specific:

- Marketing & Advertising
- Detailed Work Plan / Milestones
- Other...

BEFORE you hit SUBMIT.....

Review and writing TIPS:

- Assume your reader knows NOTHING
- **Answer questions** directly from the Guide
- **Make it easy for the reader** ‘to read’ AND to envision your idea / project
 - **Clear writing** - Grammar and short factual statements
 - **Format** – Use titles / paragraphs / bullets / white space
- Have **someone else READ** your application / answers against the questions (*build in the time*)
- Plan and submit all materials **ON TIME**

Contract Process for Successful Recipients

- Read your Agreement
 - Signing Authorities
 - Terms
 - Deliverables
 - Deadlines
- Recognition - Use of Logos
- Procurement Policies
- Changes to Project
- Reporting - Interim / Final

What if my project was not funded?

- Program is oversubscribed
- Project does not meet program criteria
- Incomplete submission (*signatures / documentation missing ,etc.*)

ACTION:

- **Talk to your funder / request de-brief**
- Review criteria → tweak your project / improve on weaknesses & try again
- Seek advise on different program(s) / advisor

Questions / Discussion?

Resources

Grants Ontario

www.grants.gov.on.ca

Service Ontario - Not for Profit

www.serviceontario.ca/notforprofits

INKIND Calculations:

All professional services (electrician, consultant) should be calculated at their going rate. Wage information available through statistics Canada or **HRSDC.gc.ca**, Ontario schedule of wage rates

http://www.hrsdc.gc.ca/eng/labour/employment_standards/contracts/schedule/index.shtml#on

Thank you!

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