

# Write a winning grant proposal!

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# What is the purpose of a charitable foundation?

**Give money!** How much do they give?

- In 2018, public and private foundations gave \$7 billion to Canadian charities.
- Canadian foundations hold about \$91.9 billion in assets.
- BC has 1008 private foundations and 776 public foundations.

# What are the types of foundations?

- **Family**
- **Corporate**
- **Community**
- **Government**



# Where can I find money for my project?

**Be a detective!**



# Free Resources

- **Charity Village ([charityvillage.com](http://charityvillage.com))**
- **CRA – Charities Listings**
- **Foundation Websites**
- **Annual Reports from other charities**

# Fee-Based Resources

- **Imagine Canada – Grant Connect**
- **GrantStation**

# Why would a foundation want to fund my project?

- **Interests**
- **Location**
- **Priorities**
- **Amount**
- **Timing**



# When in doubt, ask!

- **Contact the foundation directly**
- **Pick up the phone or email to ask if you can submit a proposal**





# Develop your case for support

1. Full program/project description
2. Statement of need
3. Goals and Objectives
4. Budget
5. Timeline
6. Other materials, e.g., audited financial statements

# Keys to writing a winning case

## Get to the point:

- **Clearly articulate your case.**
- **Be brief.**
- **State the need in the community.**
- **Provide a compelling reason why the funder should care.**

# Keys to writing a winning case

## You know what you are doing!

- Your organization is the most qualified to carry out this project.
- You have a track record.

# Keys to writing a winning case

**You have a practical solution to solving the need.**

- **This is our goal.**
- **Here is what we are going to do.**
- **Here is the timeline.**
- **This will be the outcome.**
- **This is how the results will be measured.**

# Communicating outputs and outcomes

1. Provide no more than 4 outcomes.
2. Use specific targets, e.g., percentage of participants you anticipate will achieve outcome.
3. Show how you will measure results and achievements.
4. List the short term/long term benefits.

*May and Stanley Smith Charitable Foundation*

# Example

**Project:** Recruit and train elders to provide weekly one-on-one tutoring for elementary school children.

**Goal:** Promote the engagement of elders in the community and improve the academic achievement of youth.

# Outputs

- **Recruit and train 50 elders to provide tutoring for 200 children during the school year.**
- **Provide 6 workshops on early literacy development for 50 elders.**

# Outcomes

- **At the end of the school year, 70% (35) of elder participants will report feeling more connected to their community, less lonely, and a renewed sense of purpose.**
- **70% (140) of student participants will demonstrate greater gains in their language and literacy skills than students who did not participate in the tutoring program as measured by standardized literacy assessment.**



# A budget should ...

- **tell the story using numbers**
- **be specific about how the money will be used**
  - o **hourly wages**
  - o **resource materials**
  - o **revenue from other funders – confirmed or tentative**
  - o **evaluation cost**
  - o **evaluation costs**
  - o **admin fee**

# Emerging trends

- **Foundations may have to disperse more – 5% (up from 3.5%)**
- **Equity, diversity and inclusion (EDI)**
- **Climate change / green**
- **Indigenous initiatives**
- **COVID-19 relief**



# A Funders perspective

**Carmen Ryujin**  
**Manager, Community Investment**  
**RBC Royal Bank**

# ALIGNMENT

Funders priority  
areas of interest?

How does your  
work align to  
their purpose?

Can you connect  
in person/on  
phone?

# ELIGIBILITY

Registered  
Charity

Financial  
Statements

Not for  
Profit

Capital  
campaigns

Project  
support

# APPLICATION

Grant range  
Deadlines

Online

Review process  
Timelines


# EVALUATION/MEASUREMENT

## Reporting requirements

- Frequency
- Impact/Measurement
- Survey
- Costs

Measure your impact and be able to articulate it





Be true to your mission and spend your energy working with partners who share similar objectives.



A young man with short dark hair, wearing a brown blazer over a white shirt, is leaning forward and smiling warmly. He is looking towards the right side of the frame. The background is a bright, out-of-focus office or meeting room with large windows and a blurred figure of another person in the foreground on the right.

**Thank you**