

Fundraising Through Grants

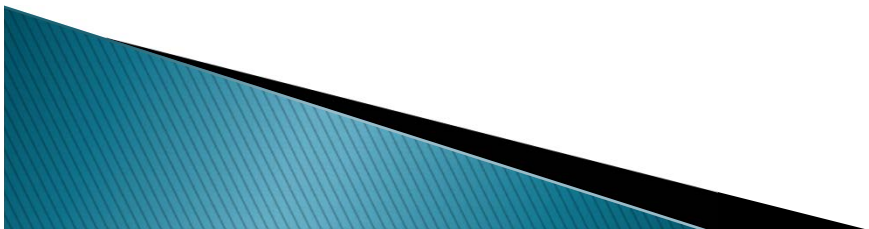
**Presented by: Kim Street
KJ Street Consulting**

Alberta School Councils Association

April 20, 2018

Presentation Overview

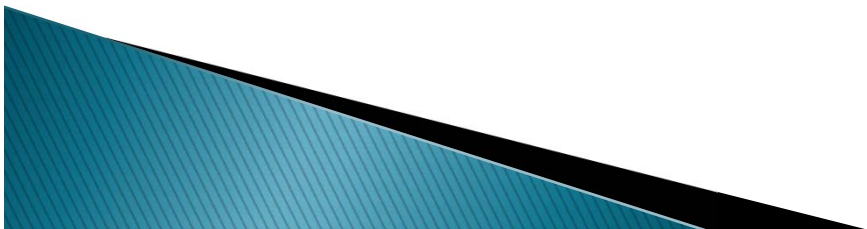
- ▶ Overview
- ▶ Strategy
- ▶ Team
- ▶ Planning
- ▶ Sourcing Grants
- ▶ Grant Applications
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- ▶ Questions



Overview

▶ Introduction – Kim Street

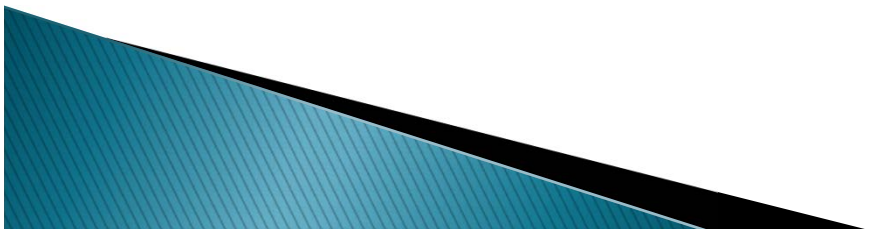
- **Current Chair St. Martha School Advisory Society & The Friends of St. Alphonsus Society, Vice-Chair St. Rose School Advisory Association**
 - **Raised more than \$1.2M for Playground and park area upgrades and new Spray Park; raised total of over \$2M for other school related projects.**
- **Past-Chair Elmwood Elementary School Council**
 - **Raised more than \$1.4M for new playground, spray park, skating rink – other initiatives raised over \$2M (nature scape, gym equipment, computers)**
- **Married 18 years and Mom of three young boys including one with severe physical and mental challenges**
- **Over 25 years involved with non-profit and charitable organizations**
- **Over 10 years directly employed as fund development/volunteer manager of a number of local and national charitable organizations**



Overview

▶ Fundraising Realities

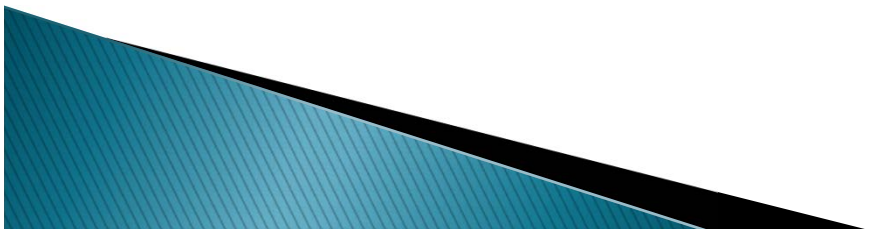
- ▶ Limited direct funding – what options are available?
- ▶ Everyone fighting for same dollar (the pie isn't getting any bigger!)
- ▶ Groups get burnt out doing bake sales, bottle drives and raffles
- ▶ Need to access available government and private funding sources – school boards and community leagues have limited financial resources
- ▶ Project costs continue to increase
- ▶ Who is doing the fundraising? What fundraising plans and strategies are in place?
- ▶ Timelines to fund projects can range from 6 months to several years



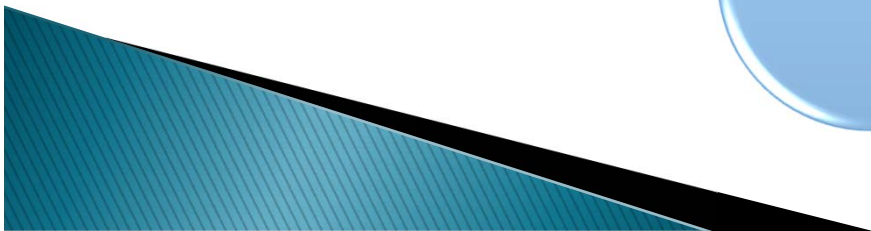
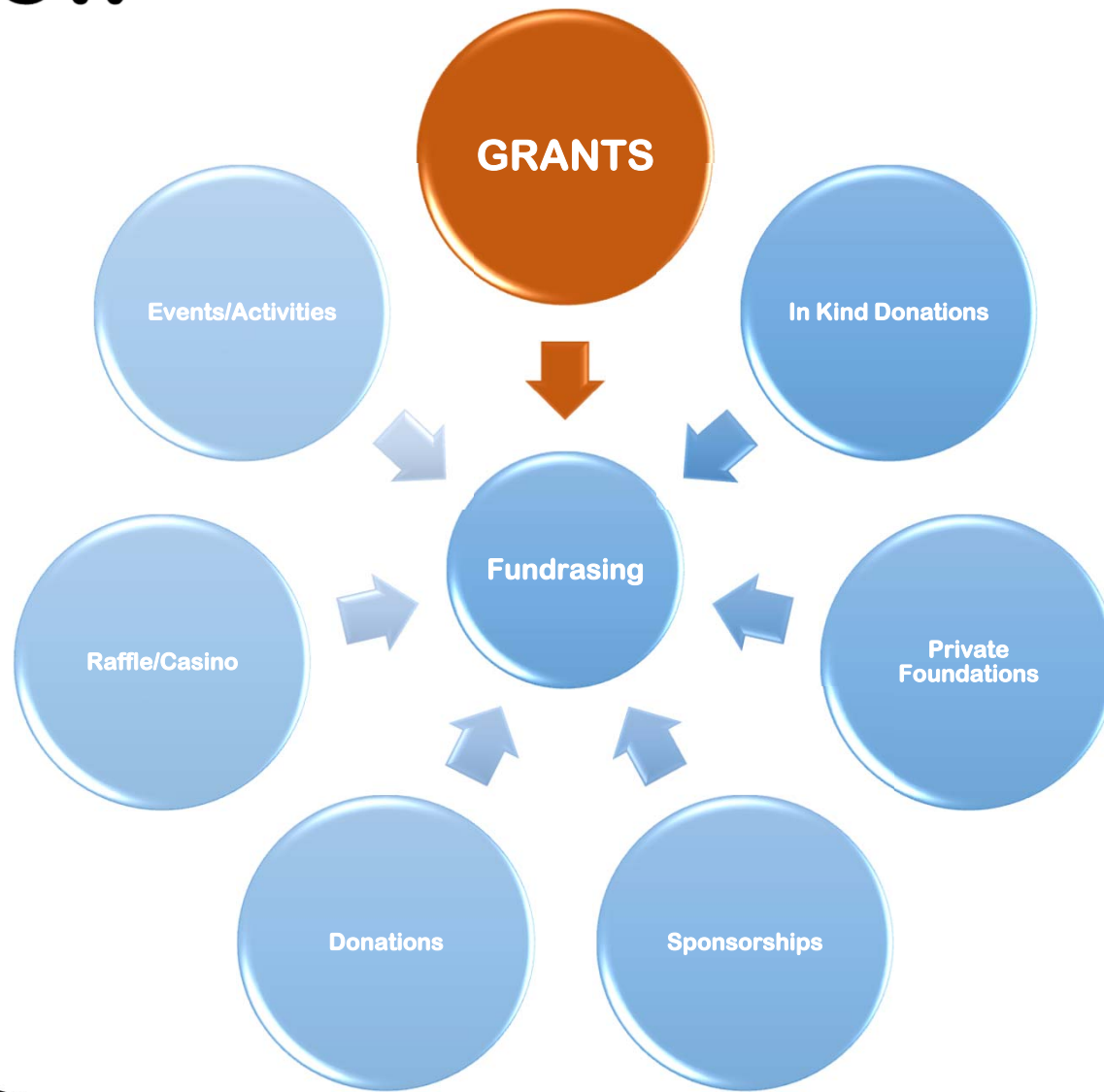
Overview

▶ Why are we here today?

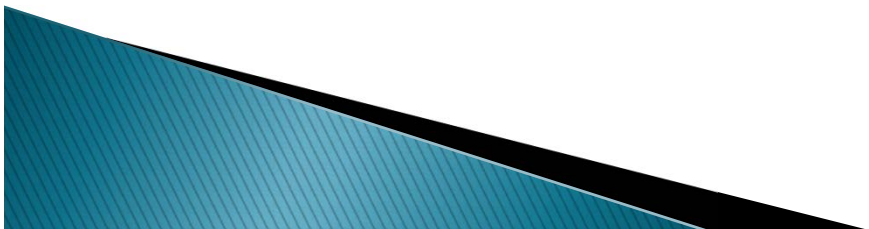
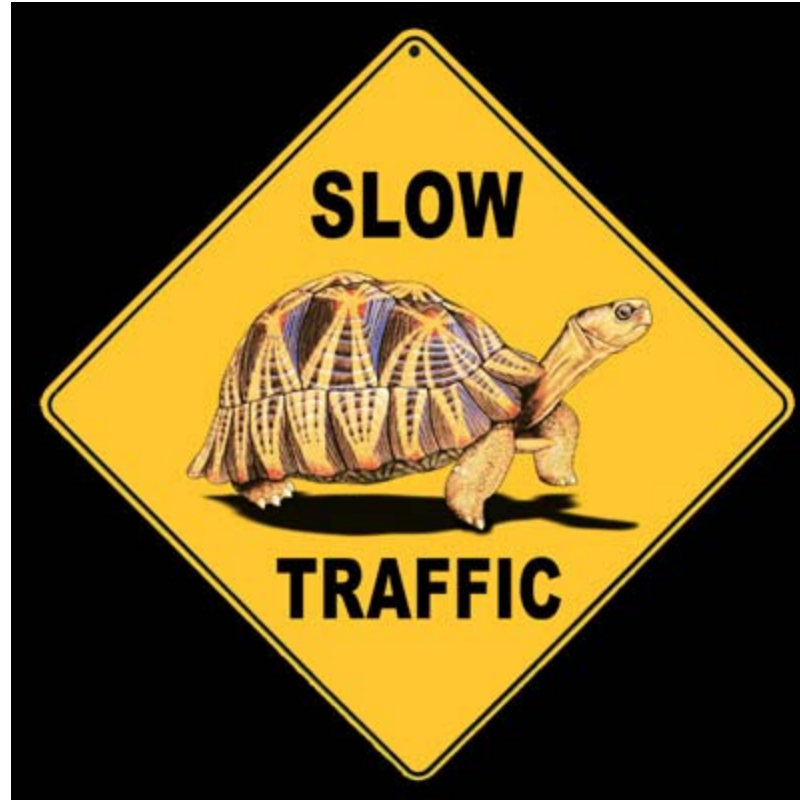
- Share ideas and experiences
- Source and utilize public and private grants – don't be afraid to ask for money (and big money!)
- Costs of programs and capital works are high, everyday fundraisers don't cut it any more – access to greater funds required
- To be successful, we must understand the grant process



Overview

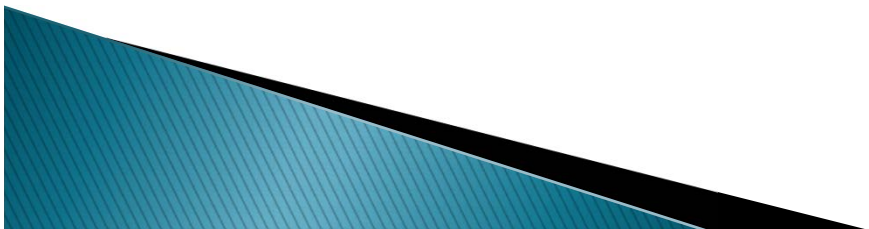


Overview



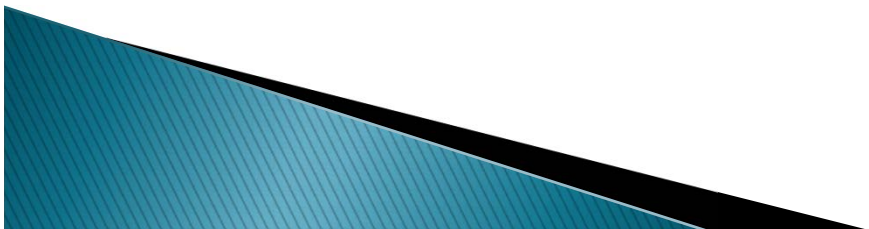
Strategy

- ▶ **Create fundraising team/committee**
- ▶ **Develop goals, timelines and budgets**
- ▶ **Be clear and concise**
- ▶ **Be conscious of moving parts**
- ▶ **Understand and be prepared for required commitment (\$ and Time)**



Team

- ▶ The key to successful fundraising programs lies in the development of a strong team
- ▶ Establish parent/caregiver or community support and engagement
- ▶ Establish and maintain support from school administration, municipality or other agencies and stakeholders. **VERY IMPORTANT!**
- ▶ Develop diverse team (i.e. range of skills, abilities, time commitments, experience, etc.)
- ▶ Sometimes projects take years to bring to life so keep in mind people come and go; maintain continuity.
- ▶ Promote communication
- ▶ Plan to work hard, plan to play hard!
- ▶ Depending on the size of your goals, work hard but always keep your eye on the target and the rewards of reaching the target

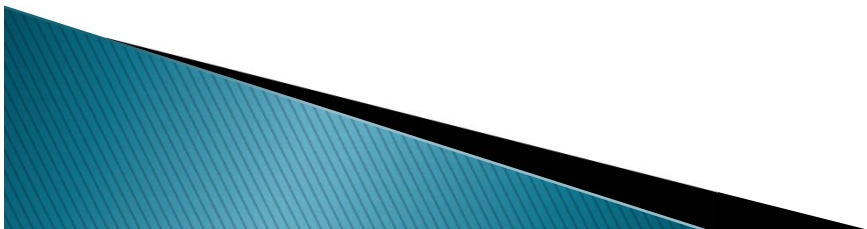


Planning

- ▶ **School Council vs. Society/Association, etc.**
 - School Councils typically are a non-business entity – not registered.
 - Society, Association, etc. are registered as a non-profit organization under the Societies Act of Alberta
 - Some funding programs require Charitable Registration status with the Canada Revenue Agency. Partnership with organization with CRA may be required.

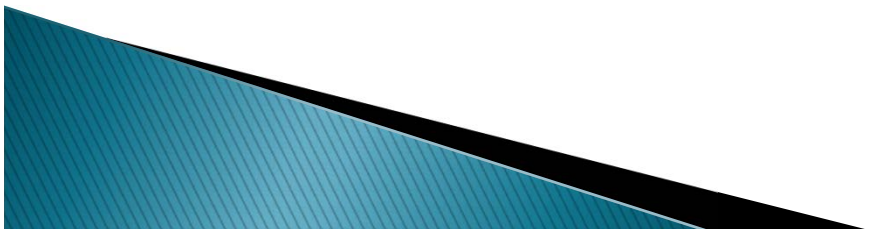
- ▶ **Non-Profit Organization**
 - Registered under Societies Act in Alberta (or comparable)
 - All funding programs will require proof of non-profit registration (i.e. registration number, Certificate of Incorporation, etc.). Some require existence of Society for more than one year prior to application

- ▶ **Charitable Registration**
 - Some funding programs require Charitable Registration status with the Canada Revenue Agency. Partnership with other organizations may be required.



Planning

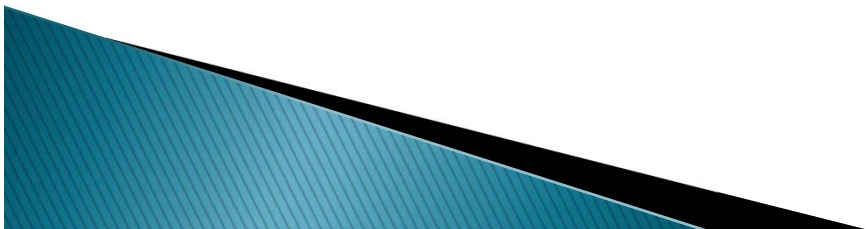
- ▶ **Understand and define needs**
- ▶ **Develop supporting information**
 - **Business Plan/Case**
 - **Financial Summaries**
 - **Financial Plan – cost estimates and quotations**
 - **Needs Assessment**
 - **Letters of Support (School Board, MP, MLA, Town/City/County, community, etc.)**
- ▶ **Create generic package to use as base for all applications – cater as required**
- ▶ **It may take many applications and even months/years to fund projects. Keep project information up to date.**



Sourcing Grants

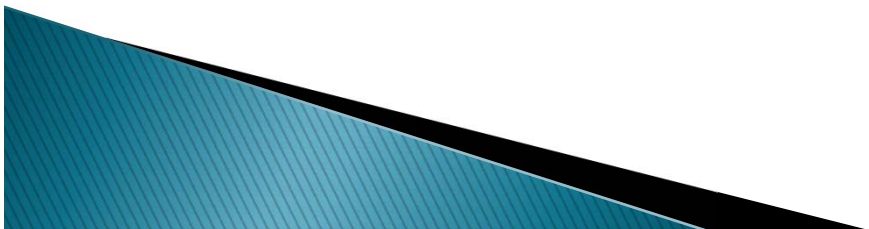
▶ Opportunities

- Review criteria, areas of support; understand the funding opportunity
- Understand timelines for submission, award and execution of grants
- Grants available through municipal, provincial and federal governments
- Grants available through various corporations and corporate foundations
- Grants available through non-profit/charitable organizations
- Leverage grants with one another
- Be aware of matching grants



Sourcing Grants

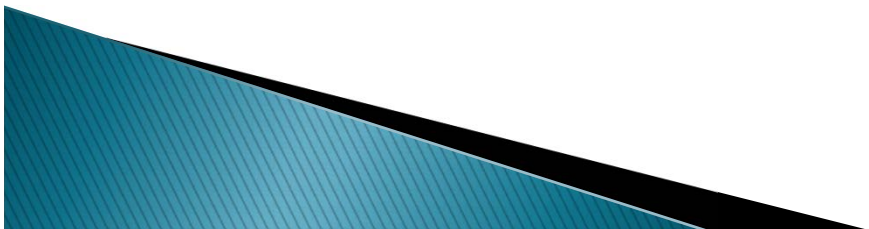
- ▶ **Example: Community Facilities Enhancement Program (CFEP)**
 - Capital works funding including playgrounds and construction, renovation or redevelopment of community public-use facilities
 - Applications accepted quarterly
 - Funding up to \$125,000 – matching funds. Large stream up to \$1M.
 - Needs business case
 - Get support of local MLA
 - Can only apply once per fiscal year. Can apply for CIP only if CIP is for operations not capital. Can't have two capital grants open simultaneously.
 - Can not make application with existing open grant
 - If project has multiple phases, can apply multiple times; each funding award must be closed before applying for new funding.



Sourcing Grants

▶ List of Potential Grant Funding Sources:

- Community Facility Enhancement Program (CFEP) – Alberta (up to \$125,000/\$1M per fiscal year)
- Community Initiatives Program (CIP) – Alberta (up to \$75,000 per fiscal year)
- Western Economic Diversification - Current Closed. In the past programs have been called Canada 150 CIP, RinC, CIIF, etc.
- Alberta Tire Recycling Program – Alberta (up to \$30,000)
- Coop Community Spaces (up to \$100,000)
- Blue Cross Healthy Communities (\$50,000)
- Peavy Mart (\$25,000)
- Farm Credit Canada (\$25,000)
- CN EcoConexions, Best Buy, Telus, Shaw



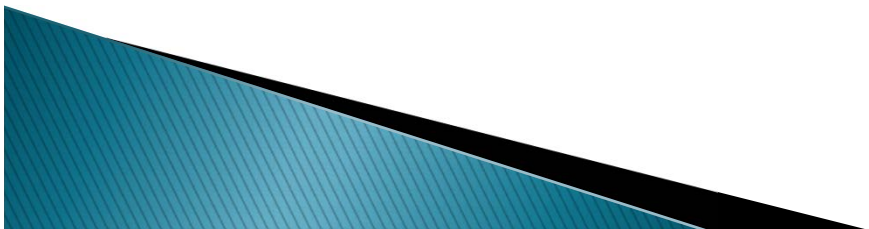
Grant Applications

▶ Keys to applying for grants:

- Know your audience
- Investigate
- Review application guidelines and criteria
- Complete ALL requirements

▶ After grant is submitted:

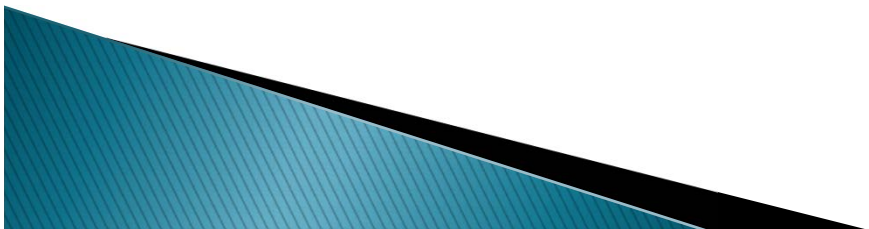
- Follow up on unsuccessful applications; learn from any shortcomings
- Follow through on successful applications – reporting and documentation is typically required to complete the funding process or receive the funds
- Set the stage for future applications



Grant Applications

▶ Project Viability

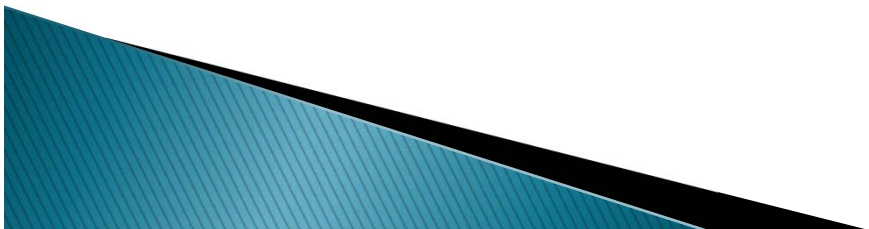
- Imperative to show project viability – what does that mean?
- Show that group is invested in project – use of available Council/Society funds; gaming funds, past, current and future fundraisers.
- Proof of matching funds for funding programs that require matching funds; become more stringent; “future” funds will not show viability.
- Ensure plans, quotations or estimates are accurate and complete. Once you ask for money you can't go back for more!
- Ensure you have complete buy in from City and/or landowner (i.e. ECSD). Each will have their own requirements and expectations throughout the course of the work.



Summary

▶ Key Points:

- Plan
- Develop a strong, diverse team
- Be clear in your goals
- Identify potential funding sources
- Understand the requirements of the funding agency
- Demonstrate Project Viability
- Meet all requirements of grant applications
- Follow up on declined applications
- Follow through with approved applications
- Most importantly, don't get discouraged!



Contact

- ▶ For more information on grants or fundraising programs in general, contact:
- ▶ **KJ Street Consulting**
 - Contact: Kim Street
 - Phone: 780-484-9399
 - E-mail: kjstreet@shaw.ca
- ▶ **THANK YOU!**
- ▶ **QUESTIONS ??**

