# Show me the money!

## Mastering the art of designing programs that partners want to fund

Jennifer Hardy-Parr

Senior Advisor of Grant Development & Special Projects

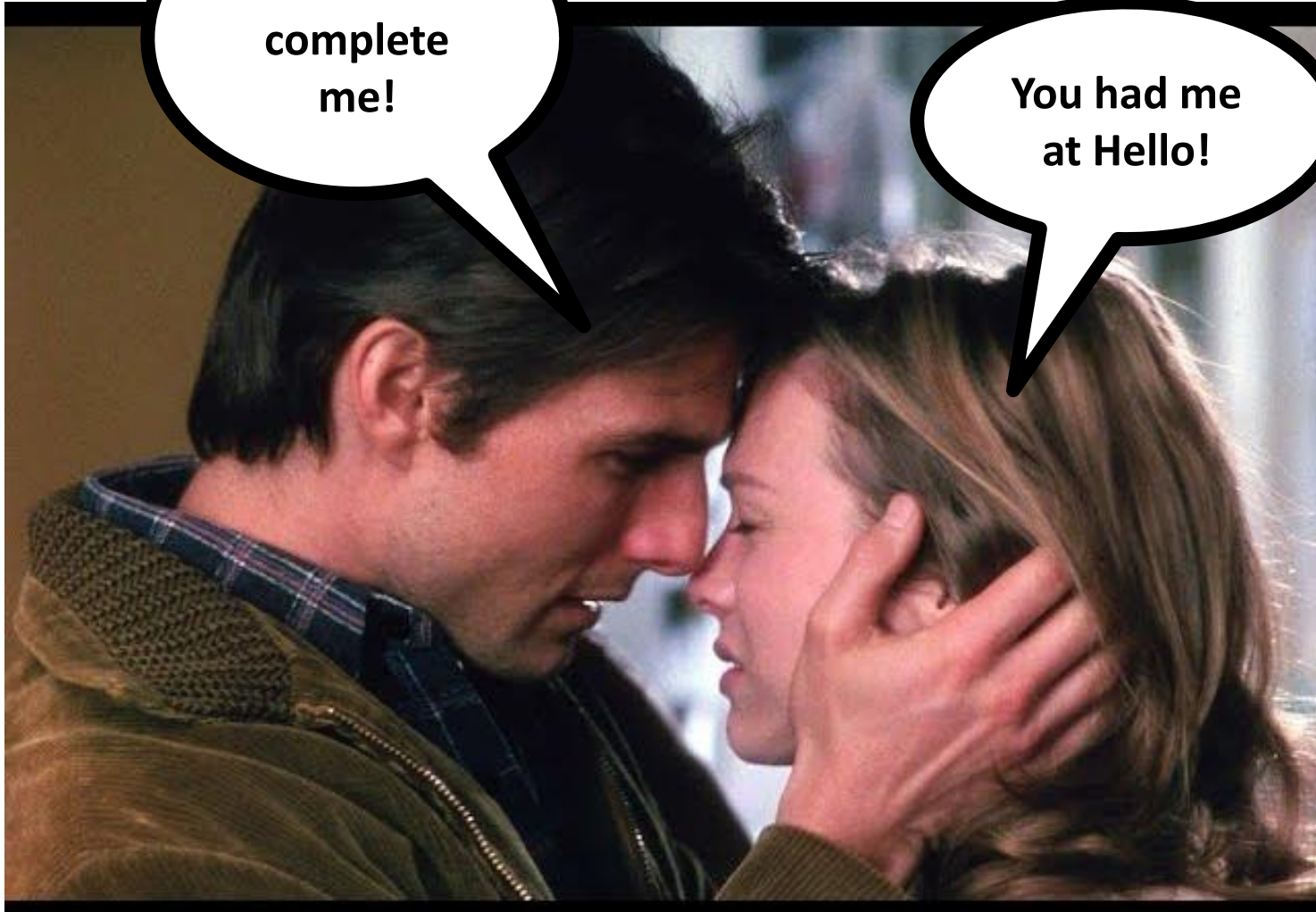parrj@northumberland.ca

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Northumberland county

Movie Trivia

Contemporary global issues:

- Rising cost of living

- Tightening financial conditions

- International alliances/conflicts

- Environment

- How easy/difficult will it be to access grant funding?

- What sort of activities will be prioritized/considered eligible?

# What is happening in the grant writing industry?

- Long-term US/Canada Trade war = Economic downturn

- Fed/Prov funding opportunities may focus on:
  - o Promoting local manufacturing
  - o Infrastructure projects
  - o Support for sectors directly impacted by tariffs (E.g., agriculture & housing construction)
  - o Workforce development/retraining workers in affected industries

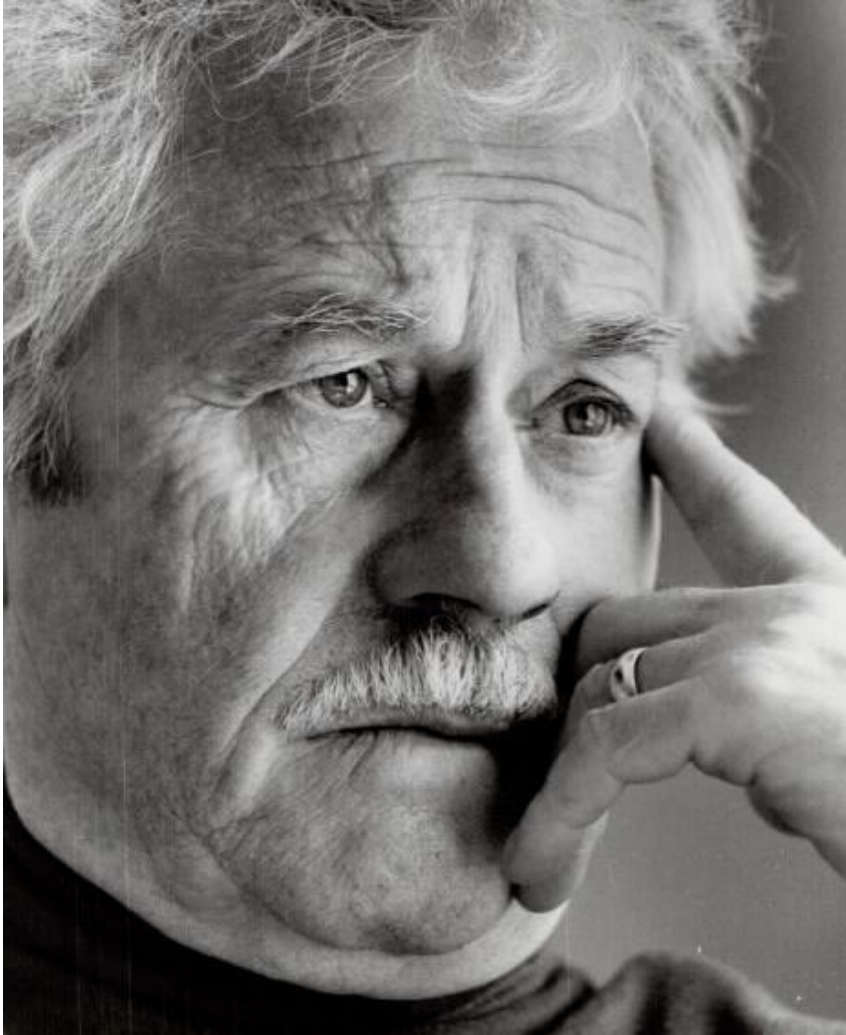# What is happening in the grant writing industry? Continued…

- Reduced grant funding from corporate funders as they focus on crisis management / recovery strategies

- FCM is calling on the Federal government to move away from application-based funding.

- Generative AI tools are increasing the competition for available funds

- W.O. Mitchell

  Canadian Writer &
  Broadcaster

  1914-1998

- Grant Writing: Most Common Obstacles
  - Don't know where to find funding opportunities
  - Not enough time & don't know where to start
  - App form keeps asking for the same information over and over

- Part 1: How to effectively search for grants.

- Part 2: How to design results-oriented projects and write compelling funding applications.

- Part 3: How to overcome common challenges by embracing key tips for success.

- Q & A

- Group share of Best Practices

# Part 1:

How to effectively search for grants.

![Northumberland County logo]

# New Funding Opportunities

There are two new additions to this week's summary of available funding opportunities (for which municipalities are eligible):

- Employment and Social Development Canada: New Horizons for Seniors Program – Community-based projects

- Employment and Social Development Canada: Enabling Accessibility Fund – Youth Innovation Component

Please visit the link below to view details regarding these new additions, as well as other funding opportunities currently accepting applications.

All items listed are current. Deadline extensions and updated information have been noted/highlighted.

**View details**

![Northumberland County logo]

## Interesting Tidbits

- The Chiefs of Ontario Economic Development Sector has developed a Grants Tracker that lists funding opportunities for which First Nations in Ontario are eligible to apply. The list is not exhaustive, however, can be the starting point if looking for grants to support economic development in your community. The tracker is updated quarterly and was last published on July 30, 2024. For further information, please contact Arvind Sharma, Director of Economic Development at the Chiefs of Ontario.

- Indigenous Services Canada: First Nations Environmental Contaminants Program (South of 60˚ parallel) is accepting applications from eligible applicants (First Nations communities on-reserve and First Nations organizations south of 60° parallel in Ontario; Bands, districts, tribal councils and associations, councils, governments of self-governing First Nation communities; AND Non-government and voluntary associations/organizations, including non-profit corporations that work on behalf of, or in partnership with First Nations communities) who are seeking funding to improve their health and assess the impact of exposure to environmental contaminants. Primary research proposals: $125,000 max. Knowledge integration proposals: Max not listed. Risk communication proposals: $25,000 max. Due Sep 27, 2024, by 11:59pm MT. Municipalities are not eligible to apply.

![Northumberland County logo]

# New Funding Opportunities

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- [Employment and Social Development Canada: Enabling Accessibility Fund – Youth Innovation Component](#)

Please visit the link below to view details regarding these new additions, as well as other funding opportunities currently accepting applications.

All items listed are current. Deadline extensions and updated information have been noted/highlighted.

**View details**

| Name | Description | Purpose | Funding Amount | Deadline |
|------|-------------|---------|----------------|----------|
| Employment and Social Development Canada: New Horizons for Seniors Program – Community-based projects | The New Horizons for Seniors Program (NHSP) community-based stream supports projects that are designed by seniors and for seniors in their communities. This program funds projects that empower seniors in their communities and contribute to improving their health and well-being.<br><br>**Objectives.**<br>Projects submitted for this grant (up to $25,000) must meet at least 1 of the following program objectives:<br>• promoting volunteerism among seniors and other generations<br>• engaging seniors in the community through the mentoring of others<br>• expanding awareness of elder abuse, including financial abuse<br>• supporting the social participation and inclusion of seniors<br>• providing capital assistance for new and existing community projects and/or programs for seniors<br><br>**National Priorities.**<br>Projects submitted for this grant do not have to meet 1 of the following National priorities. However, **if your project does meet 1 or more of the National priorities, it could receive up to 10% additional points during the assessment process.**<br>**Note:** The quality of the information is also important. Fully describing how your project meets the priority(ies) will be a part of the scoring.<br><br>Priority 1: Supporting healthy aging<br>• addressing social isolation, including through supporting seniors' digital literacy<br>• addressing ageism | Funds projects that empower seniors (age 55+) in their communities and contribute to improving their health and well-being. | $25,000 max | Sep 12, 2024 @ 3pm |

# Where to find Funding Opportunities:

**#1**: Monitor Fed/Prov/Non-Government websites & portals.

**#2**: Subscribe to funder newsletters & email lists.

**#3**: Subscribe to association newsletters & email lists.

**#4**: Monitor news for funding received by neighbouring municipalities.

**#5**: Subscribe to FEE-BASED association newsletters & email lists.
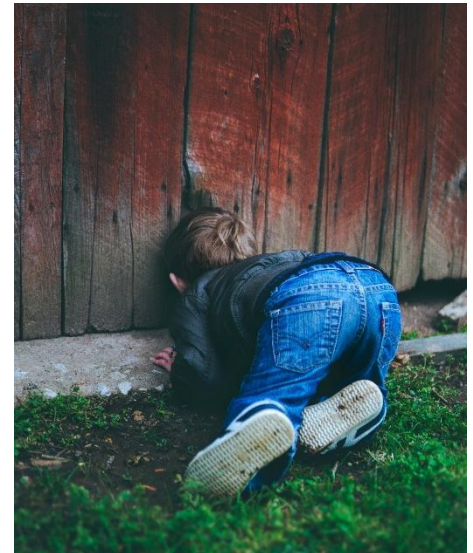
## Links to identify available funding opportunities

Note: This is not a comprehensive listing of all available funding opportunity resources. You may wish to modify this listing to meet your own needs.

- Fed/Prov/Non-Government websites & portals:
    - Access Grants and Contributions Online Services (GCOS) portal
    - Canadian Heritage Funding portal
    - Transfer Payment Ontario (TPON) portal
    - Available funding opportunities from the Ontario Government | ontario.ca
    - Chiefs of Ontario Economic Development Sector – Grants Tracker
    - Ontario Business Grants – The Complete Funding Guide for Ontario Businesses
    - Mentor Works & Canadian Business Funding Guide
    - Northumberland Tourism
    - Business & Entrepreneurship Centre Northumberland
    - CIBC Foundation, etc.

- Funder newsletters & email lists:
    - Canadian Mortgage Housing Corporation (CMHC)
    - Federation of Canadian Municipalities (FCM)
    - Ontario Trillium Foundation (OTF)
    - McConnell Foundation
    - Digital Main Street, etc.

- Association newsletters & email lists:
    - Association of Municipal Managers, Clerks and Treasurers of Ontario (AMCTO)
    - Municipal Finance Officers' Association (MFOA)
    - Association of Municipalities Ontario (AMO)
    - Eastern Ontario Wardens' Caucus (EOWC)
    - Canadian Alliance to End Homelessness (CAEH)
    - Charity Village, etc.

- Monitor social media/TV/radio/newspapers for funding received by the competition.

You may also wish to consider a paid subscription service, such as:
    - PSD (Public Sector Digest) Citywide Municipal Grant Service
    - GrantMatch
    - Grant Advance
    - Imagine Canada's Grant Connect
    - Grants Newsletter Sign Up - Elite Agri Solutions

Hot Tip!

- Share your 'wish list'.

- Weekly Funding Opportunities E-blast

- Identified where to find information about available grant funding

- Wishlist

# Part 2:

How to design results-oriented projects and write compelling funding applications.

- Current Funding Environment:
  - AI is speeding up the wordsmithing process.
  - Funders are receiving record numbers of requests for funding.
  - Consistently use an 'Outcomes Measurement Approach' to produce grant applications that outshine the competition!

Resist the Temptation!

# Outcomes Measurement Logic Model

| Your Planned Work | | | Your Intended Results | |
|---|---|---|---|---|
| Inputs | Objectives | Activities | Outputs | Outcomes |
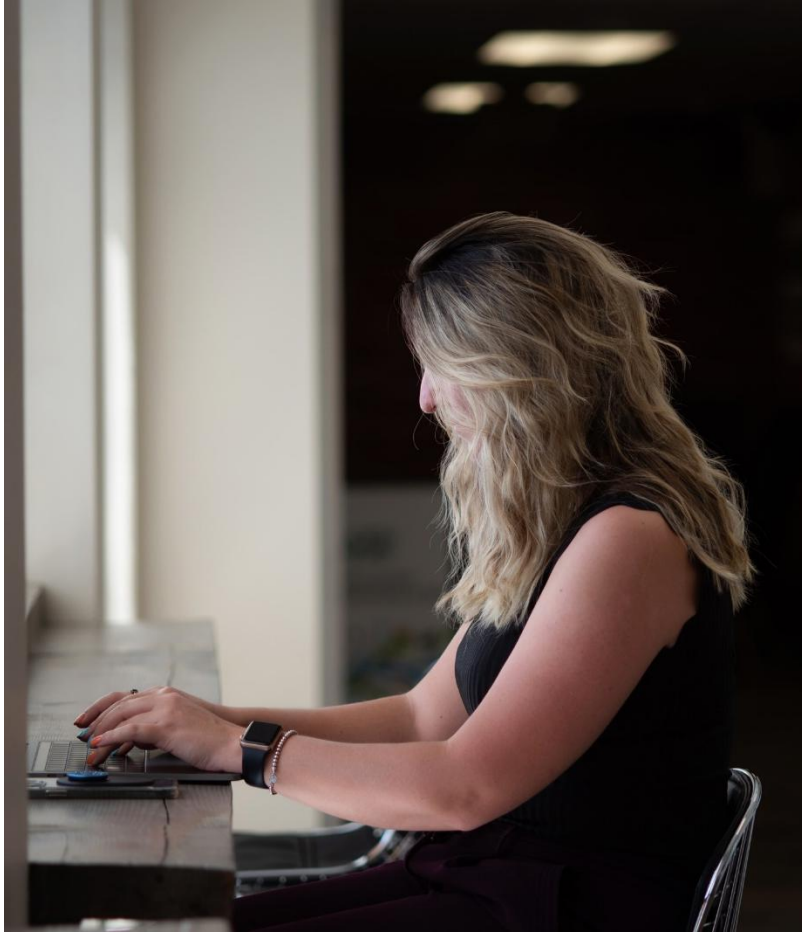
Staff complete the first draft of the Logic Model:

- Id priority outcomes.
- Assess project feasibility given available time/resources.
- Relay an actionable project design to a grant writer to launch the application process.

• Outcomes Measurement Logic Model = High-quality funding application

# Outcomes Measurement Logic Model

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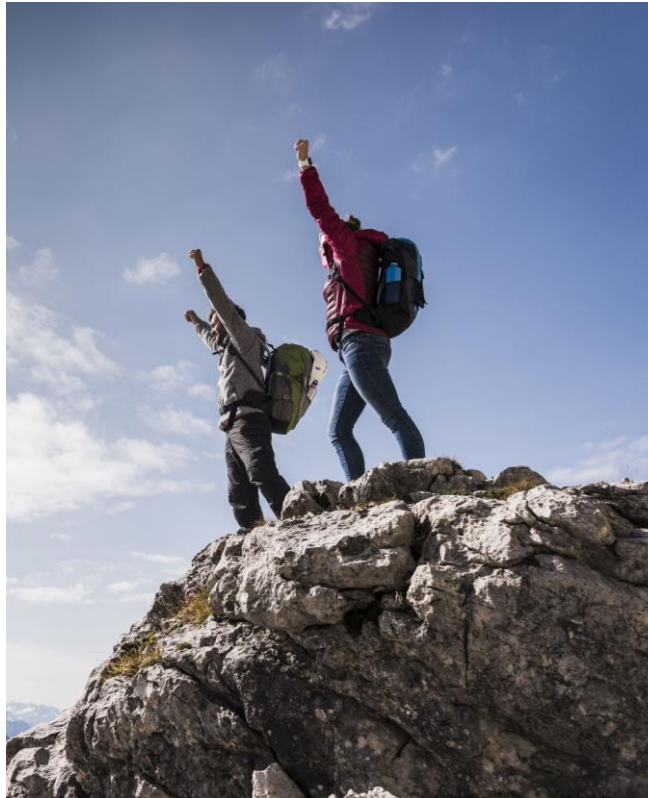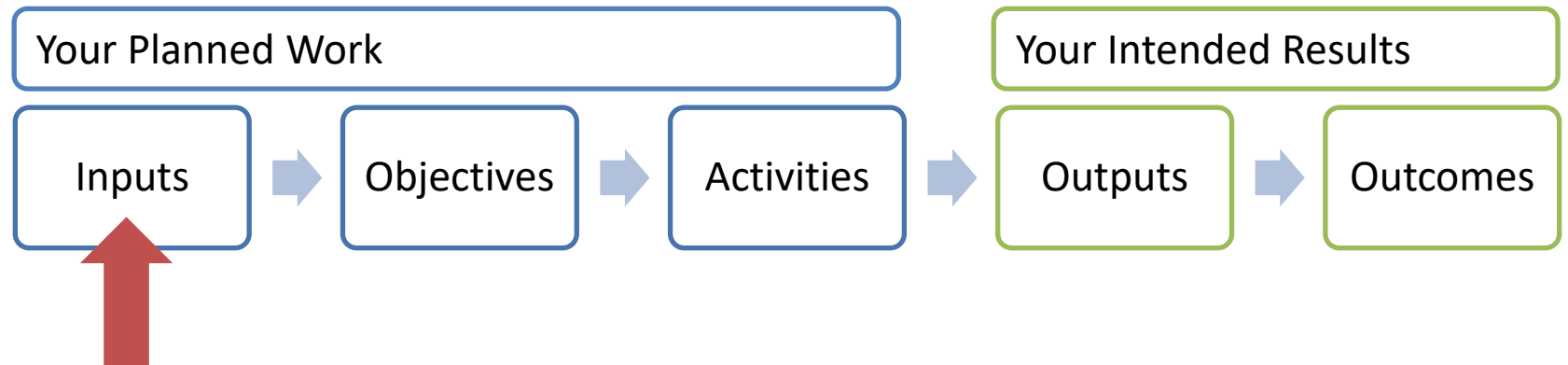
- Inputs:
  - Resources dedicated to your project.
  - Who + What + Where + When + How much.
  - Budget details.

- Inputs:
  - Project Location
  - Project Scope
  - Project Duration
  - Staff/Volunteers
  - Partners
  - Facilities/Equipment/Materials/ Supplies
  - Cash and In-kind contributions
  - Curricula

# Outcomes Measurement Logic Model

| Your Planned Work | | | Your Intended Results | |
|---|---|---|---|---|
| Inputs | Objectives | Activities | Outputs | Outcomes |

Fun brainstorming activity to create a memorable Work Aid.

- Inputs:
  – Project Location:
  – Project Scope:
  – Project Duration:
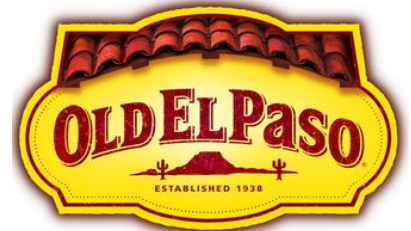  – Staff/Volunteers (or friends for this example):
  – Partners:
  – Facilities/Equipment:
  – Materials/Supplies:
  – Cash and In-kind contributions:
  – Curricula: N/a

Wanna taco bout it?

- Inputs:
  - Project Location: **Jennifer's home/kitchen**
  - Project Scope: **6 people. Approx. 4 tacos per person (2 hard shell and 2 soft shell).**
  - Project Duration: **6 days to issue invitations, complete party planning, meal prep/cooking, host dinner, and evaluate the project outcomes.**
  - Staff/Volunteers (or friends for this example): **Jennifer, Kate, Shayna, Scott, Cara, and Keagan.**
  - Partners:
    - **Friends (as listed above).**
    - **Old El Paso/General Mills.**
  - Facilities/Equipment: **Stovetop to cook the taco filling, cutting board and knife to prep vegetables, microwave to pre-heat the taco shells, etc.**
  - Materials/Supplies: **Grocery list, recipe book, etc.**
  - Cash and In-kind contributions:
    - **Friends = $5/each = $30 CASH Confirmed**
    - **Old El Paso/General Mills = $10 x 6 people = $60 CASH Unconfirmed**
    - **Total Party Budget = $90**
  - Curricula: **N/a**

# Outcomes Measurement Logic Model

| Your Planned Work | Your Intended Results |
|---|---|

Inputs → Objectives → Activities → Outputs → Outcomes
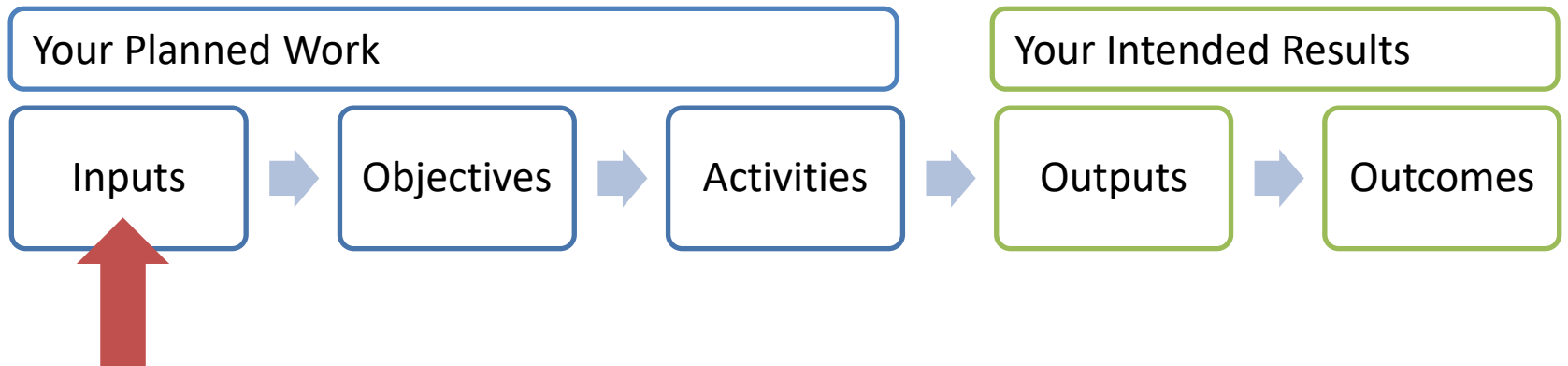
# Outcomes Measurement Logic Model
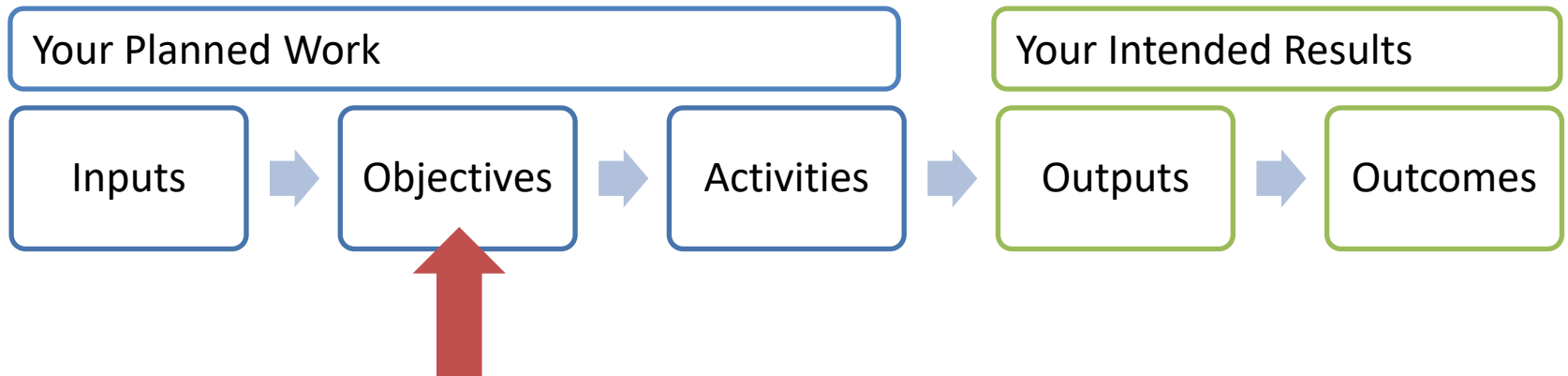
- Objectives:
  - ALWAYS listed in the funder's Application Guidelines.
  - Copy and paste the objectives from the Application Guidelines into your Logic Model.

- Tip!
  - List reports/research in the Objectives column that prove the NEED for your project.
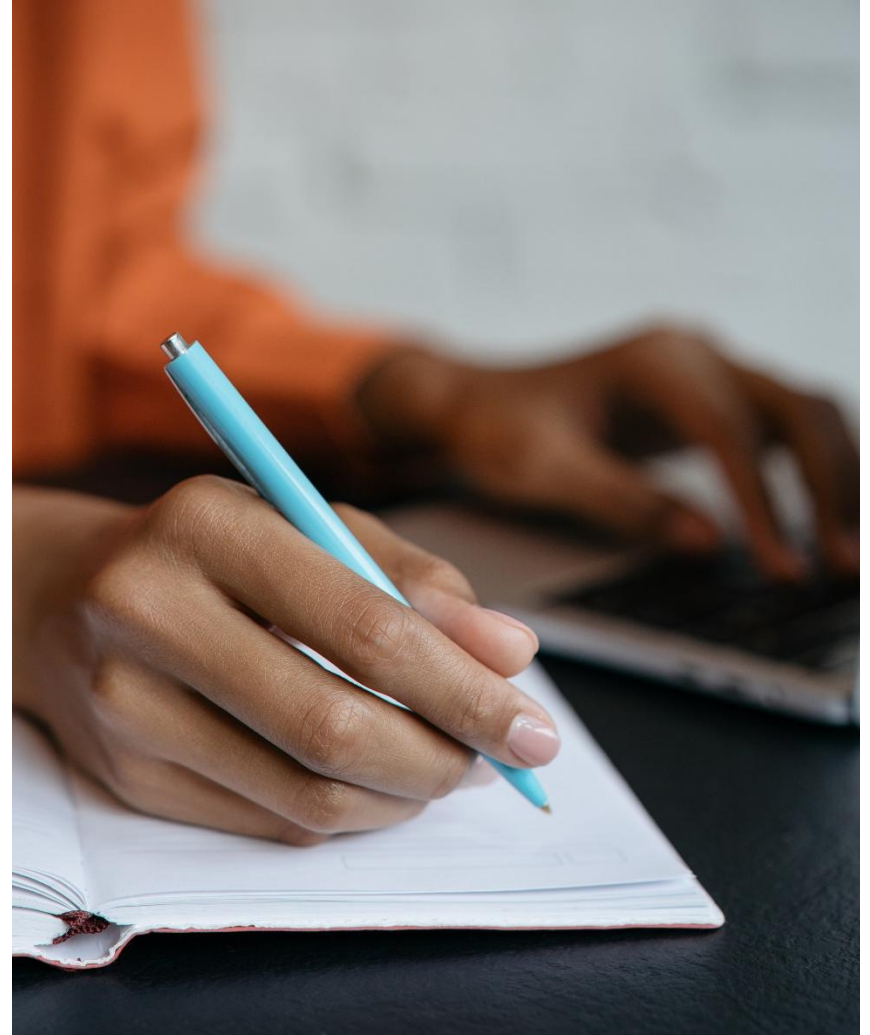
- Objectives:

  – Experience excellent tasting tacos.

  – Make memories with our friends.

# Outcomes Measurement Logic Model

| Your Planned Work | | | Your Intended Results | |
|---|---|---|---|---|
| Inputs | Objectives | Activities | Outputs | Outcomes |

- How will your project deliver?

# Outcomes Measurement Logic Model
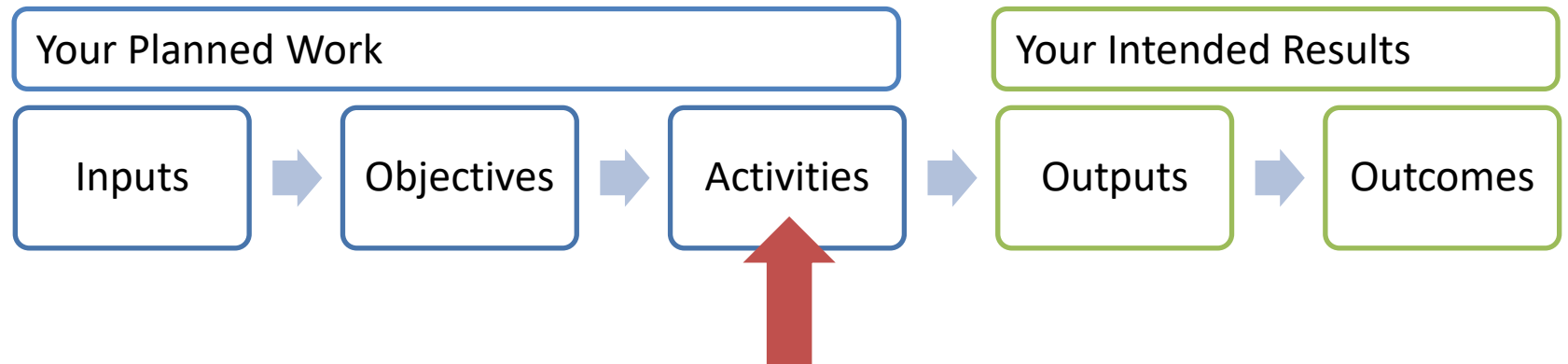
- Activities:
  - Chronological list of key milestones.

  - Who will be responsible for each key activity?

  - Expected date of completion for each key activity.
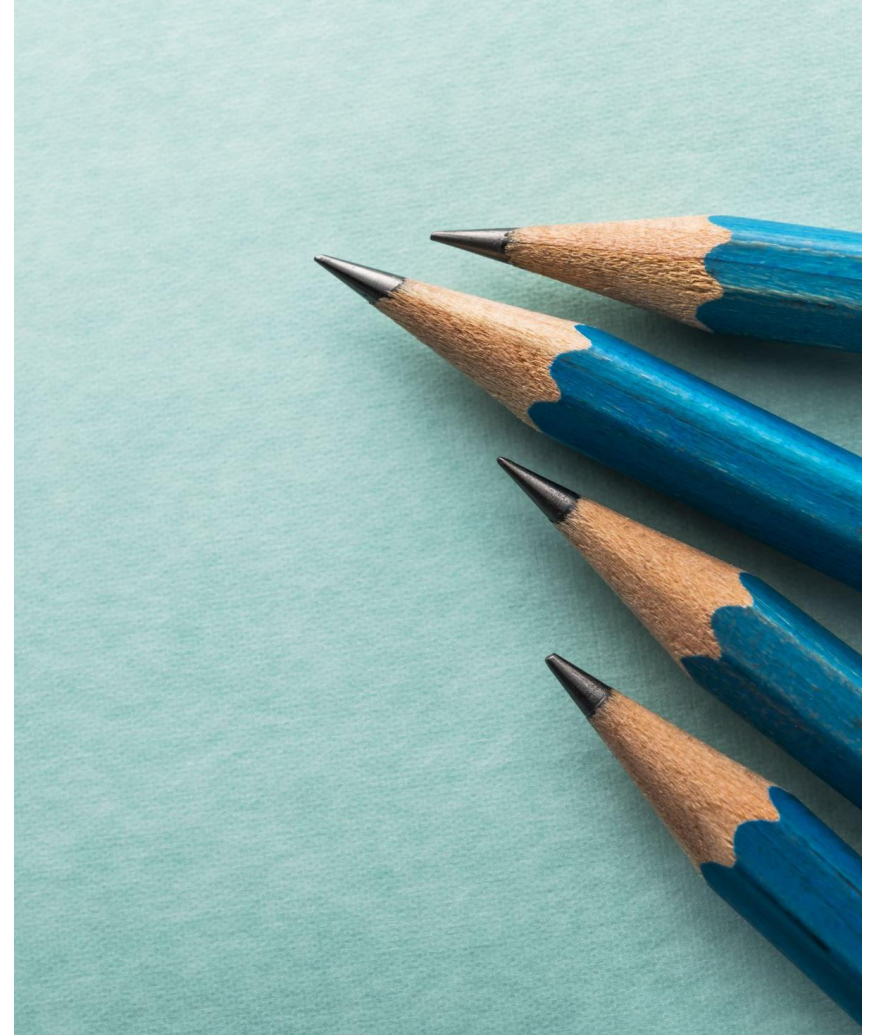
- Activities:
  - Designing/Developing/Training
  - Referring/Volunteering/Feeding/Sheltering
  - Researching
  - Constructing
  - Assessing/Modifying/Reporting

- Assessing/Modifying/Reporting:
  - Application Guidelines may dictate the timing of Progress Reports and the Final Report.

- Assessing/Modifying/ Reporting:
  - Risk Mitigation Strategies:
    - Change in staff/partnerships.
    - Less funding received than requested.
    - Inclement weather.

- Assess risks PRIOR to each Progress/Final Report.

- Using this approach you can complete course corrections, if needed.

- Activities:
  - #1
  - #2
  - #3...

- Activities:

  Jennifer to oversee all project activities AND assess risks to the project on an ongoing basis. Complete course corrections, if needed.

  – May 15: Jennifer to coordinate with Kate, Rebecca, Bill, Maddison, and Cheryl to schedule date/time to make/eat tacos.

  – May 19: Kate to complete grocery shopping.

  – **May 20 – TACO TUESDAY:**

    - 3-5pm: Rebecca to wash/chop vegetables and cook taco filling. Bill to set the table. Maddison to fill the drink glasses.

    - 5:30pm: All friends sit to dine on the tacos.

    - 7pm: Jennifer to wash the dishes.

    - 8pm: Kate to administer quantitative/qualitative survey to friends to assess the quality of the experience.

  – May 21: Cheryl to complete a final report confirming that the tasty project outcomes were achieved on-time/budget.

- **Risk Mitigation Strategies:**
  - Change in friends.
    - Risk: Low. Large pool of friends to draw from thereby ensuring the project is completed on-time and objectives are met.
  - Less funding received than requested.
    - Risk: Medium. Project will be scaled to accommodate the funding available.
  - Inclement weather.
    - Risk: Low. Event to be held indoors.

# Outcomes Measurement Logic Model

- Don't confuse Outputs with Outcomes.

  - Outputs = Direct products of your activities

  - Outcomes = Impact of your project

- Outputs:
  - # of programs designed
  - # of training workshops delivered
  - # of people who enroll and complete the proposed training
  - # of referrals/volunteers/people fed and sheltered
  - # of reports completed that compile research results
  - # of construction projects completed

Wanna taco bout it?

- Outputs:
  - #1
  - #2
  - #3…

- Outputs:
  - 12 hard shell tacos produced

  - 12 soft shell tacos produced

  - 6 people will be fed

# Outcomes Measurement Logic Model

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|---|---|---|---|---|
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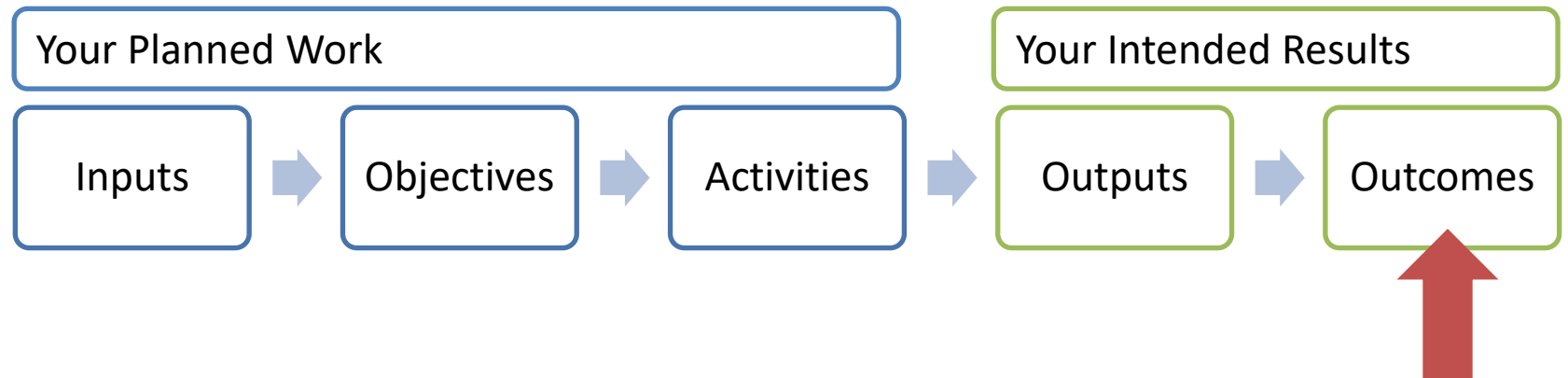
- Outcomes (or Key Performance Indicators):
  - What new skills did participants learn?
  - Did participants report a change in the way they act?
  - Did participants report a change in the perspectives they hold?

- Outcomes:
  - **S**pecific
  - **M**easurable
  - **A**chievable
  - **R**elevant
  - **T**imebound

- Outcomes:
  - 100% of participants agree that:
    - The taste/texture/appearance/smell of the tacos was 'Excellent'.
    - The experience forged a positive/enduring memory involving key friends.

# Outcomes Measurement Logic Model

| Your Planned Work | | | Your Intended Results | |
|---|---|---|---|---|
| Inputs | Objectives | Activities | Outputs | Outcomes |

Step 1: Complete Outcomes Measurement Logic Model.
Step 2: Complete the Application Form.

# Northumberland county

- # Take-away Resource:

## LOGIC MODEL 'Work Aid' for Taco Project

**Your Planned Work**

**Your Intended Results**

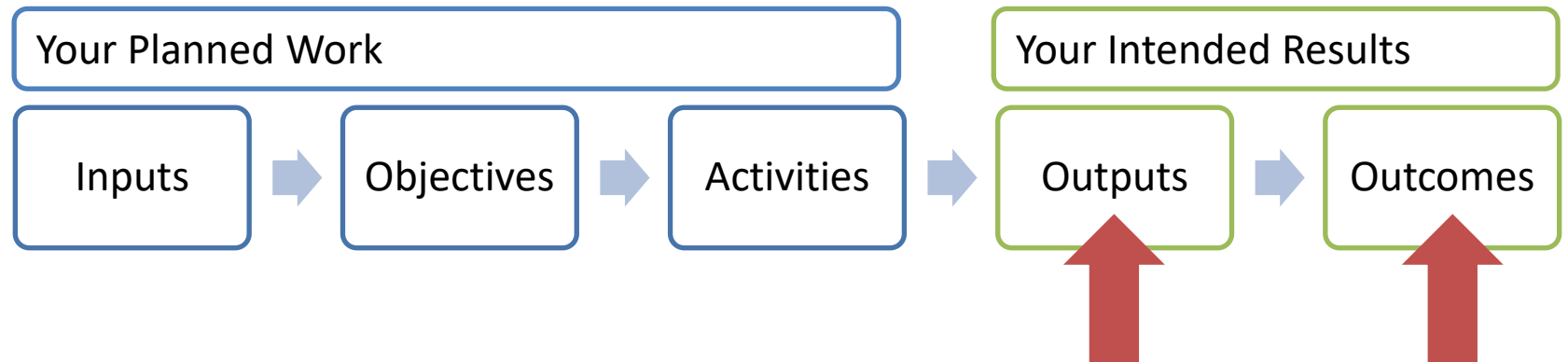| Inputs | Objectives | Activities | Outputs | Outcomes/KPIs |
|---|---|---|---|---|
| The following inputs/resources will be required to complete this project:<br><br>Project Location: Jennifer's home/kitchen<br><br>Project Scope: 6 people. Approx. 4 tacos per person (2 hard shell and 2 soft shell)<br><br>Project Duration: 6 days to issue invitations, complete planning, meal pre/cooking, host dinner, and evaluate the project outcomes<br><br>Staff/Volunteers (or friends for this example): Jennifer, Kate, Rebecca, Bill, Maddison, Cheryl<br><br>Partners:<br>• Friends (as listed above).<br>• Old El Paso/General Mills.<br><br>Facilities/Equipment: Stovetop to cook the taco filling, cutting board and knife to prep vegetables, microwave to pre-heat the taco shells, etc.<br><br>Materials/Supplies: Grocery list, recipe book, etc.<br><br>Cash and In-kind contributions:<br>• Friends = $5/each = $30 CASH Confirmed<br>• Old El Paso/General Mills = $10 x 6 people = $60 CASH Unconfirmed<br>• Total Party Budget = $90<br><br>Curricula: N/a | The objectives of this project are to:<br><br>• Experience excellent tasting tacos.<br>• Make memories with our friends. | We will accomplish the following activities:<br><br>Jennifer to oversee all project activities AND assess risks to the project on an ongoing basis. Complete course corrections, if needed.<br>• May 15: Jennifer to coordinate Kate, Rebecca, Bill, Maddison, and Cheryl to schedule date/time to make/eat tacos.<br>• May 19: Kate to complete grocery shopping.<br>• **May 20 – TACO TUESDAY:**<br>  • 3-5pm: Rebecca to wash/chop vegetables and cook taco filling. Bill to set the table. Maddison to fill the drink glasses.<br>  • 5:30pm: All friends sit to dine on the tacos.<br>  • 7pm: Jennifer to wash the dishes.<br>  • 8pm: Kate to administer quantitative/qualitative survey to friends to assess the quality of the experience.<br>• May 21: Cheryl to complete a final report confirming that the tasty project outcomes were achieved on-time/budget.<br><br>Risk Mitigation Strategies:<br>• Change in friends.<br>  o Risk: Low. Large pool of friends to draw from thereby ensuring the project is completed on-time and objectives are met.<br>• Less funding received than requested.<br>  o Risk: Medium. Project will be scaled to accommodate the funding available.<br>• Inclement weather.<br>  o Risk: Low. Event to be held indoors. | We expect that once accomplished these activities will produce the following:<br><br>• 12 hard shell tacos produced<br>• 12 soft shell tacos produced<br>• 6 people will be fed | We expect that this project will result in:<br><br>• 100% of participants agree that the taste/texture/appearance/smell of the tacos was 'Excellent'.<br>• 100% of participants agree that the experience forged a positive and enduring memory involving key friends.<br>• 100% of participants report feelings of fullness and overall sense of happiness. |

# Part 3:

How to overcome common challenges by embracing key tips for success.

- Tips for Completing the Logic Model:
  - Read Application Guidelines.
  - Attend fund webinars.
  - Request a meeting with the funder early in the grant writing process.
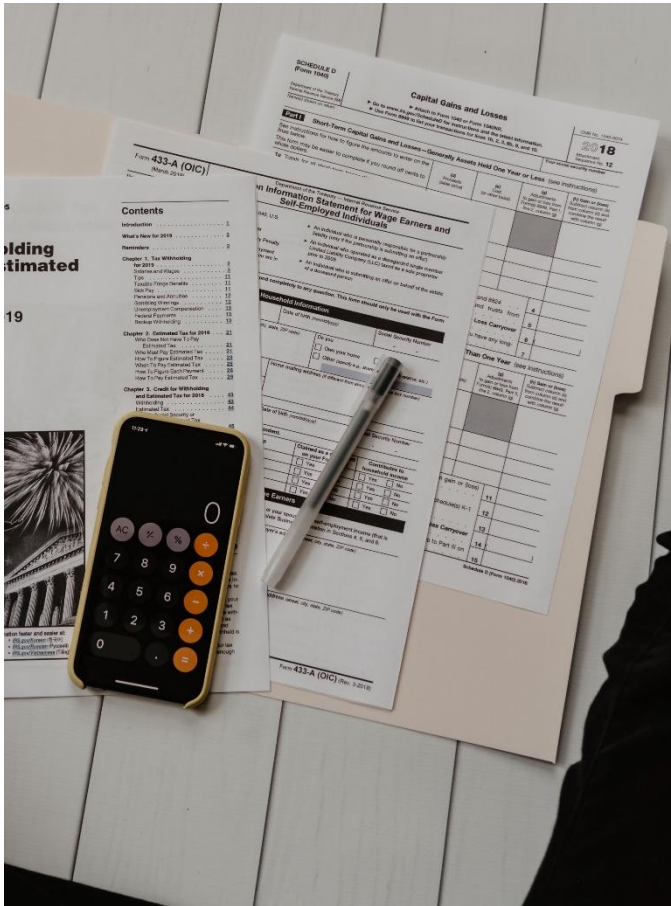
- **Tips for Completing the Budget:**

  Refer to the Application Guidelines for budgetary expectations regarding:

  - Cash vs in-kind
  - Stacking funds
  - Administrative costs
  - Confirmed vs unconfirmed funds budgetary expectations

- Tips for Completing the Application Form:
  - Be a good storyteller.
    - Differentiate yourself.
    - Spell out the need for the grant.
    - Focus more on solutions than problems.
    - Avoid vague claims such as "Experts agree that…"
    - Provide a complete response to each question.

- **Tips for Completing the Application Form continued:**
  - Pay close attention to the details.
    - Adhere to word/character count/page length specifications.
    - Incorporate key words from the Application Guidelines.
    - Don't write "fluff".
    - Be straightforward/direct.
    - Avoid jargon/unexplained acronyms.
    - Use correct/full titles for people and the names of organizations.

- Tips for Completing the Application Form continued:
  - Draft your app in Microsoft WORD or Google Docs.
  - Recruit an objective reviewer.
  - Don't procrastinate.

- Tips for Partnerships and Letters of Support:
  - Partnerships strengthen applications.
  - Letters of support should indicate a cash or in-kind contribution.
  - Letters of support should be signed by people with the highest authority.

- Tips for leveraging the power of Generative AI:
  - Generate content
  - Refine language
  - Organize your thoughts

- Tips for leveraging the power of Generative AI continued:
  - "Draft a chronological list of activities beginning on [insert date] and ending on [insert date] that I will need to complete for my project focused on [brief description of your project]."
  - "Create a detailed budget for my project, including expenses related to [specific components]."
  - "Describe my project inputs and objectives using the following content…[insert content from Logic Model]."
  - "Draft a letter of partnership using the following content [insert project name/objectives, partner's mission, cash/in-kind contribution from partner]."

- Tips for leveraging the power of Generative AI continued:

  – Review and validate the content generated by AI to ensure accuracy and coherence

- Tips for AFTER the Application is submitted:

    – Polite and timely responses to funder questions are in our best interest.
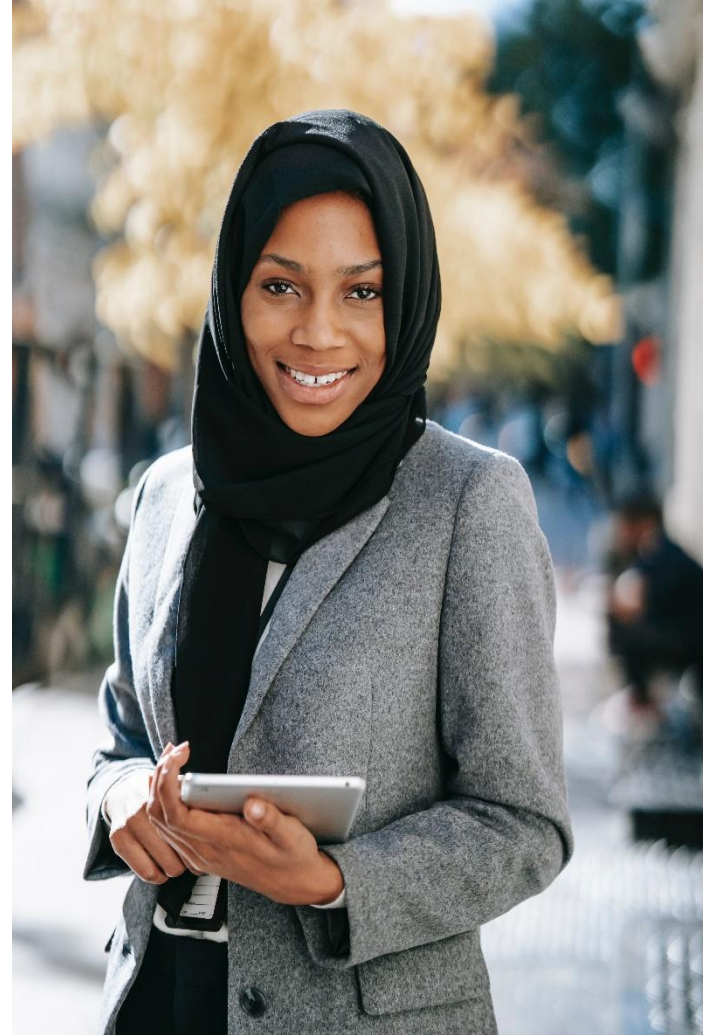
# Conclusion

- Part 1: How to effectively search for grants.

- Part 2: How to design results-oriented projects and write compelling funding applications.

- Part 3: How to overcome common challenges by embracing key tips for success.

- Take-Away Resources:
    1. Links to id available funding opportunities (PDF)
    2. Logic Model Work Aid for the Taco Project (PDF)
    3. Logic Model Template (WORD)
    4. Workshop PowerPoint Slides (PDF)

- Final Thought
  - Collaborate and share knowledge/best practices with <u>YOUR</u> colleagues & partners.

Please complete an Evaluation form!

# Show me the money!

## Mastering the art of designing programs that partners want to fund

Jennifer Hardy-Parr

Senior Advisor of Grant Development & Special Projects

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