

## Tips for Obtaining Funding

Do your research! Learn what funding opportunities are out there! Finding funding for your project will take some time and hard work, but it can be worthwhile if effectively done.

### **Grants!**

Grants are typically given out by government agencies or other groups and usually involve an application.

#### ***Where to access!***

Government agencies and the non-profit sector may offer funding to projects, programs and organizations for specific purposes. Information about these awards is usually available on the government/organization website.

#### ***Grant Tips!***

##### **Applying**

- Be sure you qualify – grants generally have strict guidelines. Don't waste time developing a proposal for a project that doesn't meet the criteria. If you are unsure, contact the group administering the grant to clarify!
- Look at similar organizations and see where they obtain their funding
- Prepare your application early! Learn the deadlines!
- Include all components of the application
- Be specific – ensure you focus on how your project meets the criteria of the grant (i.e., if the grant is for organizations that empower young girls to be physically active, include specific ways your project supports that objective)
- Be concise— remember that grant reviewers will likely read dozens of applications. Ensure you have all the information necessary, but avoid being excessive
- Don't use fancy covers; they will likely get discarded and can make photocopying difficult
- Keep a copy of your grant application for your records. Many grant applications follow similar formats, so it will likely be possible to use sections of it in the future.
- If you are asked to provide further information, do it quickly!

##### **If you receive the award**

- Ensure you are aware of the award guidelines! Learn if there are regulations regarding how records are to be kept, what is considered an acceptable expense, when the money needs to be spent, etc.
- Keep your promises! If you agree to put the funder's logo on your promotional material, be sure to follow through. Meeting the funder's expectations is important!

## **Sponsorship!**

Companies may offer to sponsor your initiative, providing support (financially or through in kind donations) in return for advertising their contribution.

### ***Where to access!***

Private sector: local businesses, larger corporations; not-for-profit sector

### ***Sponsorship tips!***

- Approach businesses/organizations that are connected to your initiative
- You may want to consider whether their mandate/activities aligns with your organization's values
- Allow enough time for them to consider your request. Larger corporations may require nearly a year to process your application
- Develop a sponsorship package which includes: a personalized letter outlining your initiative and how this partnership would benefit their company/organization and your budget
- Avoid form letters that are mass distributed
- Be specific with your request – know what you will do with the money
- Find and highlight innovative ways you can recognize their support and showcase how the partnership would be beneficial to them
- Sponsors may provide funding for the entire program or support specific sections
- Some initiatives will recognize different levels of sponsorship (platinum level= \$X, gold level = \$X, silver level = \$X)
- Follow up on your request!

## **In kind donations!**

Some groups you approach will be unable to give you money, but will offer to contribute other goods or services (i.e., office space, printing/photocopying, project supplies, advertising opportunities, etc.)

### ***How to approach***

- If you approach an organization and they are unable to offer you financial support, brainstorm other ways they can contribute to your project
- Treat in-kind donations as you would any other form of funding and follow the sponsorship tips listed above!
- Ensure you fulfill your side of the agreement

## List of Common Funding Agencies

\*we do not guarantee the quality of the information of these external links

- Public Health Agency of Canada: <http://www.phac-aspc.gc.ca/index-eng.php>
- Alberta Ecotrust Foundation: <http://www.albertaecotrust.com/>
- Alberta Foundation for the Arts: <http://www.afta.ab.ca/default.aspx>
- Alberta Ministry of Culture and Community Spirit:  
<http://www.culture.alberta.ca>
- Community Foundations of Canada: <http://www.community-fdn.ca/>
- Listing of granting agencies:  
<http://www.charityvillage.com/cv/nonpr/nonpr17.asp>
- Alberta Health and Wellness: <http://www.health.alberta.ca/>

### In a nutshell -- What are funders looking for?

- **Participation** – Community involvement or support: they want to see that others have an interest in your initiative
- **Collaboration** – Funding agencies are likely aware of other groups in your area doing similar things. Demonstrating that other groups are involved in your initiative may increase your success!
- **Sustainability** – What will happen to the project when the funding runs out? Have a plan in place!
- **Financial History** – include your financial records from the previous year as well as a budget for both the project and the year if applicable.