

# RAISE THE WORK



*Metro Toronto Convention Centre*

**NOVEMBER 25-27, 2019**

# GLIDING THROUGH GRANTS



Presented by  
Stachen Frederick  
Executive Director, Frontlines  
BrAIDS for AIDS  
Consultant

INTRODUCTION

WHO IS IN THE ROOM?

# BEFORE YOU BEGIN TO WRITE

READ

ATTEND

ELIGIBILITY

CHECKLIST

1. GRANT GUIDELINES

2. APPLICATION

3. WEBSITE



ATTEND

**RAISE THE WORK**  
AFP 2019  
CONGRESS



# COMMON ELEMENTS OF A PROPOSAL

1. CONTACT INFORMATION, ORGANIZATIONAL CAPACITY
2. PARTNERSHIPS/ VISION, MISSION, ACTIVITIES
3. PROJECT DESCRIPTION/SUMMARY
4. TARGET POPULATION/ NEED
5. ALIGNMENT TO FUNDING PRIORITIES
6. SUSTAINABILITY
7. WORK PLAN
8. EVALUATION AND REPORTING
9. BUDGET
10. SUPPORT LETTERS

# ACTIVITY



# COMMON ELEMENTS OF A PROPOSAL

1. CONTACT INFORMATION, ORGANIZATIONAL CAPACITY
2. PARTNERSHIPS/ VISION, MISSION, ACTIVITIES
3. PROJECT SUMMARY AND DESCRIPTION
4. TARGET POPULATION/ NEED
5. ALIGNMENT TO FUNDING PRIORITIES
6. SUSTAINABILITY
7. WORK PLAN
8. EVALUATION AND REPORTING
9. BUDGET
10. SUPPORT LETTERS

**KEY TAKE AWAY- CREATE A DRAFT (WORD DOCUMENT)  
OF YOUR PROGRAM USING THESE HEADINGS**

(No particular order)

# CONTACT INFORMATION, ORGANIZATIONAL CAPACITY/ PARTNERSHIP

## 1. CONTACT INFORMATION

## 2. ORGANIZATIONAL CAPACITY

- No of Employees
- Expertise/Experience in the area of grant
- Partnerships

# VISION, MISSION, ACTIVITIES

1. AS A FUNDRAISER- VISION, MISSION – SHOULD ROLL OFF TONGUE AND FINGER- ELEVATOR PITCH
2. STANDARD INFORMATION – EASY TO COPY AND PASTE
3. WEBSITE
4. HOW DO YOU DIFFERENTIATE FROM OTHER ORGANIZATIONS?

# NEED/ TARGET POPULATIONS

1. WHO ARE YOU LOOKING TO SERVE? WHY DO THEY HAVE A NEED?
2. WHERE DO YOU GET INFORMATION ABOUT THE NEED?
  - survey, focus groups, newspapers, testimonials, service provider networks, census
2. HOW READILY AVAILABLE IS YOUR INFORMATION?

# PROJECT SUMMARY

1. MUST BE CONCISE
2. ALL KEY ACTIVITIES LISTED
3. INCLUDE MAIN GOAL
4. KEY DESCRIPTION OF SERVICE  
RECIPIENTS

EXAMPLE

# DESCRIPTION

REPEAT INFORMATION ABOUT SERVICE PARTICIPANTS (DEPENDS IF ASKED ELSEWHERE)

MAIN GOAL

LOCATION

LIST ALL YOUR ACTIVITIES – WHAT YOU PLAN TO DO?

BE VERY SPECIFIC AND GIVE SOME EXAMPLES



# ALIGNMENT

HOW DOES YOUR PROJECT ALIGN WITH THE FUNDER'S GOAL

WHICH REALLY ASKS

HOW DOES WHAT YOU PROPOSE TO DO ( YOUR ACTIVITIES) ENSURE THAT THERE WILL BE CHANGE IN A PARTICULAR AREA THAT A FUNDER IS INTERESTED IN?

WHAT IS YOUR THEORY OF CHANGE?

EVIDENCE BASED INFORMATION

# WORKPLAN

## WORK PLAN

Timeline	Activities/Objectives/ Key Milestones	Outputs	Evaluation Performance Measures/Indicators	Outcomes
----------	--	---------	--	----------

# INSERTING IN WORKPLAN

What do you want to accomplish? Describe the changes you hope will occur.	How will you accomplish it and when? List the <i>tasks</i> or things you will <i>do</i> to achieve your goals, and the timeline (date ranges) of when you will start and end each activity.	What are the measurable results you anticipate? Identify targets or indicators that will demonstrate that you are meeting your goal.	What tools or methods will you use to measure your results? Identify tools that will help gather the qualitative and quantitative data that will tell you if you've met your goal.
<b>Use Results or Change Words</b> Examples: •Improve •Reduce •Enhance •Expand •Decrease •Prevent •Maintain	<b>Use Activity or Action Words</b> Examples: •Conduct •Deliver •Facilitate •Promote •Train •Provide •Repair	<b>Use Indicator or Description Words</b> Examples: •Quantitative <ul style="list-style-type: none"> <li>Numbers (ex: number of volunteers engaged, partners confirmed or participants)</li> <li>Percentages</li> </ul> • Qualitative <ul style="list-style-type: none"> <li>Perceptions</li> <li>Feelings</li> <li>Attitudes</li> </ul>	<b>Detail the tools you will use as well as when you will use them</b> Examples: •Surveys •Focus Groups •Workshop/Event Sign In Sheets
<b>Examples</b> •Increase positive interactions amongst intergenerational members of our community.	<b>Examples</b> •January: Recruit 4 seniors and 4 youth interested in sitting on the Steering Committee •February: Provide 4 event planning training sessions for seniors and youth on the Steering Committee •March: Host 6 Steering Committee meetings where the seniors and youth will plan the community celebration	<b>Examples</b> •Steering Committee members attend at least 75% of all planning meetings •4 seniors and 4 youth receive training •75% of seniors and youth report increased skills in event planning because of Steering Committee training	<b>Examples</b> •Steering Committee meeting sign in sheets indicate how many seniors and youth attended the training and planning meetings •Seniors and youth fill out surveys at the end of the training series

Source- the City of Toronto 2019 Community Events Application Process

WHAT TOOLS ARE USING TO MEASURE  
SUCCESS?

SURVEYS

ART BASED

PICTURES, VIDEOS

Sometimes in workplan or separate

# BUDGET

Making sure budget adds up to \$ amount in the body of the proposal is the same in the budget template

Making sure that items mentioned in budget aligns to programming details . If you are going to host focus groups, make sure there is a budget line for Focus groups

Documenting in kind donations including work of volunteers, space, administrative support

Find opportunities for community members to get paid

FUNDERS ASK IF THERE ARE OTHER FUNDERS

## DOCUMENT LISTING ALL REQUIRED SUPPORTING DOCUMENTS

- ✓ APPLICATION
- ✓ BUDGET
- ✓ FINANCIAL STATEMENTS
- ✓ LETTERS OF PATENT
- ✓ IMPACT REPORT
- ✓ SUPPORT LETTERS- IMPORTANT TO HIGHLIGHT



# QUESTIONS ?

**RAISE THE WORK**  
AFP 2019  
CONGRESS

STACHEN FREDERICK  
[stachen.Frederick@gmail.com](mailto:stachen.Frederick@gmail.com)



# RAISE THE WORK

*Metro Toronto Convention Centre*  
**NOVEMBER 25-27, 2019**