

Grant Writing 101

Facilitated & Developed by

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Overview

- Introductions
- Finding Grants
- Developing a Grant Application
- Strengthening your Grant
- Wrap Up



Me and my relationship to place

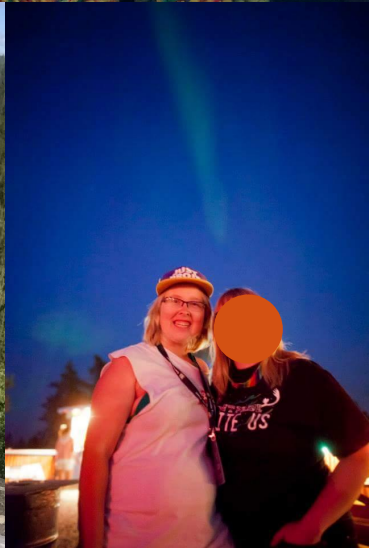
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Saskatchewan

Somba K'e (Yellowknife)

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Introductions

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Finding Grants

HOW TO FIND GRANTS
AND
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Navigating the Grant Landscape

Grants might be offered by:

Government

Non-profits

Private Companies

It's important to understand what grants are **not**:



Identifying Potential Grants

It can be difficult to find potential grants, but there are a few places that are great to look at:

Federal Government

- ISED Canada
- Trade Commissioner Services
- Economic Development Canada Agencies

Provincial / Territorial Governments

- Employment or Education Ministries
- Economic or Trade Ministries
- Tourism Ministries

Non-Profits & Private Entities

- Business Associations or Organizations
- Workforce Development Agencies
- Private Companies invested in economic development

Be Skeptical!

There are a lot of scams out there that prey on all kinds of people, including those who run small businesses.

Be skeptical of any grant program that:

- Requires that you pay money before you can apply;
- Requires that you pay money to apply for the program;
- Contacts you and tells you that you've been awarded a grant, but you've never applied for it;
- Rushes you through answering a lot of questions about your business without answering your questions
- Doesn't have publicly available information on a reputable website about the program

I have a great idea!

As if from nothing... a grant appears!

- Google!
- Government or business development website
- Reach out to local business support agency and ask for help

1. Read guidelines
2. Think about a long desired project
3. Reframing

Developing a Grant Application

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Things You'll Need

Many grants request the same kind of information. To prepare for what you'll most likely be asked for, it will be helpful to have:

- Business plan
- Vital information for your business
- Financial statements from the previous year

Preparing the Application

1. Read through the grant eligibility and application guide.
2. Ensure you have a strong understanding of your goals associated with the grant.
3. Develop a general sense of what you're wanting to do with the grant.
4. Prepare a reasonable and clear budget for the grant application.

Writing the Grant Application

- Purpose of the project or request
- Goals and objectives
- Clear link between grant priorities and your project
- Expected outcomes or outputs
- Detailed budget
- Measures and impacts

Strengthening Your Application



Grants are competitive

The reality is that grants are competitive.

Taking the time to strengthen your grant application is important, because it may be a really **small and silly mistake** that leads to someone *else* getting funding instead of you.

Asking for feedback when you get rejected for a grant is the best way to learn exactly what gaps might exist in your grant writing abilities and skills, but there are some techniques and practices you can implement to strengthen your grant application.

Align values

Try your best to align your project with the values or priorities of the funder. This information is generally available in the grant application guide, or on the funder's website.

Know your stuff

Your grant application should clearly indicate that you understand your market, your business realities, and the sector that you work in.

Find more than one funder

Being able to show the multiple sources of revenue are supporting your project helps show that you have a lot of support and you aren't entirely reliant on one grantor.

Evidence

Being able to back up your project need, anticipated outcomes, recommended activities, etc, with clear, evidence-based data will strengthen your project to the funder, because they'll be less likely to think your project will fail or isn't realistic.

Make it timely

Most grants are assessed by groups of people. These people are often influenced by what is happening in the media, politics, or their environment.

If your project is related to something in popular culture or media, the people reviewing the application may be more likely to fund it.

Get a better writer

Sometimes, you're just not the person who should write the final application.

Having a strong writer, who knows how to write for particular audiences, who can summarize information in easy to understand formats, with few grammar and spelling mistakes, will go a long way.

CGLCC Grant Support Program

The CGLCC has partnered with Ivy + Dean Consulting (i+d), a Certified 2SLGBTQI+ Supplier, to provide grant writing support.

Eligible entrepreneurs and businesses who are accepted into the program will go through a three part process with i+d that will culminate in a final grant application that they can submit to funders.

- Discovery Phase
- Drafting Phase
- Wrap-Up Phase



Eligibility for Program

- Be a Certified Supplier with the CGLCC;
- Have identified one or multiple grant programs that they are interested in applying to that are due in no less than 45 days;
- Have annual revenue of no more than \$750,000 and have fewer than 5 full-time equivalent employees;
- Have a documented business plan, business strategy, or other similar material offering clear descriptions of their business or enterprise.

Apply online at the link in the chat!

Questions

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Thank You!

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Grant Writing Support
Program opens
on January 3rd!

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