

DIRECTORY OF FUNDING RESOURCES



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Preface

Immigration Partnership Winnipeg (IPW) has created this Directory of Funding Resources for ethnocultural communities. Part of IPW’s major role is to engage stakeholders and facilitate the identification of newcomer needs and priorities.

The Directory is divided into two sections. Section One has a list of potential funders and Section

Two includes tips on how to find and make a successful funding application. Because ethno-cultural communities do the work they do in their communities over their daily jobs, this document would make it easier for them to look for funding for their communities' programs.

Section One - Details about funding for community programs

ENDOW MANITOBA FUND

The Manitoba government has established the Endowed Manitoba Fund in the province. This was in a bid to encourage philanthropic activities and the growth of Community Foundations. The Funds, which will be managed by Winnipeg Foundation, is expected to assist the growth of rural community foundations. These funds will benefits programs that include the following:

- Capacity-building community foundation workshops
- Shared research and development projects
- Information technology enhancement programs
- Virtual communication platforms, such as website development that will enhance communication with the public and internally between community foundations; and
- A commitment to expand the network of rural community foundations.

Grant criteria:

- The recipient must be a qualified grantee:
 - Registered charity, with a CRA number
 - Municipal government; or
 - Non-profit group with a formalized partnership with a registered charity or municipal government.
- Grant funds must be devoted to a specific project, not be used for general operations.
- The project is within the boundaries of the community foundation's area (exceptions may apply).
- The project must benefit the residents of the community.
- The project must not be partisan or political in nature.

NOTE: *These guidelines do not apply to Scholarships.*

The disbursement of grant funds is controlled by the community foundation and may be dependent on project milestones, spending, reports, or any other criteria determined by the community foundation.

<https://www.endowmanitoba.ca/grants/>

Potential Funding Sources for Ethno-cultural Community Groups in Manitoba

This program was necessitated for continuity of Manitoba Multiculturalism policy and its principles of pride, equality, and partnerships.

a) Multiculturalism Secretariat

This is a Manitoba-serving grant that supports program costs such as facility rentals, honorariums, supplies, equipment rentals for community-based organizations promoting cultural exchange in the province. It also supports for ethnocultural languages)

Criteria: Must be a Manitoba Ethnocultural Group or an organization partnering with an ECG.

- Must be not-for-profit
- Must be community-based
- Must be incorporated under provincial or federal law
- Must have membership that is open to the public
- Grant Amount: Usually between \$3500 to \$15 000
- Application Deadline: April 30th and Oct. 31st but must contact a month before

It is found at <http://www.gov.mb.ca/chc/multiculturalism/ecsp.html>

b) Government of Manitoba grants

This is a more centralized provincial government webpage that displays links to a variety of grants. Few of these grants will be highlighted below and the rest you can check on the website and checkout what will fit the needs of intended funding application

- Sport, Culture, and Heritage
- Manitoba Arts Council
- Manitoba Lotteries

- Winnipeg Foundation
- Manitoba Community Services Council
- Sport Manitoba
- Participation Teen Challenge
- PHE Canada (Physical and Health Education Canada)
- Central Neighbourhoods Development Corp.

Section One - Details about funding for community programs

Criteria:

- Criteria varies depending on the grant
- Grant Amount: Grant amount varies depending on the grant
- Application Deadline: Application deadline varies depending on the grant It is

found at http://www.gov.mb.ca/chc/multiculturalism/other_grants_resources.html

c) Manitoba Arts Council

The Council webpage offers variety of grants that provide funding for initiatives related to arts and culture

Criteria:

- Criteria varies depending on the grant
- Grant Amount: Grant amount varies depending on the grant
- Application Deadline: Application deadline varies depending on the grant

It is found at <https://artscouncil.mb.ca/>

d) Sport Manitoba

It is an institution connected with the Province of Manitoba that provides a number of grants in the province for the development of sports and athletes, including initiatives to get children involved, fund female athletes, etc.

Criteria:

- Criteria varies depending on the grant
- Grant Amount: Grant amount varies depending on the grant
- Application Deadline: Application deadline varies depending on the grant

It is found at <https://www.sportmanitoba.ca/resources/funding/>

e) Community Incentive Grant Program

Community Incentive Grant Program is established to support non-for-profit community organizations “to undertake improvements or purchase capital assets that are available for public use or will enhance public use of a space or facility” (<https://www.winnipeg.ca/cms/recreation/cigp.stm>).

This fund is opened to not-for-profit organizations that promote health and wellness services in the community. This refers to “a corporation or an association that conducts business for the benefit of the public without shareholders and without a profit motive. Any profit that is made is used to further the goals or under- taking of the organization. Profits must not be used by the individuals involved for their own personal financial gain”.

Section One - Details about funding for community programs

Criteria:

1. Organization is a non-profit community organization that contributes to the health and well being of the community.
2. The project is a capital improvement or the purchase of a capital asset that will be retained for more than one (1) year.
3. The project is available for public use or will enhance public use of the space or facility.
4. Project will be initiated and substantially completed within two (2) years of award.
5. Total City of Winnipeg contribution is 50% or less of the total project costs.

It is found at <https://www.winnipeg.ca/cms/recreation/cigp.stm>

Grant: 50% or less of total project costs.

Deadline: Applications are accepted throughout the year.

f) United Way (Organizational Development Fund)

The Organizational Development Fund, offered through United Way, provides funds for capacity building in an organization, primarily through the development of plans and policies relating to strategic and business planning, human resources, governance and leadership, financial management, research, and strategic alliances and partnerships

Criteria:

- Must be a non-profit organization that is based in Winnipeg and working in the health and social ser- vices sector
 - Does not fund capital purchases, staff training, space rental, workshop registrations, etc. •
- Grant Amount: Maximum \$5000
- Application Deadline: April 1st 2021 and November 30th 2021

It is found at <https://unitedwaywinnipeg.ca/small-grants/>

Section One - Details about funding for community programs

Government of Canada potential funding opportunities for communities

a) The Government of Canada funding for economic and social developments

These grants are for programs for jobs, training, Language, youth programs and social development projects.

Criteria

- varies depending on the grant.
- Also grant amount and application datelines varies depending on the grant. It is found at

<https://www.canada.ca/en/employment-social-development/services/funding.html>

b) Canadian Heritage: Funding for cultural, history and sports

The general list of funding includes any different types of funding that may be of interest to ECGs (such as funding related to Media, traveling exhibits, Music, the Court Challenges, Sports, and Youth-focussed programming)

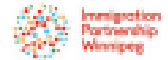
The list for funding opportunities is very long. You may want to explore to see what would fit your funding needs. We will highlight only here few out of the list.

c) Supporting Black Canadian Communities Initiative:

The initiative aims to provide funding through a fair and transparent process, and otherwise support Black community organizations across Canada to increase their organizational capacity in the areas of:

1. Facilitating access to funding from a more diverse range of funding sources

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2. Enhancing organizational governance to provide greater organizational stability and improved planning and oversight functions
3. Enhancing operational management effectiveness and efficiency

The deadline to apply for the funding is October 22, 2021

Apply at <https://sbcc-acnc.smapply.ca/prog/SBCC/>

d) Inter-Action: Multiculturalism Funding Program Events (Federal Government)

This is a national program that provides funding to community-based events that promote inter cultural understanding; the primary intention is to create concrete opportunities for interaction among cultural, faith, or ethnic communities

Criteria

- Must be a Canadian not-for-profit organization, association, or unincorporated group of individuals
- The event must demonstrate involvement of more than one single cultural, religious, or ethnic community and establish opportunities for interaction among them,
- Must foster intercultural understanding and/or respect for core democratic values, • Must be open and intended for the general public
- Grant Amount: up to 50 percent of the total cash expenses of the event (maximum \$25 000)
- No deadline. Check the website regularly. <https://www.canada.ca/en/canadian-heritage/services/funding/community-multiculturalism-anti-racism/projects/forms.html>

Section One - Details about funding for community programs

e) Building Communities Through Arts and Heritage (BCAH): It was created to help you celebrate your community – both its past and its present. This program increases opportunities for local artists, artisans, heritage performers or specialists to be involved in their community through festivals, events, and projects. It also allows local groups to commemorate their local history and heritage. BCAH offers funding through three separate components:

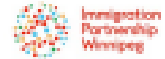
- Local Festivals: The Local Festivals component provides funding to local groups for

recurring festivals that present the work of local artists, artisans, and heritage performers. Read more about who can apply for funding through the Local Festivals component.

Community Anniversaries:

- The Community Anniversaries component provides funding to local groups for non-recurring local events, with or without a minor capital project. Eligible events and capital projects are those that commemorate the 100th anniversary or greater (in increments of 25 years) of a significant local historical event or personality. Projects that commemorate the 75th

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anniversary of locally significant events related to the Canadian participation in the Second World War are also eligible. Eligible capital projects such as community art projects, restoration of objects, community history books, statues and murals can be funded up to a maximum \$25,000. Read more about who can apply for funding through the Community Anniversaries component.

- **Legacy Fund:** The Legacy Fund component provides funding for community-initiated capital projects that restore, renovate, or transform an existing building or exterior space (such as a statue, community hall, monument, garden or work of art) intended for community use. Eligible capital projects are those that commemorate the 100th anniversary or greater (in increments of 25 years), of a significant local historical event or personality. Projects that commemorate the 75th anniversary of locally significant events related to the Canadian participation in the Second World War are also eligible. Read more about who can apply for funding through the Legacy Fund component.
- **Celebrate Canada** provides funding to community-based activities celebrating and promoting National Indigenous Peoples Day on June 21, Saint-Jean-Baptiste Day on June 24, Canadian Multiculturalism Day on June 27, and Canada Day on July 1. These celebrations enable Canadians to appreciate Canada's cultural, ethnic, linguistic, and geographic diversity. The expected results of Celebrate Canada's support of community-based activities
- **Commemorate Canada:** this program provides funding to initiatives that commemorate and celebrate historical figures, places, events, and accomplishments of national significance.

Section One - Details about funding for community programs

Criteria:

- Must be of national interest and national or multi-regional in scope – see Anniversaries of significance in 2017 for examples of commemorations that could be supported through funded initiatives.
- Must include a learning component to increase Canadians' knowledge of Canada's history. • Must enhance the sense of pride and belonging to Canada.
- Must provide opportunities for Canadians to participate in commemorative activities and/or celebrations of national significance.

- Must engage at least one of the following target groups: youth, Aboriginal, Official Languages linguistic minority communities, or ethnocultural communities; and
- Must have obtained financial or in-kind support from other sources (applicant and/or partners).
- Must be a program favours commemorations and celebrations marking 25th, 50th, 75th, 100th anniversaries and subsequent anniversaries in increments of 25 years.
- There is no deadline though it's recommended that applicants submit at least 6 months before the start of the project.



It is found <https://www.canada.ca/en/canadian-heritage/services/funding/building-communities.html>

Various Funding for organizational capacity building and community supports

a) Maytree Foundation

It is a national charity that funds initiatives that address systemic causes of poverty and safeguard social and economic rights. It aims to develop leadership and skills capacity among civil society and to strengthen the connections among civic communities

Criteria:

- Must be a registered charity with an explicit mandate to reduce poverty and build strong civic communities
- Does not fund equipment purchases, building and renovation costs, conferences, and workshops, religious activities, programs/services that are part of the government's mandate, etc.
- Grant Amount: There is no set amount
- Application Deadline: No deadline It is found at <https://maytree.com/grants/>

Section One - Details about funding for community programs

b) Assiniboine Credit Union (Community Grants) for community support

It is a Manitoba-serving initiative that funds office equipment upgrades, professional development, public awareness, and strategic plans.

Criteria:

- Must be a non-profit organization, association, society, charity, or social enterprise working to

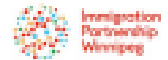
- in- crease the social and economic participation of marginalized members of the community, to address environmental sustainability, or to develop community enterprises
- Does not fund an ongoing program, political party, competitive sports organization, or religious activity
- **Grant Amount:** \$500 to \$5000
- **Application Deadline:** May 1st and November 1st, dates likely to be the same It

is found at found at

<https://www.acu.ca/en/about/our-community/community-grants-sponsorships-and-prize-donations>

c) Communities at Risk

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Security Infrastructure Program (SIP): The purpose of the SIP is to support the implementation of projects to help communities with a demonstrated history of being victimized by hate-motivated crime through the enhancement of their security infrastructure. Public Safety Canada receives applications from December 1st to January 31st and from June 1st to July 31st of each year. It is found at <https://www.publicsafety.gc.ca/cnt/cntrng-crm/crm-prvntn/fndng-prgrms/scrt-nfrstrctr-prgrm-en.aspx>

d) Community Resilience Fund (CRF) Criteria

- Enhancing research capacity to support a CRV Centre of Excellence for policy development, programming, and engagement activities.
- Supporting evidence-based models and promising practices which address known risk and protective factors to prevent radicalization to violence.
- Building capacity to address radicalization to violence through expert knowledge, enhance cooperation and knowledge transfer to key stakeholders; and
- Empowering local communities to take steps to prevent all forms of radicalization to violence.
- The next intake date is to be determined.

It is found at <https://www.publicsafety.gc.ca/cnt/bt/cc/fg-en.aspx>

Section One - Details about funding for community programs

e) United Way (Organizational Development Fund).

The Organizational Development Fund, offered through United Way, provides funds for capacity building in an organization, primarily through the development of plans and policies relating to strategic and business planning, human resources, governance and leadership, financial management, research, and strategic alliances and partnerships

Criteria:

- Must be a non-profit organization that is based in Winnipeg and working in the health and social services sector
- Does not fund capital purchases, staff training, space rental, workshop registrations, etc.

Grant Amount: Maximum \$5000

It is found at <https://unitedwaywinnipeg.ca/small-grants/>

f) Assiniboine Credit Union (Community Sponsorships) This fund is geared towards community fundraisers (if an ACU member), arts and cultural events in Manitoba, community festivals, and celebrations

Criteria:

- Must be a non-profit, registered charity, or co-operative
- The event must not be a third-party fundraiser, religious activity, or sporting event •

Grant Amount: \$500 to \$2500

- **Application Deadline:** No deadline, but should apply at least six weeks before the event

It is found at <https://www.acu.ca/en/about/our-community/community-grants-sponsorships-and-prize-donations>

**g) Per Capita Grant (offered through City Council)**

The office of each City Councillor can assist residents in their area with applying for the Per Capita Grant; the grant is often used for organizing block parties and community functions

Criteria:

- There is no official criteria, but must be organizing something that will benefit the ward •
- Grant Amount:** \$100 to \$500
- No deadline

Contact the City Councillor's office in your ward for further information, or email CityClerks@winnipeg.ca

h) Thomas Sill Foundation

It is a Manitoba-serving charity that funds capital, operating, or project related costs in the areas of arts and culture, heritage, community development, education, etc.

Criteria:

- Must be a registered charity
- Funds a diverse number of projects – must consult with the organization to know if eligible or not
- **Grant Amount:** Ranging from \$500 to \$100 000
- No deadline: can take four months from date of application to receive a response

It is found at <http://thomassillfoundation.com/grants-update-2/>

i) Catherine Donnelly Foundation

It is a national charity that have grants have for volunteer capacity building, advocacy, policy development, research.

Criteria:

- Must be a registered Canadian charity; preference given to organizations working with persons not served by traditional programs, when programs have the potential to be imitated in other communities, and when the organization can partner with other like-valued organizations
- Does not fund operating deficits, retroactive funding, fund raising campaigns, etc. • Grant Amount: Ranging from \$5000 to \$100 000

It is found at <http://www.catherinedonnellyfoundation.org/grants.html>

j) Healthy Together Now

It is a Manitoba-serving charity that funds programs that prevent chronic disease in Manitoba and past funded programs included:

- Community gardens
- Community sporting,
- Nutritional education
- Food security, etc.

Section One - Details about funding for community programs

Criteria:

- Eligible projects must address at least one of the four focus areas, which are: physical activity, healthy eating, tobacco reduction, and mental wellbeing

- **Grant Amount:** Information not provided
- **Application Deadline:** Must speak with your regional health authority to determine exact date

It is found at <https://healthytogethernow.net/community-funding/>

k) T.D. Friends of the Environment Foundation funds environmental projects across Canada It is for organization with Charitable Registration Number

Criteria:

- projects include schoolyard greening and outdoor classrooms, citizen science projects, community classrooms, recycling/composting programs, in-class/indoor and outdoor environmental education programming, etc.
- Does not fund capital costs/infrastructure, playground equipment, venue/equipment rentals, projects occurring on private land, etc.
- Grant Amount: Usually between \$2000 and \$8000
- Winter submission deadline is January 15th and summer submission deadline is July 15th

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It is found at <https://www.td.com/ca/en/about-td/ready-commitment/funding/fef-grant/>

l) SPARK

It is a Winnipeg-based service of the Canadian Community Economic Development Network that seeks to strengthen community groups working for social and economic change; SPARK passes on knowledge, re- sources, and expertise through referrals, workshops, and pro bono matches with skilled professionals

Past services have included legal advice, communication plans, marketing plans, mentoring, etc.

Criteria:

- Must be a community organization, non-profit, or worker co-op located in Winnipeg, be addressing a social issue using a community development approach, have the capacity to carry on the project after the matched professional has departed, and have limited or no ability to pay for the services required
- Grant Amount: N/A
- There is no deadline; contact the organization to discuss a proposal

It is found at <http://sparkwpg.ca>

Potential funding opportunities for youth programs

a) Urban/Hometown Green Team

It is a Manitoba-serving government program that provides summer employment opportunities (May 1st to August 31st) for youths aged 16 to 24 by matching them with a community organization; Green Team subsidizes the wages.

Youth matched to an organization have undertaken a variety of tasks, including coordinating/supervising activities for children, maintaining community vegetable gardens, community beautification, etc.

Criteria:

- Must be a non-profit organization in Winnipeg or rural Manitoba, provide a minimum 150 regular hours of employment, have Workers Compensation coverage for all approved employees, etc.
- **Grant Amount:** Organization will be reimbursed the Manitoba minimum wage and 4% vacation allowance for each approved program employee as well as up to \$250 in support

costs for each approved position

- **Application Deadline:** January 15th (Tentative)

It is found at <https://www.gov.mb.ca/mr/bldgcomm/greenteam.html>

b) Youth United Grant (United Way)

This is a grant of up to \$1000 awarded to youth-led projects that contribute to positive social change in Winnipeg

Criteria:

- At least one of the group members must present the proposal at one of the group presentation evenings, *inquire about age limits when applying
- **Grant Amount:** Maximum \$1000
- **Application Deadline:** November 3rd for project presentations on November 16th, January 19th for project presentations on January 31st, and March 23rd for project presentations on April 4th

It is found at <https://unitedwaywinnipeg.ca/youth-united>

c) Youth Leaders in Action Scholarships (United Way):

Information on these scholarships is not currently available but is expected to be updated soon. When these scholarships are updated, information on them the website

It is found at <https://unitedwaywinnipeg.ca/youth-united/>

d) The Youth Gang Prevention Fund (YGPF):

Specifically helps youth with a demonstrated history of serious violence and/or who are clearly at risk of joining gangs and/or are already in gangs. Applications are due October 6th 2021 Recipient could receive for a fiscal year is \$1,500,000 and the amount cannot exceed a maximum amount of \$7,500,000 over a period of five years

It is found <https://www.publicsafety.gc.ca/cnt/cntrng-crm/crm-prvntn/fndng-prgrms/yth-gng-prvntn-fnd-en.aspx>

e) Youth Take Charge:

The Youth Take Charge Program aims to strengthen youth attachment to Canada through engagement. Our key expected results include youth being engaged in communities and aware of the

importance of being an active and engaged citizen. In this context, youth is defined as individuals between 7 and 30 years of age. We support organizations delivering youth-led projects that exemplify the ability to strengthen youth attachment to Canada and involve activities in one or more of four thematic areas:

- Arts and culture
- Civic engagement and youth service
- Economic activities; and
- History and heritage
- Application deadline is September 17.

It is found at <https://www.canada.ca/en/canadian-heritage/services/funding/youth-take-charge.html>

f) Exchanges Canada:

This program helps youth to enhance their knowledge and understanding of Canada, while socializing with other young Canadians.

It is found at <https://www.canada.ca/en/canadian-heritage/services/funding/exchanges-canada.html>

Section One - Details about funding for community programs

g) Young Canada Works:

It offers a variety of summer job and internship programs to job seekers and employers.

<https://www.canada.ca/en/canadian-heritage/services/funding/young-canada-works.html>

h) Destination Clic

It is a summer bursary program for francophone students who attend a French-as-a-first-language

school and live outside of Quebec. <https://www.canada.ca/en/canadian-heritage/services/funding/destination-clic.html>

<https://www.canada.ca/en/canadian-heritage/services/funding/destination-clic.html>

All found at <https://www.canada.ca/en/canadian-heritage/services/funding.html>

i) Jumpstart (Canadian Tire):

It is a national charity that provides organizations with funding to run physical activity, sports, and recreation programming for children aged 4-18 from families in financial need

Criteria

- The activity must run for a minimum of 5 daily sessions, and at least 5 hours in length; have a minimum of 25 participants and the children must be from families in financial need
- Grant Amount: Information not provided

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- Application Deadline: October 1 – For programs starting between January 1 and April 30
- February 1 – For programs starting between May 1 and August 31
- May 1 – For programs starting between September 1 and December 31

It is found at <http://jumpstart.canadiantire.ca/en.html>

j) Graham C. Lount Family Foundation: It is a Winnipeg area serving organization that provides funding for programs that support healthy development and personal growth opportunities for vulnerable children and youth

Criteria:

- Must be a charitable organization serving the Winnipeg area
- Grant Amount: Usually a maximum of \$15 000
- Application Deadline: May 1st

- This foundation also provides funding to summer programs

It is found at – found at <http://www.lountfdn.org>

Section One - Details about funding for community programs

k) Goodlife Kids Foundation

It is a national charity that provides funding for programs that promote an active lifestyle for children aged 4 to 14 with an intellectual or physical disability

Criteria:

- Must be a registered charity and the program must have a clear outcome for increasing physical activity for children with a disability
- New or replacement playground development, breakfast/snack/lunch programs, and organizations that financially support children to participate in a program run by another organization are ineligible
- Equipment can be included in the grant only if it is utilized in a specific program •

Grant Amount: Maximum \$10 000

- **Application Deadline:** Early every year (currently determining a deadline) It

is found <http://www.goodlifekids.com/grant-program/overview/>

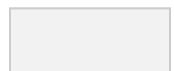
l) University of Manitoba Faculty of Social Work

The Faculty of Social Work facilitates practicum placements for its students, partnering students with an organization undertaking different forms of social work

Criteria:

- There are a number of qualifications in order to partner with the Faculty of Social Work that are listed on the Faculty's website, including:
- The setting is be able to provide a sufficient range, quality, and level of experience to enable the student to achieve the faculty's objectives for field instruction, or to work collaboratively with the faculty in exploring ways in which these can be achieved.; The setting should ideally be able to provide educationally-sound placements for at least two social work students, thereby fostering peer learning; There is sufficient time allocated to the staff assigned as agency resource persons to function as field instructors (agency-based instruction) • Grant Amount: N/A
- Application Deadline: Contact the faculty for deadlines

It is found at https://umanitoba.ca/faculties/social_work/programs/field_education/973.html



m) Work-Study Program (Department of Urban and Inner-City Studies – University of Winnipeg):

This is a program offered in partnership with the University of Winnipeg’s Department of Urban and Inner-City Studies and United Way. It matches students with community organizations, where they can work for a period. If your organization is interested in hosting students, contact the department for more information.

It is found at <https://www.uwinnipeg.ca/urban-inner-city-studies/contact-us.html>

n) Practicum Program (Developmental Studies – University of Winnipeg).

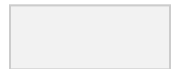
This program matches students in the practicum portion of their Developmental Studies degree with a community organization, where the student would work for a period. If your organization is interested in hosting students, contact the department to discuss for more details.

It is found at <https://www.uwinnipeg.ca/developmental-studies/>

Funding opportunities for women related programs

a) Women and Gender Equality Canada

Women and Gender Equality Canada works to advance equality with respect to sex, sexual orientation, and gender identity or expression through the inclusion of people of all genders, including women, in Canada’s economic, social, and political life. Funding opportunities are available through the women’s program, the gender-based violence program, and the Equality for Sex, Sexual Orientation, Gender Identity and Expression Program.



Criteria

- Funding is not provided for ongoing activities, such as an organization's operations and administration.
- Also, as available funds are limited, not all qualified applicants may receive funding.

It is found at https://women-gender-equality.canada.ca/en/funding/funding_programs.html#opportunities

Grants in Order of Application Date

- Goodlife Kids Foundation

- Urban/Hometown Green Team – January 15th
- Community Incentive Program – January 15th
- T.D. Friends of the Environment Foundation – January 15th
- Youth United Grant – January 19th for project presentations on January 31st • Winnipeg Foundation (one-time community grant) – January 30th for a May decision • Jumpstart – February 1st for programs starting between May 1st and August 31st • Catherine Donnelly Foundation (environment and adult education) – Feb 8th • Youth United Grant – March 23rd for project presentations on April 4th
- Inter-Action: Multiculturalism Funding Program (Federal Government) – March 24th. The specific deadline date may change from year to year, so please check website before considering a submission.
- Winnipeg Foundation (Major Capital Grant) – March 30th
- Winnipeg Foundation (Multi-Year Grant) – April 30th
- Ethnocultural Community Support Program (Manitoba Government) – April 30th • Jumpstart – May 1st for programs starting between September 1st and December 31st • Graham C. Lount Family Foundation – May 1st
- Assiniboine Credit Union Community Grants - May 1st
- Aviva Community Fund – September 13th to October 2nd
- Winnipeg Foundation (one-time community grant) September 30th for a January decision • Jumpstart – October 1st for programs starting between January 1st and April 30th • Ethnocultural Community Support Program (Manitoba Government) – October 31st • Assiniboine Credit Union Community Grants – November 1st
- Youth United Grant - November 3rd for project presentations on November 16th

Section Two - Tips for a successful funding application

Section Two - Tips for a successful funding application

This section provides tips on how to search for funding and develop a proposal satisfactory to a funder. It is one thing to have general information about funding, but then again, another thing, to

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find the right match to your project and or come up with expected funding proposal. This section offers few tips on how to do that.

Right match

Before searching for funding on your own – ask your other members of your community if they know of an appropriate funder that could match the project you are developing. To find funders that best match the type of project you are seeking resources for, consider the following:

- Understand funders priorities & figure out if your project theme matches their interests • Look at the funders website to see what they have funded before. Things like size of grant, type of

- project, geography, target group – is it a good fit?
- Different funders require different approaches and styles of proposals
 - Foundations and smaller funds like touchy feely, stories, photos, anecdotal
 - Federal government want stats, data, evidence based, quantitative, measurable
 - Corporate funders often like a mix of both!

What to do and/or look for after you find the right funder(s)?

a) Look at the deadlines and create a backwards timeline.

These are few things you need to keep in mind or consider doing:

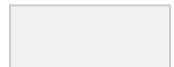
- Continuous intake vs deadlines
- You should make sure that your final draft is reviewed by another community member at least 2 weeks before the submission deadline – in case any changes need to be made
- Sometimes granters will offer to review your proposal and give feedback if you send a draft well before the deadline – if this is an option, try to take advantage of it
- Give yourself time between when you want to start your project and the application deadline in order to give funders enough time to review your application and decide about your funding. This can often take several months. (Most funders don't provide grants for projects that have been completed)

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b) Learn more about the funder's application process:

- Letter of Intent – some organizations have a two-step application process
- Application form – most organizations have an application form

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c) If you are the main contact, build a relationship with your funder.

- RELATIONSHIPS (a phone call to a funder is very important)
- Call the funder – Ask to speak to a Grants Officer and mention the specific grant you would like to apply for. Tell them who you are, talk about your organization and its good work.
- Follow up with an email, including some info about your org.
- Invite them for a visit or set up an initial meeting

d) Importance of networking or reaching out to partners, friends and or funders!

- You need to have established relationships with people – as often the funding is not available/ accessible to orgs that don't have the relationships.
- Examples of the importance of funder relations
 - A Foundation calling to say there was a private donor and they thought of our org
 - Manitoba Local Government dept – having a fund focused on Urban Renewal with no application process – just had to call around and find out about this \$.
 - City Councillors, MLA's – have a pot of Discretionary Funds that they can use on projects they believe in – if you have a relationship, can tap into these funds for events, trainings, or pilot projects
 - Slippage – at the end of the year (Dec/Jan) – governments often have unused spending and will sometimes put a call out to organizations about small projects or capital needs
 - Handover of trust – if funders see you working well with established orgs, it will give you credibility
 - Bigger agencies can help you – ie: SNA lending IRCOM their van for youth sports programs, B&G Club giving IRCOM their policies
 - Collaboration is often needed to access some grants

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Tips on Budget making

- When creating a budget – make sure you add 10-15% for administration. These funds can cover:
- A staff person, an accountant, space rental, office supplies, communication, insurance, and other key overhead costs

- If you are trying to find funds for a core staff, it can be a challenge. One way to do it is by pulling admin lines together to create enough funding for a staff person.
- For example – if you get \$200,000 in program grants (say 4 x \$50K) and you ask for 15% admin on each of these grants and find a free space to work from, you could have \$30K in admin to hire

a staff person

- Some project grants (like Green Team for example) will not let you ask for any admin • If you are not allowed to charge administration, but still have costs to cover – you should add some

lines into your budget that allow you to get some flexible funds. For example: • Communications, supervisory time, supplies, training, promotions, marketing, delivery assistance etc.

- Some government funds will not pay for an administrative assistant, but they may pay for a project assistant – who could do similar work.
- Mandatory Employment Related Costs (MERC)
- If you do have staff as part of your budget – don't forget to add a line for MERC's
- Mandatory Employment Related Costs – Canadian Pension Plan (CPP), Employment Insurance (EI) – this should be around 12.5%, if you have benefits to cover add another 4-5%

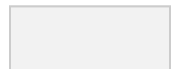
Things to do before sumitting an application

- invite to event
- Relationships – phone calls, tours,
- Matching priorities – the right fit
- Strong, clear, error free Cover letters
- Letters of support (you draft it, your partner edits it and puts it on letter head) • A nice website (especially for out-of-town funders). If you have one
- Establish your credibility – track record, right people on your board etc.
- Spend more time revising than you spend writing – have a colleague edit, then re-edit... • A proposal isn't just informing, it's selling! Honesty & Spin!
- Start with your funder's needs
- Focus on outcome, not process

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- Be specific about program and funding
- Prove you can do it – show what you can do with small grants first

Using the language and priorities of your funder



Using the language and priorities of your funder can help you find success in getting your grant! Make your proposal capture and reflect the language of the funder. Below are few examples of words one could use based on the funding requirements:

a) Focus/Priority: Crime Prevention Project

Key Words:

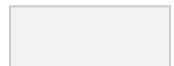
- Decrease anti-social behaviour
- Reduce delinquency and problem behaviour
- Support at-risk youth
- Increase safety
- Decrease incarceration rates
- Prevent re-offending/recidivism
- Increase attachment to school
- Create positive role models
- Foster self-esteem/self-confidence
- Make healthy lifestyle choices
- Positive peer supports
- Gang exit strategies
- Targeted & integrate interventions
- Decrease violent behaviours
- Address substance abuse
- Conflict resolution
- Restorative justice
- Provide healthy alternatives
- Social re-integration
- Increase protective factors
- Intervening on risk factors
- Wrap-around approach

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b) Focus/Priority: Community Development

Key Words:

- Neighbourhood revitalization



- Urban renewal
- Community development & Community Economic Development \bowtie Capacity building • Partnerships
- Community driven/community led
- Community engagement
- Build on the strength of ...
- Strengthening local capacity
- Addressing neighbourhood priorities
- In consultation with community
- Community self-sufficiency, resilience
- Community pride
- Increasing neighbourhood stability
- Balanced, equitable, sustainable communities
- Local ownership and decision making

c) Focus/Priority: Healthy Living

Key Words:

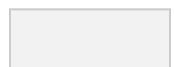
- Disease prevention
- Smoke Free
- Active Living/Active lifestyle
- Physical fitness
- Wellness
- Mindfulness
- Fit physically, mentally, and spiritually
- Holistic living
- Work/life balance
- Healthy Choices
- Eating well/Nutrition
- Stress reduction
- Creating environments/conditions
- Increase quality of life
- In motion
- Recreation
- Healthy Eating Choices
- Emotional wellbeing

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d) Focus/Priority: Settlement

Key Words:

- Successful integration



- Facilitating adaptation of newcomers
- Transition into the host society
- Moving toward economic independence
- Acquiring/ improving English language proficiency
- Bridge-training
- Acquiring relevant life skills
- Learning local customs and norms
- Navigating new systems
- Addressing intergenerational issues
- Providing tools, information, supports
- Developing cultural fluency
- Creating resiliency
- Pathway to citizenship
- Enhance retention
- Promoting rights & responsibilities
- Reducing social and cultural barriers
- Developing responsive programming
- Integrating into the mainstream
- Pluralism, multiculturalism, interculturalism
- Support ethno-cultural communities
- Contribute to the economy
- Address unique settlement needs
- Active member of society
- Establishing linkages/networks
- Credential recognition
- Enhanced settlement supports for high needs newcomers
- Developing employment readiness
- Positioning newcomers for success
- Coordinated service delivery
- Building strong, vibrant, inclusive, healthy communities