Finding Money I

Positioning your Organization for Success

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Housekeeping

You can hear us, we cannot hear you!

Can't hear?
Try turning up your volume
Call in by phone or use your computer headphones

Have a question?
Use the chat box, any time. Will have time at the end and after the webinar.

Downloads
Slide Presentation and other materials
Webinar Recording will be available on Ontario Presents site

public support

at all levels of government

the usual suspects:

federal: DCH, CC, feddev, service canada

provincial: OAC, MTCS, OMDC, OMF,

municipal: budget meetings and recommendations

various: chrc, public and private foundations, sectoral associations

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overview of grant categories for presenters

operating

event

project

employment

capital

marketing

tourism

one time and creation

thematic content areas that are particularly weighted by pretty much everybody:

diverse ethno-cultural communities

official language minority

youth and education

indigenous content and creators

regional and underserved areas and communities

seniors

accessibility and greening

how governance

affects your eligibility

municipally led or owned presenters

non profit structures

charitable structures

ad hoc structures

volunteer

producer presenter

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municipally led venues: what it means for funding

eligibility – far fewer opportunities exist for municipal presenters

reporting – aligning municipal reporting timing and procedures with grant requirements often requires more

collateral requirements – often unavailable, too specific, meant for the public rather than internal needs

financial alignment – departmental reporting may be out of sync with funding needs

approvals – some municipalities see grants as an administrative burden rather than an opportunity (capital, for instance)

Incorporating a not for profit
or
obtaining charitable status

process – letters patent, corporate objects (can be standardized), developing a board, scheduling regular meetings

reporting obligations – meetings, minutes, strategic documents, audited financial statements

costs and time frame

educate yourself so you are alerted to new financial opportunities arise

mailing lists are easily found online. sign up for everything. create mailboxes to divert the information stream if necessary

self managed calendars outline your organizations historical advances and challenges. use a decline as an opportunity to resubmit

funder twitter feeds feature the topics that most align with their values

grant portal feeds and posts, particularly on facebook, are simple to use and follow

google alerts are always available to keep on top of information updates

rss feeds

portals – good, bad and ugly

sadly unavoidable, often new technology

purposefully limit your choices in order to screen for eligibility in its tightest definition

signing up: there is a lag while your information is verified. this ranges from a couple of days to weeks

best approach is to create as many identities for yourself as you can, to deal with all the different categories of activities you undertake [producing, is not presenting, is not events, is not creation]

brevity and text boxes: the absolute necessity of writing offline

use specifics, but don't forget to update regularly. Strategic plans and upcoming event change, as well as operational variables like boards and staff

the parsing of individual fund guidelines is crucial – read the docs ! Otherwise you will answer the wrong questions

submission craziness – that hour before the thing is due

planning techniques and tools that facilitate grants

strategic plans or executive summaries

annual reports

financial statements

research – self produced and outside

other collateral

how far ahead can you write your grant?

budget frameworks to support your applications
how to adapt your daily cost tracking for the purpose of applying and reporting

salaries – categories and groupings according to function

operations – where do day to day vs event costs intersect?

expenses – which content areas dictate groupings? make sure to align this with funder budget forms early in the process

terms - development, outreach, marketing, promotion, communication

in kind contributions – in house, community, marketing

what is the difference between partnership and in kind contributions?

metrics and data gathering for grant reporting

this has become essential, funders are no longer willing to accept cases built upon an impression of what happens

your grant language must reflect this. better five bullet point facts than a paragraph with a deep artistic rationale

a plan to capture data must be included in each grant application, and will be followed up in the final reporting, and the subsequent application

the format for data capture can be very simple, and dovetail with your operations (police crowd estimates for outdoor events; ticket buyer origins captured at time of sale; a simple impressions chart that supports your promotional plan)

these results should be described in high level description of the application itself, as well as included as collateral for more detail

impact – make sure you know how to describe it from many perspectives: relationships gained, people served, things created, changes that happened, long term evolution of policy and practice

community and corporate partnerships - augmenting your chance to attract public support

everything gets more attention with a partner. however, don't choose one that doesn't align with your organizational values

partnerships can double of triple eligibility, particularly for municipalities or for-profit organizations

document the relationship with an LOA or contract early in the process. this can be casual or formal.

ensure that the partnership is fundamental to both your organizations, and begins with a sound plan for communication, as well as ongoing opportunities to create and document consensus

funder relationships

what's the etiquette in getting to know your intake and program officers?

what questions can you ask?

how much follow up can I do once a grant is submitted?

what feedback can I get if a grant is declined?

What does a contribution agreement look like, and what does it obligate me to? (interim reports, interim budgets, flexibility from your original position, and who signs?)

what are some general terms of acknowledgement for funder contributions?

also, what's a stacking limit?

the end. or is it?

you can appeal under certain circumstances.

manage your expectations.

remain charming.

believe them when they tell you they don't have the power to
do things.

the end, again. or is it?

yes. we are done. thanks.

any questions?

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MONEY: PLANNING FOR IT, GETTING IT, TRACKING RESULTS

Next webinar:

February 15: Finding Money II: apply, report, repeat

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