

# Grants Unlocked: The Basics of Successful Grant Writing

November 14, 2024



**VOLUNTEER  
OTTAWA**



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**new**  
**pact**

# Hi, I'm John



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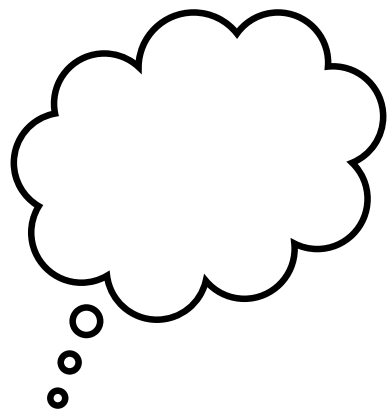
## Background

- Fundraising Strategist and Facilitator
- Experienced with diverse social ventures, grassroots and medium-sized organizations
- Led and contributed to activities raising millions for impact projects

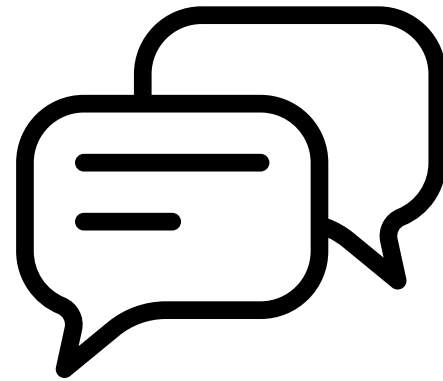


# About newpact

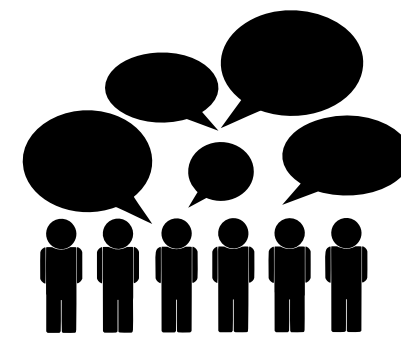
# This is a workshop, not a lecture



Reflections



Disussions



Activities



# What we'll be talking about

**Poll:** How much do you wish to raise, through grants in the next 12 months?

- \$50,000 or less
- \$51,000 to \$150,000
- \$151,000 to \$500,000
- \$500,000+



**“Where should I start?”**

# Things you should know about yourself before starting

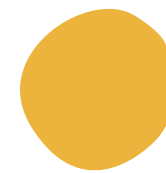
- Mission & Vision: what's my role in the ecosystem?
- Your strengths
- Money: how much and how fast?





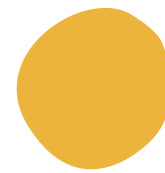
# Where to find and how to qualify potential funders

# Where to find prospects



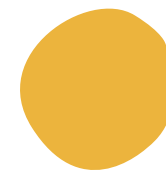
## **Your network**

Board, colleagues, partners, former co-workers, relatives.



## **Foundations comms**

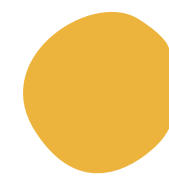
Examples: Ontario Trillium Foundation; McConnell Foundation; Laidlaw Foundation.



## **Government comms**

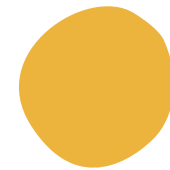
Both from departments or elected representatives. Federal, Provincial or Municipal!

# Where to find prospects (pt.2)



## Funders database

Examples: Grant Connect and Grant Station; Environment Funders Canada.



## Similar organizations as yours

Check-out their website, annual reports, etc.

P.S: Don't try to "steal" your partners funders though, unless they give you the green light :)



Pause for questions & comments



# Diving deeper into grant-writing



# Common questions in grant proposals

Outline: Project description in about 100 words. (What sets the organization/  
project apart)

What are the key project activities that you will complete to successfully implement the project?

**Explain the needs the project is expected to tackle.**

Explain how the organization has the capacity to execute the project successfully.  
Include details about the expertise of the project team.

How will you ensure your project lives by the “nothing about us without us” motto?

How will you integrate Diversity, Equity and Inclusion into your project?

Is the project intended to continue after the requested grant comes to an end? If yes, explain the financial sustainability plan for subsequent years.

**Request amount and Budget of the project**





Where will the project take place and what's the demographic you serve.

**Impact:** "What impact has your project had in the past and/or how will we measure success going forward?".

**Focus on outcomes.**

If you intend for the project to scale up in the future, please explain the expansion plans.



# AI: how to leverage it

A

# Final Activity:

Choose one more grant questions and come up with an answer for it.

**or**

Try qualify one of your prospects using a funders data-base such as the CRA database or *Grant Connect*.



Pause for questions & comments

# Thank you



Please complete the post-session  
survey using the link or QR code

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