

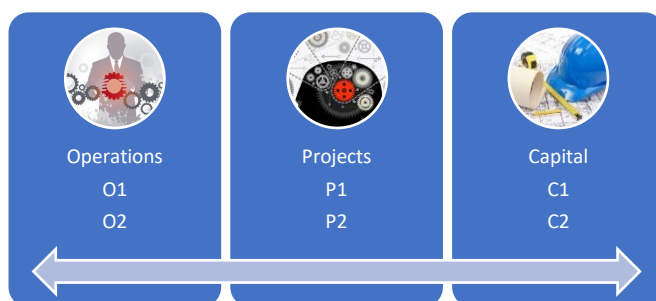


Finding Hidden Grants: Unlocking Money to Build Your Organization

A successful grant program is an integrated business process as well as part of both a local and regional ecosystem of opportunities. What this means is that it demands an organizational commitment of time and money, a strategic and clearly articulated philosophy, and a system approach that focuses on:

- building a sustainable platform,
- an effective and flexible process, and
- a recognition of the importance of managing both relationships and funding secured.

An effective Platform or System means reimagining your business or organizations as a series of verticals, each of which can be broken down into a series of projects, needs, or desired outcomes.



Here are the most common columns you might want to consider, but you can also add columns for such information as collaborator, contact information, and supplier quotes:

Opportunity	Budget	Funder	Program	Range	Match	Due	Request	Status	Diff
Mosaic	\$25,000	AB Culture	Canada 150	<\$25k	\$5,000	2017/11/29	\$25,000	Submitted	
Garden	\$10,000	Evergreen	Seeds of Change	\$2-5k		2018/01/01	\$ 5,000	In Progress	\$5,000
Street Trees									
P4									
P5									
P6									
					\$5,000		\$30,000		\$5,000

With the project breakdown complete, build two folders for ongoing development and repeated use. The first is a basic information folder, which includes the following for your organization:

- Full legal name, address, and the like
- Certificate of Incorporation, CRA business registration, number of years in business and of employees
- Overview of mandate and organizational structure
- Financials (combined) from past three (3) years
- Board information
- Bylaws, if applicable
- Annual Reports from past three (3) years.

The second folder, which is more fluid in nature, and is focused on project-specific details. It includes:

- Detailed description, including start date and end date
- Needs and problems addressed
- Detailed budget for 1-3 years, **including matching and in-kind***
- Quotes from suppliers, when applicable
- Metrics and milestones
- Letters of Support.

With a platform established, **the Process** of securing grants begins, which often means engaging one of the many searchable databases available:

Common for-profit options	Fundica FundingPortal	https://www.fundica.com/ https://fundingportal.com/
Common not-for-profit options	Grant Connect Charity Village	imaginecanada.ca/grant-connect beta.charityvillage.com/app

Identified sources are aligned with project verticals in order to ensure compliance with funder expectations and optimize strategic placement of your application.

This alignment also ensures that the final application focuses on **telling the story** of your organization, your project, and the impact/value that provides the foundation of your grant request. But as with all good stories, the final success is the result of planning and execution. A few key tips:

- Do your research into funder mission and goals
- Be sure to mark very clearly exactly what need are you addressing
- And once that need is marked, be equally clear on the impact that both the identified problem (and by extension, your solution)
- Be sure to show how your solution is distinct instead of differentiated
- Be exceptionally clear on the value proposition of your project. An often overlooked reality is that funders are investors, and as such are rightfully concerned about the return on their investment

- Prove the long-term sustainability of your project. Funders tend to shy away from funding projects that are not supported by a long-term plan or, at least, an explained terminal point
- Build on data and story, not data or story
- Keep your proposal sections only as long as necessary, on point, and packed with direct, action-focused, confident language

Given that grant acquisition is an integrated and ongoing business operation, it is important to develop a **Management Program** to ensure that you complete the cycle with full attention to four key areas:

- Recognition of the funder in a way that complies with its brand strategy/policies
- Reporting is submitted on time, complete, and in compliance with expectations
- Relationship with the funder is nurtured, especially given that the easiest and least expensive pathway to grant funding is through
- Return of a previous funder, either as continuing support of the current project or for a future project that might align with its business strategies



Finding Hidden Grants: Unlocking Money to Build Your Organization Worksheet



A large, light blue rounded rectangle occupies the center of the page. It contains 25 horizontal black lines, evenly spaced, providing a writing area. The rectangle has rounded corners and a thin dark blue border.