



# DEMYSTIFYING GRANTWRITING

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SPECIAL 2020 EDITION

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**SSFRE, 4/11/2020**

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# SCF Overview

Mission: *“To contribute to quality of life by building endowments, strategic grant making and community leadership”*

SCF builds endowment funds from a wide variety of donors, including unrestricted funds, agency funds, designated funds, field of interest funds and donor-advised funds.



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# SCF Overview

Grants come from a portion of the income earned on the endowed funds.

SCF also assists donors in directing funds to their charities of choice through non-endowed funds, corporate granting programs and funding partnerships

All grants, even unrestricted grants, are awarded according to the wishes of our donors and according to SCF granting policy.



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You Need to Know:

There isn't enough money to  
support every project



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You Need to Know:

Programs and Priorities Change



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You Need to Know:

2020 Changed Everything



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You Need to Know:

“Shoe Horning” rarely gets  
good results



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You Need to Know:

Granting is a Relationship





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# Are You Ready to Apply?

- Have you checked for all of the correct information, including deadlines, current granting policy, eligibility requirements and deadlines? Is your organization a registered charity?
- Have you got all the supporting documentation you will need, such as financial statements, organizational budgets, board lists?
- Have you developed a program or project for which you will be requesting support? Does this include a clear sense of the costs, who will participate, and what outcomes you expect or seek?
- If the project involves partners, have they been consulted and agreed on clear roles and resources contributed to the partnership?



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# Are You Ready to Apply?

- Are you allowing yourself more than a few days to complete the application and submit it?
  - If you are not sure whether your project is eligible for funding, or whether the purposes for which you request funds (within your project) are eligible for funding, have you checked with the Grants Manager?
  - If the project has previously been denied funding, have you found out why? Have you adjusted your request to address any issues from the previous version?



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# Are You Ready to Apply?

- Have you created an online account for your organization and for you as the applicant?
- Have you logged in to ensure that your account is functioning properly and that you can access the application?
- Why am I asking this?



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# Describing Your Project

- Have no more than two people writing the application, preferably only one.
- Read the instructions and respond to all parts of the questions.
  - Be clear, specific and logical in your presentation of ideas.



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# Describing Your Project

- Minimize the rhetoric and philosophy of the project unless it is vital to convey the value of the project. Even so, focus much more on what you will do, and what results your activities will produce.
- Be clear about the activities that will be part of the project.



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# Describing Your Project

- Don't assume that the reviewers will know your organization or jargon. If you use jargon or acronyms, define your terms at least once.
- Be as brief as you can while still capturing the ideas you need to convey.



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# Describing Your Project

- Provide all the information that is requested. Do not provide information that is not requested.
- Check carefully for spelling and grammar. If you are using any material from previous applications, check all references to the grants program, dates, etc, very carefully to avoid awkward errors.



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# Preparing Your Budget

- The clarity and accuracy of your budget is very important. Errors on a budget are among the most likely reasons for refusing to fund a project.
- A budget contains a complete funding plan for the project.





# Preparing Your Budget

- Revenues: The revenues side of the budget should contain complete details on how you plan to fund the project, not just your request to SCF.
- If some revenues are unconfirmed, note this. If some requests are contingent on whether other requests are successful, note this.
- Don't summarize a significant proportion of the revenues as "Other grants and fundraising." To know that the project is viable, we need to see how it will be funded.



# Preparing Your Budget

- Expenses: Give clear details on major categories of expenses.
- While a budget is an estimate, it should be an estimate based on experience and investigation of real costs. It should contain only items you need for the program.
- “If we can get funding, we’ll do this” is not very convincing.
- Be clear what portions of the expenditures will be covered by the grant, if awarded.



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# Talking About Impact and Outcomes

- Be aware of the differences between outputs, outcomes and goals.
- **Outputs:** What you will deliver. What will happen due to your project.
- **Outcomes:** The results created by virtue of your outputs. In other words, what has changed for the person participating?
- **Goals/Objectives:** The broader social changes that can result from your outcomes.



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# Talking About Impact and Outcomes

## **Example: Teen Parenting Classes**

- **Outputs:** 25 teen parents attend the series of 10 classes
- **Outcomes:** The teen parents learn and apply new skills in dealing with children's behaviour and growth, in their own responses and reactions, as well as gaining resources to help them cope with future challenges
- **Goals/Objectives:** Happy families with well-adjusted, well-socialized children.



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# Talking About Impact and Outcomes

- Have a system for evaluating your program objectively.
- Present measurable outcomes whenever possible rather than subjective or anecdotal reactions to your program.
  - SCF applications and followup reports now require an explanation of your methodology for creating change, the numbers and demographics of those served and the measurement of that change.

# THANK YOU!

**DON EWLES**

**Grants Manager**

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