

# WRITING A GREAT GRANT APPLICATION

## TIPS FOR IMPROVING YOUR APPLICATION'S SUCCESS

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# AGENDA

**PART One:**  
**Granting Context at the Municipal  
Government Level**

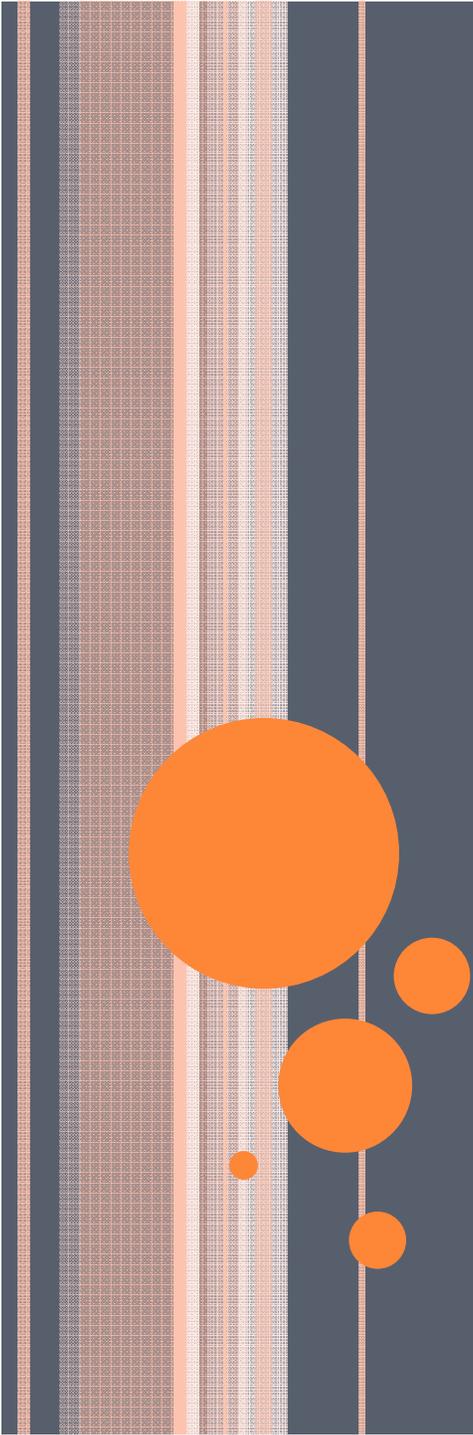
**PART Two:**  
**Preparing to Write Your Application**

**PART Three:**  
**Writing Your Application**

**PART Four:**  
**Avoiding Pitfalls**

**Questions & Answers**

*“A grant application is a reflection of your organization, the quality and value of your work, and the impact it has on the community.”*



# MUNICIPALITIES & GRANT GIVING

The Legal Framework

## THE LEGAL FRAMEWORK

- Municipalities operate within the parameters of the Municipal Act.
- *Section 107* of the Municipal Act enables municipalities to “make grants...”
- *Section 107* is silent to whether a grant can be “monetary” in nature
- Courts have ruled a municipality “has the authority to bestow a grant... which maybe monetary in nature”

# GRANTING POLICY

Every municipality operates differently respecting the provision of grants

Granting policy establish the parameters through which Council will carry-out the process. It defines:

- Purpose and Strategic direction;
- Administrative structures;
- Authority;
- Areas of responsibility; and
- Specific Actions

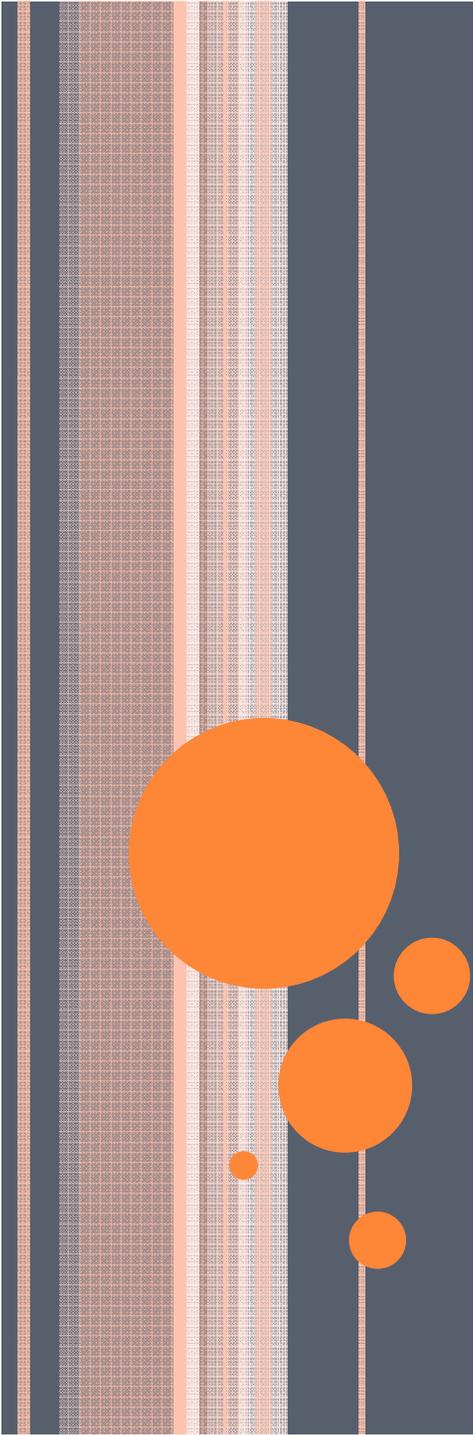
# THE CITY OF MISSISSAUGA

Granting focus on 4 service areas:

1. Arts & Culture
2. Festival & Celebrations
3. Heritage Preservation
4. Community Development

Eligible recipients include:

1. Registered Not-for-Profits
2. Groups (non-registered)
3. Property Owners



## SO, YOU'RE CONSIDERING A GRANT APPLICATION?

Your success will depend upon your  
preparedness and your planning...

# BEING PREPARED: KEYS TO YOUR SUCCESS

1. Understanding the grant context
2. A well defined concept
3. Clearly defined service
4. Demonstrated organizational capacity
5. Linkages between budget & outcomes

# NAVIGATING GRANTING PROCESS

## ASK YOURSELF...

- Have I researched all available granting opportunities?
- Have I identified and sought out past organizations who have successfully applied for grants?
- Have I discussed my proposal with the grant administration staff?
- Have I confirmed my organization and service is eligible for consideration?

## DEFINING VALUE AND NEEDS: ASK YOURSELF...

- What program or service gaps will you address? Why are these critical?
- What are your program and service goals, objectives, and activities?
- What are the intended results? What changes will occur as a result of your services?
- How will your proposed program or service support the mission of your organization, and that of the granting body?

## DEFINING THE PROGRAM DETAILS: ASK YOURSELF...

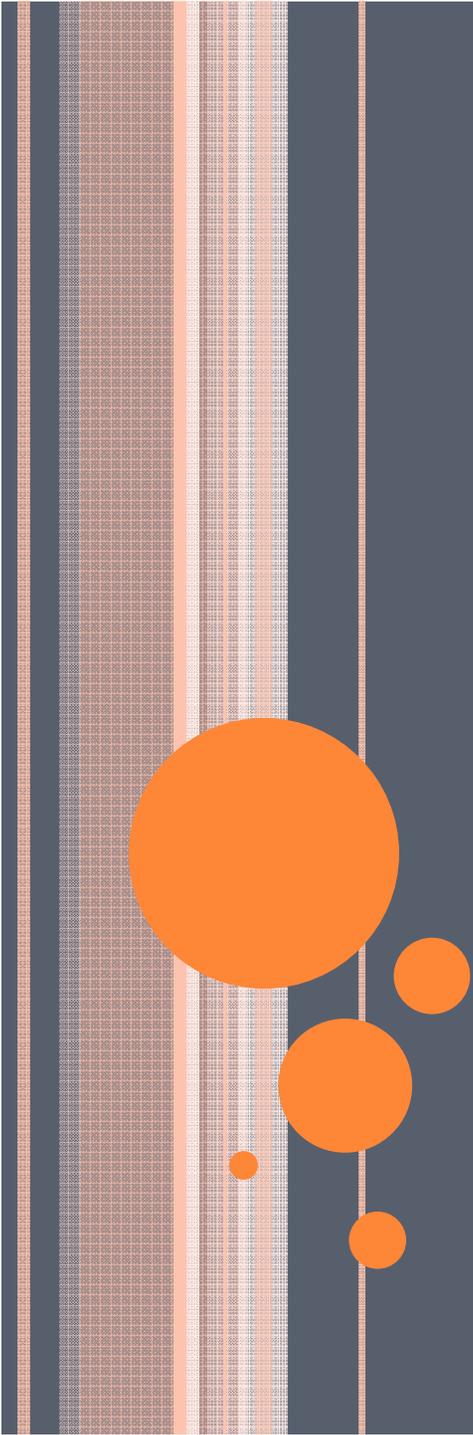
- Who are the stakeholders you will work with to deliver the program and services? How have they been consulted, and how will they be involved?
- What is the timeline and required resources (financial and staffing) for the service?
- How will you monitor and evaluate the impact of your services?
- How will the program and service continue after the grant?

## CLARIFYING YOUR GOVERNANCE ASK YOURSELF...

- What is your organizational and governance structure?
- What are the roles and responsibilities?
- What are the relevant skills of your staff and volunteers?
- What are the organization's most recent accomplishments?
- What networks do you belong to?  
What partnerships have you formed?

## LINKING BUDGET TO OUTCOMES: ASK YOURSELF:

- How will funding be used to support the goals, objectives and activities?
- What revenues are expected? What monetary or in-kind contributions have you secured?
- How will you account for expenses? What systems and process are in place to address potential deficit?

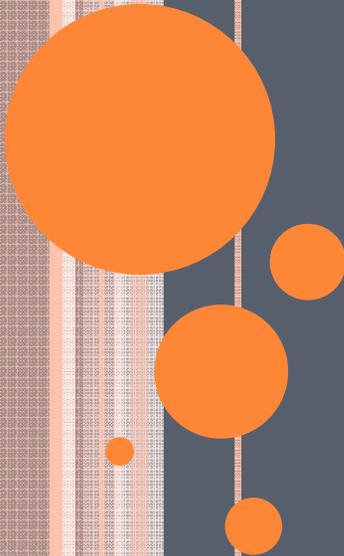


## SO, YOU'RE READY TO WRITE

Your success will depend upon  
how persuasive and cohesive you  
make the grant application...

# THE GRANT WRITER'S APPROACH:

- Start with a Draft
- Write in Your Own Voice, Clearly and Directly
- Ask For Feedback
- Check for Errors
- Ensure completeness



## KEYS FACTORS TO ADDRESS:

- Relevance
- Feasibility
- Impact
- Sustainability
- Capacity
- Credibility
- Financial Management

# RELEVANCE

## YOUR APPLICATION MUST...

- articulate how the service will address known needs, and/or build on local opportunities
- define the manner in which the benefactors of the program and service will be involved
- demonstrate how the service will address a diverse population
- Identify measure you will use to evaluate the program's success

# FEASIBILITY

## YOUR APPLICATION MUST...

- Identify examples of the proposed service application elsewhere, and the factors for its success
- Provide documentation showing the service can be practically delivered, with minimal risks
- Demonstrate the budget is appropriate for the scope
- Prove the service is manageable within the stated timeframe

# COMMUNITY IMPACT YOUR APPLICATION MUST...

- Clearly outline the results of the service and how it will be measured
- Identify the specific qualitative and quantitative impacts to the community served
- Identify any potential impacts which may occur beyond the specific objectives of the service

# SUSTAINABILITY

## YOUR APPLICATION MUST...

- Define lasting benefits from the service following completion
- Identify the partnerships which will help sustain the services
- Describe plans to continue service beyond the life of a grant, and funding opportunities available
- Present a clear business plan for building a sustainable future

# ORGANIZATIONAL CAPACITY YOUR APPLICATION MUST...

- Highlight experiences and successes of endeavors of equal size, scale, and focus
- Identify relevant staff and board skills which will ensure success
- Clearly describe the organization's governance model, and its relevance to the proposed service

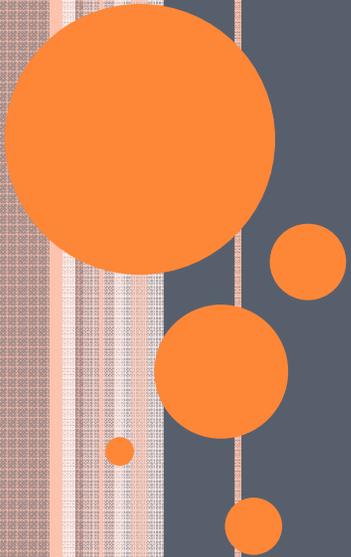
# CREDIBILITY

## YOUR APPLICATION MUST...

- Provide evidence of organizational achievements, and relate these to the proposed service
- Describe the organization's relationship and reputation with the community, and beyond
- List any affiliations or professional network(s) the organization belongs
- List the partners and any external contributors to the organization

# FINANCIAL MANAGEMENT YOUR APPLICATION MUST...

- Provide a clear budget identifying income, expenses, and contributions
- Clearly identify any deficit, the reason for its existence, and plans for its elimination
- Ensure budget items are reasonable, justified, and well researched
- Illustrate the percentage of the budget allocated for salaries versus that which will be for the benefit of participants



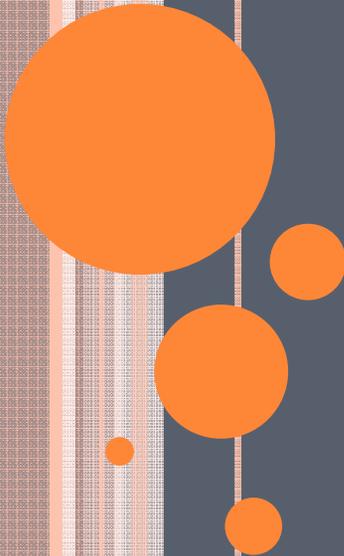
# PITFALLS TO AVOID

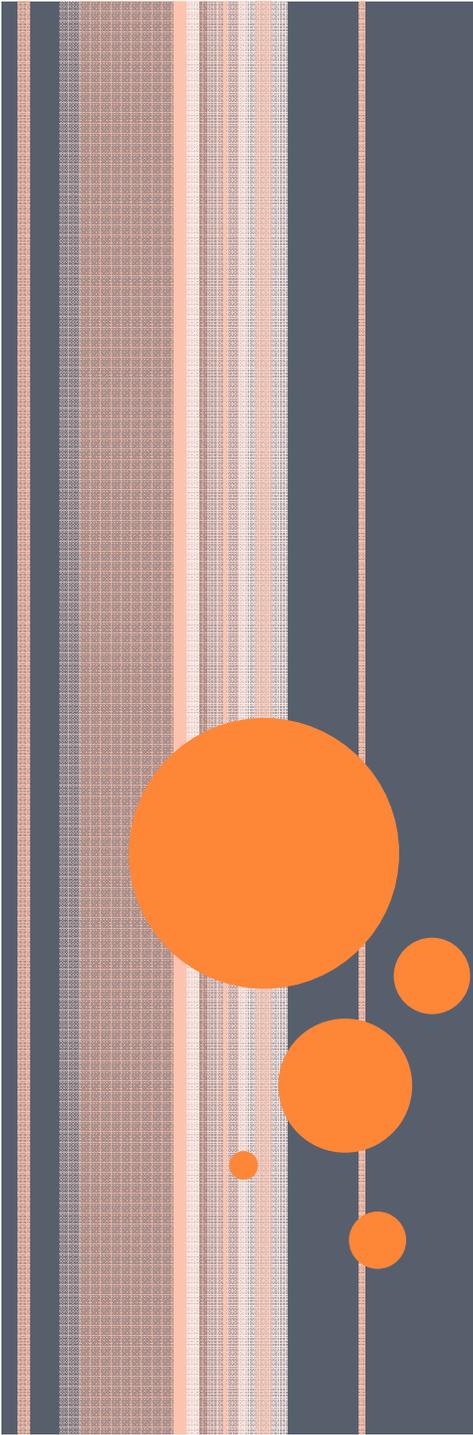
A summary of helpful tips...

## COMMON MISTAKES – THINGS TO WATCH:

### Your application should:

- be complete;
- be clear and comprehensive;
- be professionally presented;
- provide adequate level of detail;  
and
- include some signs of originality.





QUESTIONS &  
ANSWERS

THANK YOU

We wish you every success