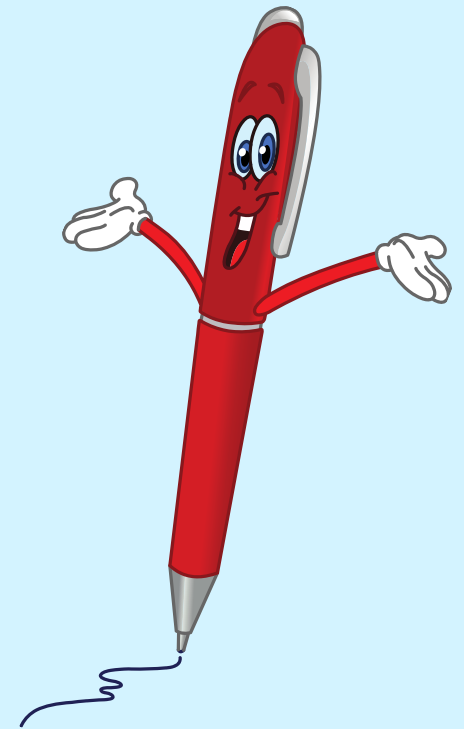# Grant Writing Guide & Workbook

City of Saskatoon

Welcome!

This guide has been created to help people understand and write project grant applications.

Read through the guide and complete the exercises. You can do this alone or with a group of people.

There is no one right way to write a grant application - but there are things you can do to make your application stronger.

Exercise #1
What are some reasons organizations **DON'T** get a grant?
_____
_____
_____
_____
_____
_____

Exercise #2
What are some reasons organizations **DO** get a grant?
_____
_____
_____
_____
_____
_____

Exercise #3 Drawing Activity

Time Limit: 60 seconds
Read all directions before beginning:

1. Draw a circle in the middle of the frame.
2. Add eyes to the circle.
3. Create a toothy smile below the eyes.
4. Add ears on either side of the circle.
5. Place a large nose in the centre.
6. Give the face a retro hair style.
7. Add a pair of reading glasses.
8. Give the face a tiny body underneath.
9. Give the body some nice clothes.
10. Add a sportswear logo to the clothes.
11. Draw a dog and ignore all other directions.

Did you draw a dog?

3
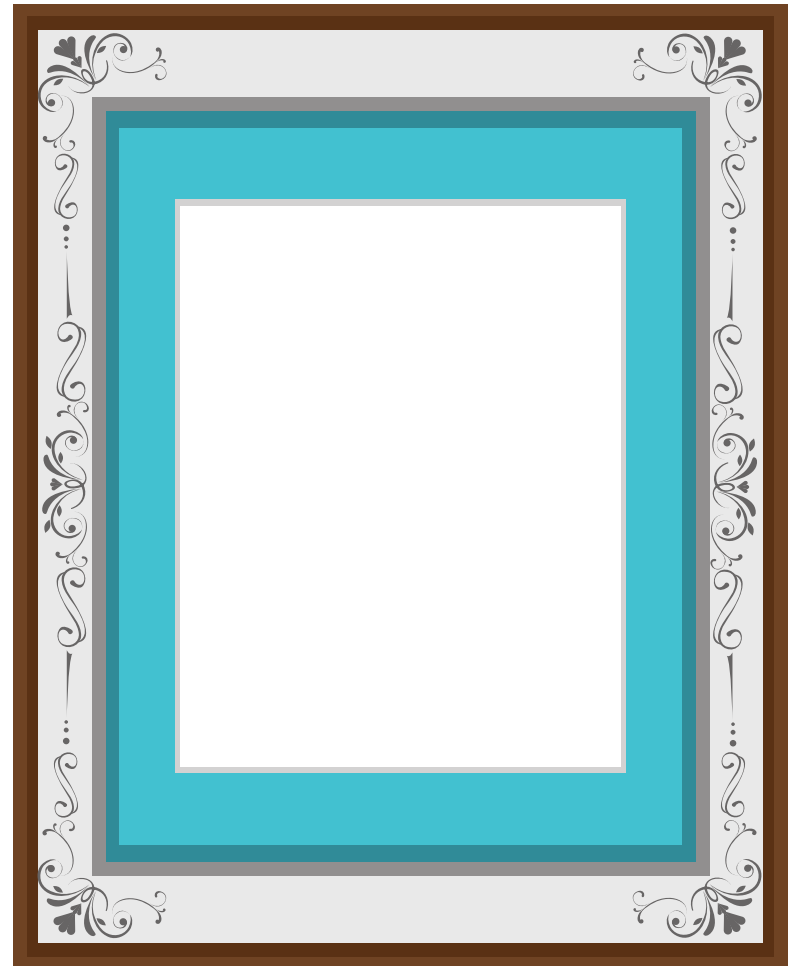
A grant application tells the story of who you are, what you want, and where you are going.

Often people know their organization so well they think everyone else knows their organization well too.

Write your application as if the people who are reading it:
- Don't know anything about your organization
- Don't know anything about your organization's project
- Don't know why the project is important or how it will make the future better

Exercise #4
Who Are You?
Write a short description about your organization:

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

Exercise #5

Compare the following descriptions of dance organizations:

Organization One:

Danny's Dance School loves all things dance!

Organization Two:

The First Saskatoon Dance Association (FSDA) is the oldest dance organization in Saskatoon. It was created in 1952 and has served over 10,000 members since it began. The FSDA celebrate dance through a major dance festival every spring. The FSDA is dedicated to maintaining safe, high standards of dance. The FSDA is a proud member of NASD.

Exercise #5 continued

Organization Three:

The Dance Academy of Saskatoon (DAS) is a non-profit organization that teaches competitive tap, jazz, and ballet to youth aged 11 to 19 years-of-age. DAS students take part in two international, three national, and five local competitions each year. Many graduates go on to have professional careers in dance. DAS is a proud member of NASD (National Association of Schools of Dance).

Exercise #5 continued

Did you get enough information from the dance organizations to understand who they are and what they do? Why or why not?

_____

_____

_____

_____

Read the description of your organization from Exercise #4. If you would like to make any changes to that description update it here:

_____

_____

_____

_____

_____

_____

_____

THINKING

The most important thing you can do when approaching grant writing is some initial thinking. The clearer an organization is on what they want to do, why they want to do it, and how they will carry out their plans the more successful they will be.

Exercise #6

What project does your organization want to do?

_____

_____

_____

_____

_____

_____

Exercise #7

Why does the organization want to do this project? Answer this question five times to get to the heart of your thinking.

Why?

_____

_____

Why?

_____

_____

Why?

_____

_____

Why?

_____

_____

Why?

_____

_____

Exercise #8

Does the project make sense for the mission and purpose of your organization?

_____

_____

_____

_____

Exercise #9

Is this the right time to organize this project? Why or why not?

_____

_____

_____

_____

_____

_____

Strong projects make the future better for the project participants and the organization.

Projects should be in keeping with the purpose of the organization.

Sometimes it is tempting to take on a project because there is a grant available. Chasing a grant for the sake of getting a grant is usually not very beneficial to anyone.

Exercise #10

If your organization does the same project every year should they keep doing it? Why or why not?

_____

_____

_____

_____

_____

_____

_____

_____

Don't fall into the trap of organizing projects that no one wants anymore just because that's what you've always done!

PLANNING

It's important to have a clear plan for your project when applying for a grant. Make sure you have all of the basic project information in place before starting the application.

Exercise #11

What are you doing?

_____

_____

Who is it for?

_____

_____

Where is it taking place?

_____

_____

When is it taking place?

_____

_____

Why are you doing it?

_____

_____

How will you do it?
What timelines will you follow?

_____

_____

_____

_____

_____

_____

_____

_____

Example:

What are you doing?

Holding a basketball camp

Who is it for?

For girls aged 10 -12

Where is it taking place?

Cosmo Civic Centre gymnasium

When is it taking place?

February 16 – 20
9am to 4 pm each day

Why are you doing it?

We are holding this camp so that the participating girls can improve their basketball skills, increase their confidence as athletes, and develop a healthy lifestyle.

Example:

How will you do it? What timelines will you follow?

October - November:
- Book the gym at Cosmo Civic Centre
- Hire 2 instructors

November - December:
- Create registration forms, waivers, advertisements

January:
- Advertise: on-line and in school newsletters
- Contact previous participants
- Register 24 girls
- Work with instructors to develop a camp schedule.

February:
- Organize healthy snacks for each day of the camp
- Hold the camp

BUDGET

Part of your plan will include a budget for your project.

A budget is a financial guide about what you are planning to do.

Revenue is the cash/money that your organization will receive for the project.

Expenses are the costs or bills that your organization will pay for the project.

A balanced budget means that revenues and expenses total the exact same amount.

Exercise #12

What are all the things you will need to carry out your plans? What will they cost? Write down all your project expenses:

_____

_____

_____

_____

_____

_____

_____

Example:

Expenses:

Instructor ($20hr x 20hrs)	$400
Facility Rental	$1,200
Equipment	$200
TOTAL	**$1,800**

Exercise #13

Can any of the things you need be borrowed or donated? Write them down here:

_____

_____

_____

_____

_____

_____

_____

Example:

Equipment can be borrowed. This changes the expenses.

Expenses:

Instructor ($20hr x 20hrs)	$400
Facility Rental	$1,200
TOTAL	**$1,600**

Exercise #14

Once you know your expenses think about where you will get your revenue.

Can your organization provide any funds for the project? Can you charge participants to take part in the project? Will you get any sponsorships for your project? Will you get grants from other places? Write down all your revenue sources:

_____
_____
_____
_____

Example:

Revenue:

City of Saskatoon Grant	$1,000
Sponsorship	$400
Organization Contribution	$200
TOTAL	**$1,600**

Remember to include the grant you are applying for in the Revenue!

Exercise #15

Should we be charging participants to take part in the project? Why or why not?

_____

_____

_____

Exercise #16

Should we be asking for a grant? Why or why not?

_____

_____

_____

If the cost for a project is very low it may be better to not apply for a grant.

Projects that have a very large surplus (more revenue than expenses) are less likely to receive funding.

Partnering

Partnering with other organizations that make sense for your project can often mean the difference between a good project and a great one. A strong partnership provides benefits to both organizations.

Partnerships sometime involve sharing resources (like members, equipment, staff, funds, etc.) and often connect project organizers with potential participants.

Organizations are encouraged to seek out partnerships when it makes sense to do so.

Exercise #17

Are there any people or organizations that would be a great partner on your project? If so, list them here:

_____

_____

_____

_____

MARKETING PLAN

A marketing plan details the approach your organization will use to let people know about your project.

Exercise #18

Who do you want to get the message to about your project?
e.g Past participants, organization members, target population*, staff

_____

_____

_____

_____

What do you want to tell them?
What questions will they have? How will it impact them?
Why are we doing this?

_____

_____

_____

_____

*Target population means a specific group: like older adults or newcomers

Exercise #18 continued

When do you want to tell them this?
In advance? Throughout? When the project is finished?

_____

_____

_____

_____

How will you do it?
On your website? Social Media? Paid Advertisements? Newsletters?
Contact the media?

_____

_____

_____

_____

APPLYING FOR A GRANT

It's important to make sure that you are eligible (meet the grant requirements) before starting the grant application.

Exercise #19

- **Is your organization eligible to apply for this grant?**

- **Is your project eligible for this grant program?**

- **Are your grant expenses eligible for this grant program?**

If you answered **no** to any of the above questions stop working on the grant application. If you are **not sure** about the answer to any of the above questions contact the grant program consultant.

Application Tips

- Read the grant program guidelines and application form
- Gather information:
    - contact information, non -profit number, name of insurance company, insurance policy, etc.
- Follow the instructions as written
- Allow plenty of time to complete the application
- Answer the questions directly
- Provide all required information
- Submit the application on time
- Ask if you have questions

Grant Program Goals

Governments, foundations, and businesses provide grants to other organizations to help them accomplish their own goals. Many of the City of Saskatoon grants help support the Quality of Life strategic goal.

Exercise #20

What are the goals of the grant program you are applying to? How does your project help with those goals?

_____

_____

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_____

Adjudication Criteria

All grants have adjudication or selection criteria to help the adjudication committee decide who to give a grant to and how much grant money (funding) to give out.

Adjudication criteria are in place to make sure the most deserving projects receive grants.

Keep the adjudication criteria in mind when completing a grant application.

Give yourself enough time to complete your application - it shows if you leave everything to the last minute!

Project Outputs

Project outputs or deliverables are the actual work or result of the project. They are specific and can be counted (quantified), like the number of people served, the amount of food distributed, etc..

Examples of **outputs**:
- 24 youth took part in the basketball camp
- the food bank distributed 1 million pounds of food in 2019

Project Outcomes

Project outcomes are about the achievement related to the project. A broader measurable change for people, organizations, or communities.

Project outcomes show the change in skills, knowledge, attitudes, behaviour, values, conditions, etc. for project participants.

Examples of **outcomes**:
- Program participants increased their reading level by two full grades (outcome) because they took part in reading camps three times a week (output) over the summer
- 90% of project participants said they were happier and experiencing a higher quality of life (outcome) after taking part in 10 singing classes (output)

Project Statement

Project statements capture the essence of the project (like a 30 second elevator pitch). They are also a quick reference point for adjudicators and grant administrators – it's how the project will be referred to in conversation. (e.g. The New Community Association application? That's the one with the weekly winter walking program for older adults.)

Exercise #21

Write your project statement in 25 words or less:

_____

_____

Project Description

Project descriptions provide information about the project. Some applications ask for a project description and some applications ask for answers to a series of questions.

Support Material

Many applications request support material like letters of support, drawings, plans, or quotes on costs. Be sure to include all support material that is requested. Include the amount of material that is asked for. Do not include any material that isn't asked for.

Information Certification

All City of Saskatoon grant forms have an Information Certification page. This is a legally binding certification. It is important that only authorized representatives sign the Information Certification.

If you are applying with an emailed PDF you do not need to physically sign the application with a pen; names can be typed in.

On-line applications

Some City of Saskatoon grants have an on-line application form. These applications can be worked on with out timing out. It is not possible to "save" the application and return to it later

Once an on-line application has been submitted an email confirmation and copy of the submission is automatically sent out.

Emailed applications

Most City of Saskatoon grants can be submitted by email. Any grant applicants who do not receive an email confirming that their application has been received should contact the City of Saskatoon immediately.

- Respect word counts
- Respect page limits
- Only include information that is asked for - extra reports, etc. won't be included in the grant adjudication

Writing Tips

- Keep the main purpose of your project (your story) front and centre
- Write with a beginning, a middle, and an end to your story
- Complete all of the writing before starting any editing or re-writing
- Short direct sentences help keep the reader focused
- Avoid timid writing like "we hope to do this" or "we'll try to…"Be confident: "We will bring people together through our event"
- Avoid!! Excessive! use of exclamation marks!!!

Proofreading Tips

- Get someone outside of the organization to read the application, this can be helpful to:
    - notice typos and grammatical and spelling errors
    - gather feedback on whether or not the project goals and plans are clear
- Read the application out loud, this can be helpful to:
    - hear grammatical errors
    - notice missing words
- Proofread the application from the end (read the last sentence, then read the second last sentence, and so on back to the beginning of the writing)
- Walk away from the application for a few days and then come back and reread it

Formatting Tips

- Use one font (no smaller than 12 point) for an easier and neater reading experience for the adjudicators
- Use bullet points to break up the text and more quickly make your points
- Add pictures and/or graphs if allowed
- Underlining sentences makes text difficult to read (don't do this)
- Avoid narrow page margins; overcrowding the page with information can make an application more difficult to read

Budget Tips

- Use a calculator
- Use commas in large numbers: $10,000 is easier to read than $10000
- Check that the same grant amount has been requested in all places of the application:
    - on the application form and in the budget
    - make sure that the project description and budget tell the same story
- Remember to include the grant request in the revenue
- Round off the grant request amount: $2,300 is better than $2,316.82
- Note that some grants only cover a % of project costs
- If required make sure that the budget is balanced (revenues and expenses equal the same amount)
- In-kind donations are gifts of goods and services that an organization would have to pay for if they weren't donated
- Don't include in-kind donations in the budget unless asked to
- Volunteer hours are not considered in-kind donations

Adjudication Process

Most grants are reviewed by an adjudication committee. The committee recommends the amount of funding (grant amount) each applicant should receive.

It's up to the applicant to "make their case" and show how their project meets the grant criteria. There may be specific questions related to the criteria or applicants may be responding to the criteria in a project description.

Recommendations made by City of Saskatoon adjudication committees are final.

Exercise #22
Sample adjudication: Dance activity grant for Saskatoon residents

Read the following grant applications and award $1,500 in grant funds. Give priority to applications that have strong planning and encourage dance for Saskatoon residents. You can make partial awards, full awards, or no awards.

Application One: Kids Get Active!

We are requesting $1,099.75 to help kids be more active. Everyone knows that activity is a good thing! Kids can get into a lot of trouble if they don't have anything to do. Leading a sedentary life is very unhealthy too! We have worked with kids for a long time and know how to keep them engaged!!! We will spend $1000 on rent and $99.75 on volunteers to teach the kids.

Application Two: Dance Elite Long Weekend Hip Hop Training Camp

Dance Elite trains high performance hip hop dancers. We kindly request $1,000 to hold a long weekend training camp at Prairieland Park for dancers aged twelve to eighteen. The camp will be headed up by Jennifer Lopez and will be open to dancers from across Western Canada.

Based on the success of last year's camp we anticipate an attendance of 500 dancers. The camp will start at nine am on the morning of September 5, and run until 4 pm on September 7. Classes will take place until 9 pm on the 5th and 6th in order to maximize the opportunities for the camp attendees.

Dance Elite Long Weekend Hip Hop Training Camp Budget

Revenues

City of Saskatoon grant	$1,000
Registration Fees (500 x $500)	$25,000
Sponsorships (confirmed)	$12,000
Dance Elite contribution (fundraising)	$4,000
Concession sales	$5,000
Merchandise sales	$5,000
TOTAL	**$52,000**

Expenses

Facility rental	$20,000
Concession supplies	$2,000
Merchandise	$500
Jennifer Lopez	$10,000
Instructors	$5,000
Administration	$1.000
TOTAL	**$40,000**

Application Three: Saskatoon Summer Street Dance

The Saskatoon Community Group is dedication to connecting people in Saskatoon to each other. We are partnering with local dance organizations Salsa YXE, Dance Flow Free, Ukrainian Dance, The Lindy Hop Group, and We Are Flamenco to hold a street dance on 2nd Avenue in downtown Saskatoon between 2nd St and 19th Street.

Our goal is to get Saskatoon cisitznes dancing from sunrise to sunset on June 21 (the longest day of the year). The head choreographers from each organization have come together to create a special "Saskatoon Street Dance" that is easy to learn and fun for all ages and all ability levels.

Dancers from each company will be at the event to teach the dance to participants and keep the dance going all day long.

Saskatoon Summer Street Dance - Page 2

We are working with the downtown business association to conncect with local business for support of this event. We are presently visiting the elementary schools in Saskatoon to teach this special "Saskatoon Street Dance" to students. At this time 40 classes have confirmed their attendance at the event.

We have received a permit from the city of Saskatoon for this event. This is an entirely volunteer run event.

We are asking for any support you can provide to go towards paying for advertising the event on the radio and on Facebook.

Thank you for your consideration.

How strong was the planning for each project?

_____
_____
_____
_____

How well did each project encourage dance for Saskatoon residents?

_____
_____
_____
_____

Fill in your award recommendations:

Project	Request Amount	Award Amount
1. Get Active	$1,099.75	
2. Hip Hop Camp	$1,000.00	
3. Street Dance	?	
	Total Available Funds:	$1,500.00

Notification

The program guidelines will include information on notification of grant results; most grant funders will let applicants know if their application was or was not successful.

If you don't receive a grant: call and ask for feedback. It's good to know if you missed something important or if the information wasn't clear so you can improve your next application.

In most cases there are more worthy projects than there are funds available: the money simply runs out before it reaches all the applicants.

- Submit your application on time
- Remember to keep a copy of your submission!

Follow-up Reports

If you do get the grant be sure to read the follow-up report information before you start your project – that way you will know what information you need to make note of to include in your report.

Fill out the follow-up report form once your project is completed.

Many of the City of Saskatoon grants do not release any funds until a completed follow-up report is received. In most cases eligible receipts are required before funds can be released. The follow-up report form will have information on reporting requirements and the report due date.

For information on City of Saskatoon Grants visit:

https://www.saskatoon.ca/grants

"Whatever you can do, or dream you can, begin it. Boldness has genius, power, and magic in it!"

– W.H. Murray

City of
Saskatoon