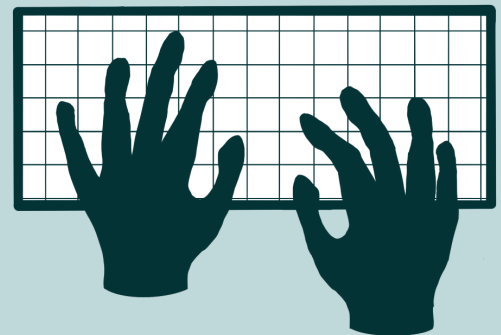


# Grant Writing 101

This document outlines how to effectively write a grant based on SAF's 2022 Grant Writing 101 Workshop.



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Idea

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# Start with an idea

Is there something you want to improve in your community?

**Work backwards**  
What is your end goal? Imagine step by step of your project moving backwards to the beginning.

**Research**  
With a plan in mind you should now research what types of funding will be applicable to your project.

**Network**  
Gather info and find supporters. Are other folks working on the same project? If so do they have advice or the capacity to mentor?

For example, different types of funding are available for community projects vs student projects vs registered non profits, etc.!



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# Research

After preliminary research you've discovered which funding organizations you can apply to for your project. **Now, get to know your potential funders!**

**Mission-** Does the funding eligibility align with your projects goals? Do they have specific funding programs related to your goals? Tip: Always ask because if not, they may give recommendations of other funders!

**Timing-** How often do they accept grant applications? When are the application deadlines?

**Amount-** How much funding are you eligible for/ asking for?

**Feedback-** Does the organization offer feedback or advice before the final deadline?

**Networking Events** - find like minded projects who may be willing to resource share about funders and application processes

Tip! Reach out and introduce yourself and your project. Ask questions and get to know the funders.



# Research

## Funding Organizations

### Concordia specific

- Concordia Council on Student Life (CCSL) Special Projects Fund-Concordia Dean of Students Office
- CSU Special Projects Fund
- QPIRG Concordia
- SEIZE

### External funding sources (private, municipal, provincial, federal)

- McConnell Foundation
- Canada Summer Jobs
- ECO Canada
- CLEAN Foundation
- Forces Avenir



# Writing

## Meet Criteria

Each organization has specific funding criteria.

Before writing make sure you fit the criteria and guidelines

## Use Application Guide

Use the application guide what you emphasize and the structure. If re-applying make sure to take note of new directions or strategies of the funder

**Personalize**  
Every funding application should be personalized to the mission of the organization you are applying to

## Focus on Elevator Pitch

An elevator pitch is a quick summary intended to sell your project. If the pitch isn't good they may not look further.



# Writing

## Tips to make your application stand out

- Reference the goals of your project that directly align with the funding organizations mission - **make sure to use their language and phrasing!**
- **Develop partnerships** and solidify relationships with other organizations and projects - this will increase the success of your project!
- Use active and positive language
- Structure your formatting, use clear language and concise descriptions
- Make it accessible for people who have no prior knowledge about the field of focus of your project
- **Use your resources!** If you know a member/volunteer of the organization - reach out for feedback!



# Writing

## Budgets

### **List every expense**

This includes in kind donations.

### **Include overhead expenditures**

If you are pre-existing organization list overhead like staff or rent or operational costs.

### **Categorize expenses**

Ex. Space rentals, marketing, tech .

### **Give context where possible**

**Write it early in the grant writing process!**

### **Write sources of income in detail**

Has funding been confirmed from other sources? Is it pending? Is it coming from your internal budget?

### **Is there a funding gap?**

A funding gap is where there is a cost but no confirmed funds. If so, it can be used to display the need for the grant. Include a contingency plan for unconfirmed sources of funding.





# Writing

## Timeline

- Develop timeline as early as possible!
- List clear bench markers, deadlines (like grant application deadlines!!), write out project phases
- Change is inevitable but starting with a clear timeline displays good organizational skill to funders
- **Remember!** Account for the time it takes your project to get reviewed by potential funders

## Stakeholders

- Identify primary stakeholders
- What other groups or organizations do you hope to partner with?
- Who is your project addressing?
- List potential partners that you intend to reach out to about your project - this demonstrates more oversight into the success of the project



# Writing

## Outreach Plan

### **How will you reach your intended audience?**

Don't forget to consider accessibility needs.

### **Potential Outreach**

Social Media, Listservs, announcements at community events/ classes, event boards (online and in person), posters, fliers, newsletters, word of mouth. Paid promotion on social media which could be included in budget.

### **Funder recognition**

Can you include the funders logo in your promotional material. Some funding contracts will include this. Can you have a representative from the funding organization speak at your event?



# Writing

## Tracking success

Funding organizations will likely have some kind of report due at the end of the project term. Funding applications will often ask how you will track the success of the project in the grant process. Make sure to describe the project's:

Long  
term  
impacts

Short  
term  
goals

Long  
term  
goals

### Examples

- # of event attendees
- Survey feedback
- Online engagement
- # of volunteers
- # of partnerships
- Testimonials



# OUR Grant

**Determine  
your projects  
eligibility! We  
have 2 types of  
project funding!**

**Do  
you and  
your project  
meet SAF's  
criteria? Unsure?  
[Look here!](#)**

**Read  
our  
application  
completely  
before filling out  
a draft**

**Submit  
your draft  
application to our  
Project Coordinator  
for feedback at least a  
week before it is due  
(Psst. Applications are  
**ALWAYS** due on  
the 15th)**



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# OUR GRANT

Don't forget to address SAF's mission statement when filling out your application.

**“To  
build an  
inclusive culture  
of sustainability at  
Concordia University by  
enabling, supporting, and  
financing projects that  
tackle interconnected  
environmental, social,  
and economic  
issues.”**



# OUR Grant

Our sustainability project funding is available to Concordia students with projects addressing the following themes:

Health  
& Wellness

Waste

Community

Social  
Justice

Energy,  
Resources &  
Tech

Food

Education  
& Research



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# Our Grant

The Sustainability Living Labs Funding Program is a partnership with Concordia University to fund projects addressing goal(s) and targets of the university's Sustainability Action Plan and its 5 streams. These projects must have Concordia faculty and/or staff involvement.

**Here are the 5 streams:**

Climate Action

Food Systems

Zero Waste

Sustainability in  
Research

Sustainability in  
Curriculum



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# OUR Grant

## SAF's Funding Criteria

### Innovation

Does your project address a gap at Concordia?

### Probability of Success

Does your project display the likelihood of being followed through? Is the information you provided accurate? Does it have detailed and realistic timeline? Is the budget well researched and realistic? Effective communications strategy?

### Holistic Approach

Is the project not only sustainable in what it is

addressing but the process as well? What is the social impact as well as environmental?

### Cost Effectiveness

Is your project maximizing the funds you are asking for?

### Project Impact

Does your project nurture learning and engagement with sustainability at Concordia and how do you plan to display or measure this?

