




Advance Brampton Fund APPLICATION WORKSHOP

October 6, 2023
Presenter: Dinah Laprairie



Tonight's topics

- 
1. Are You Grant Ready?
 2. Investing in Grant Success
 3. Making Your Case



Are you
'grant ready'?

UNDERSTAND YOUR COMMITMENT



Strategy & Execution

Before you apply, ask yourself:

1. Does this project support our long-term goals?
2. Which **resources** do we need to meet those goals?
3. Do we have the **capacity** to manage a grant?



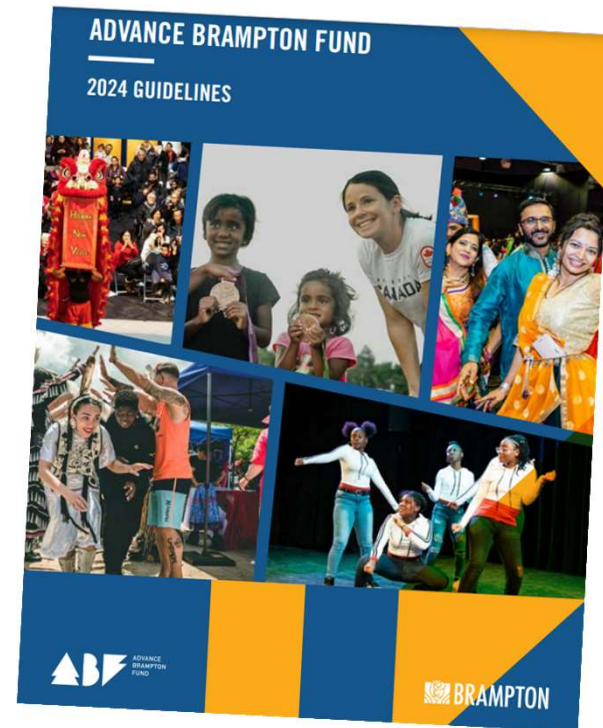
Strategy & Execution



More specifically:

- ✓ Do we have the ability to live up the funding agreement (recognition of funding, final report)?
- ✓ Do we have other funds or resources available to make sure the project is successful?
- ✓ Do we have the people to manage the money, sign the cheques when needed? Good recordkeeping?
- ✓ Is our staff able to put aside some of their current work to carry out the project?

Are you in alignment?

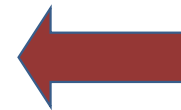


Check the guidelines!

What are your funder's priorities?



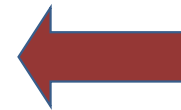
Arts and Culture	
Priority Area Focus:	Support Inclusive Artistic Expressions: Building Brampton's identity as a creative city with a vibrant and diverse artist community.
Eligible Project Types:	Arts and Culture projects that align with and support the City's Culture Master Plan by: <ol style="list-style-type: none">1. Contributing to the development of a creative community of artistic practice in Brampton through educational and networking opportunities for artists and the creative community or,2. Providing opportunities for the production and/or presentation of artistic work in Brampton



Find the City's priorities for 2024 funding on pp. 8-11 of the 2024 Guidelines booklet

Other Important Links and Information

- [City of Brampton Culture Master Plan](#)
- [Region of Peel Neighbourhood Information Tool](#)
- [City of Brampton Community Safety Action Plan](#)



Look for other supporting strategies and priorities from your funder.



Review the evaluation criteria

In 2024 Guidelines:

- Developing Stream, pp. 56-58
- Amplifying Stream, pp. 64-66

**DEVELOPING PROJECTS STREAM:
REVIEW STAGE 4 : PROJECT EVALUATION**
Evaluation Scale: Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree

Section	Question	Evaluation Criteria	Weighting
Project Details (70%)	Project Description: <ul style="list-style-type: none"> • Project Start Date • Project End Date Describe your project. Include details, such as: <ul style="list-style-type: none"> • what you plan to do • how you plan to do it • what need in the community your project addresses • who this project will serve • how this project will serve those intends to serve • where in Brampton the project will be delivered (location of project venue) <p><i>Note: If your project will be delivered virtually, provide details of the online platform you intend to use.</i></p> <p><i>Note: Answering all of the questions above is important to a good score in this section.</i></p> <p><i>Note: Cited research will help reviewers assess this question and can improve scores.</i></p>	The project description is clearly articulated and contains sufficient detail to demonstrate that the project has been fully and thoughtfully scoped.	15%
	Project Alignment: Describe how your project supports the City Priority and Project Type you have selected. Elaborate on how your project will achieve the Outputs and Outcomes identified. <p><i>Note: Specific reference to each output you have selected as a measurement and details about how you will achieve that</i></p>	The project's alignment to the City Priority and Project Type selected is strong and clearly articulated.	10%
		The Output(s) identified are appropriate for the project, and the target numbers set are challenging yet reachable.	10%
		The Outcome(s) identified are appropriate for the project and	10%



Evaluation Criteria	Weighting
can confidently and realistically be achieved.	
Areas for improvement, strengthening and innovation are clearly articulated, appropriate, and support the achievement of project Outputs and Outcomes.	10%
The project team possesses the necessary skill set(s) to deliver the project Outputs, and Outcomes. Where necessary, external subject matter experts and collaborations have been used to bring in expertise and qualifications.	10%



Go to your
people

Do you have support of:

- Your Board of Directors?
- Program staff?
- Proposed partners?

Most importantly...

- The people you serve!



Invest in Grant Success

FROM IDEA TO PLAN

In 2024 Guidelines:

- New and Small Projects, pp. 6-7
- Developing Stream, p. 7
- Amplifying Stream, pp. 7-8

Developing Projects Stream	
2024 Funding Stream Budget:	\$500,000
Purpose:	To support existing projects that have been run at least once before in Brampton and align with the outlined City priorities. This stream best supports projects that are growing and have potential to develop further with increased resources.
Open to:	<ul style="list-style-type: none"> • Registered Charities • Incorporated Non-Profit Organizations
Available Funding:	<p>Up to \$12,500 in matching project funds to a maximum of 50% of project expenses. Advance Brampton Fund funding can only be spent on eligible expenses.</p> <p><i>See section 5.5 Ineligible Expenses to learn more about expenses that can not be paid with Advance Brampton Fund funding.</i></p>
Grant Term	Projects must take place between January 1, 2024, and December 31, 2024.
Application Intake	<p>Annual Call for Applications</p> <ul style="list-style-type: none"> • Call opens: October 2, 2023 • Call closes: November 22, 2023 <p><i>See section 6.1.2 Important Dates – Annual Call for Applications: Developing Projects Stream and Amplifying Project Stream for full application schedule.</i></p>
Project Close Out Report	<p>Organizations must be able to submit a Project Close Out Report 6 weeks after the project end date provided in their application or by December 31, 2024.</p> <p><i>Note: Project Close Out Reports must be submitted by December 31, 2024 in order for the annual Municipal Budget to pay out the final 10% of the grant amount. Organizations may forfeit their final 10% pay out if a Project Close Out Report is not submitted by December 31, 2024.</i></p>

*Pending Council Approval of the 2024 Municipal Operating Budget



Plan.

The 4 R's of Planning



Research

What do the experts say?

Reach out

What expertise do you need?

Relationship-building


Is this project better with partners?

Resources

What do you need to meet project outcomes?




Research.

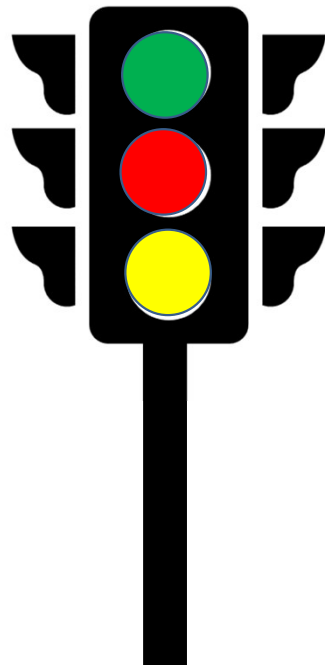
- What is the assessment criteria?
 - Look for past awards
 - Call the grants officer
 - Has anyone else done a project like yours?
 - Is there research to back up this great idea?
 - What are the local, provincial and federal policies and positions? (ex: City of Brampton)
- 



Research it .

- Review earlier project.
 - **Participant experience** - surveys, feedback forms, testimonials, photos
 - **Goals vs Actual** – Budget vs actual expenses, scheduling vs actual timeline, outcomes expectations vs what happened.
 - **Partners and stakeholders** – response from funders, Board, community, general public
 - **Organizational systems** – policies, procedures, protocols
 - **Risk Assessment** – Predicted risks vs. unexpected risks
 - Ask people for new input.
- 

Research it .



START STOP CONTINUE EXERCISE

What should we **start** doing?

What should we **stop** doing?

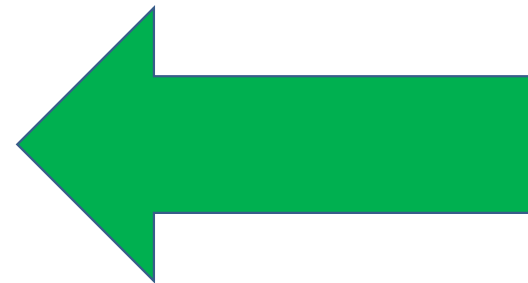
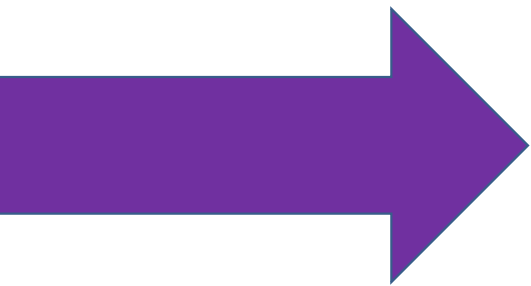
What should we **continue** doing?

Like this idea? Go to <https://www.sessionlab.com/methods/lfk4ve>

Ask for input.



GAP ANALYSIS EXERCISE



How do we get from here to there?
What do we need to do that?
What do we have in place already?






Think it through.

Risk	Mitigation Strategy
The course is not at 100% capacity.	Our marketing plan does not rely solely on advertising; we will also reach our target audience by presenting our new program through in-person presentations at local community agencies. Our social workers will also directly invite their clients to participate if they meet the criteria.
The venue is no longer available.	We have identified two other locations within walking distance of our preferred site.
Volunteer retention is poor.	Our Work Plan includes monthly volunteer meetings to actively engage volunteers in project design and delivery, and to address concerns.





Kitchen Workshops *

July to Dec → Workshop Planning
+ Prep

Nov to Dec → Promotion,
Registration

February → 8-week workshop

Feb., May → Surveys

May → Evaluate project,
Report to funder

Plan it.



Project
Description

Work
Plan

Budget



Plan it.

Work Plan

Project title: Cooking-at-Home Skills for Low-Income Parents in ABC Neighbourhood

Applicant: XYX Community Organizaiton

Dates	Activities
Objective: Organize project resources	
July-August 2023	Project planning
Sept-Oct	Coordinate donation from grocer
Oct-Dec	Workshop Preparations - Confirming workshop details, sourcing equipment/supplies, recruitment of Kitchen Assistant
Oct-Dec	Prepare evaluation tools
Nov-Jan	Promotion of workshops; Registration
January 2024	Selection of participants
Objective: Deliver high-quality skills development workshop series	
Workshops begin	
February 1-7	<i>Pre-project evaluation survey</i>
Feb 7	Workshop 1: Introduction to Community Kitchen & Safety; Recipe selection
Feb 21	Workshop 2: Three Ingredients, Three Meals
Mar 6	Workshop 3: Use Your Freezer
Mar 20	Workshop 4: Balanced Meals
	<i>Mid-term evaluation survey</i>
Apr 3	Workshop 5: Cooking for a Holiday

Plan it.

Work Plan

Project title: Cooking-at-Home Skills for Low-Income Parents in ABC Neighbourhood

Applicant: XYZ Community Organization

Dates	Activities	Who	Resources Needed
Objective: Organize project resources			
July-August 2021	Project planning	Program Coordinator, Community members, Executive Director	Personnel
Sept-Oct	Coordinate donation from grocer	Program Coordinator	Personnel
Oct-Dec	Workshop Preparations - Confirming workshop details, sourcing equipment/supplies, recruitment of Kitchen Assistant	Program Coordinator	Personnel
Oct-Dec	Prepare evaluation tools	Program Coordinator, Executive Director, Dietician	Personnel
Nov-Jan	Promotion of workshops; Registration	Program Coordinator	Personnel; Office Supplies;
January 2022	Selection of participants	Program Coordinator, Kitchen Assistants	Office supplies
Objective: Deliver high-quality skills development workshop series			
Workshops begin			
February 1-7	Pre-project evaluation survey	Program Coordinator, Participants	Office supplies
Feb 7	Workshop 1: Introduction to Community Kitchen & Safety; Recipe selection	Dietician, Kitchen Assistant, Participants	Personnel, Kitchen equipment & supplies; child care
Feb 21	Workshop 2: Three Ingredients, Three Meals	Dietician, Kitchen Assistant, Participants	Personnel, Kitchen equipment & supplies; child care
Mar 6	Workshop 3: Use Your Freezer	Dietician, Kitchen Assistant, Participants	Personnel, Kitchen equipment & supplies; child care
Mar 20	Workshop 4: Balanced Meals	Dietician, Kitchen Assistant, Participants	Personnel, Kitchen equipment & supplies; child care



TIP: Attach resources and people to every activity.

If you identify these now, you can build a better budget.



Plan it.

	<i>Mid-term evaluation survey</i>	Program Coordinator, Participants	
Apr 3	Workshop 5: Cooking for a Holiday	Dietician, Kitchen Assistant, Participants	Personnel, Kitchen equipment & supplies; child care
Apr 17	Workshop 6: Dessert & Fruit	Dietician, Kitchen Assistant, Participants	Personnel, Kitchen equipment & supplies; child care
May 1	Workshop 7: Batch Cooking	Dietician, Kitchen Assistant, Participants	Personnel, Kitchen equipment & supplies; child care
May 15	Workshop 8: Participant Choice	Dietician, Kitchen Assistant, Participants	Personnel, Kitchen equipment & supplies; child care
	Workshops end		
Objective: Showcase participant success in community			
May 17	Community potluck & showcase	Dietician, Kitchen Assistant, Participants, Program Coordinator, Executive Director, other staff	Personnel, Kitchen equipment & supplies; child care
Objective: Evaluate project, report to stakeholders and community.			
May 17-25	<i>Post-project evaluation survey & interviews</i>	Program Coordinator, Participants	Office supplies
25-May	Review success of project; Report to funder; Report to Exec. Director and Board of Directors	Program Coordinator, Dietician, Kitchen Assistant	n/a

TIP: Build measurement and evaluation into your work plan. Show its importance!





Revenue	
Dieticians Association Grant	2000.00
Healthy Communities Fund (MPP)	1000.00
XYZ Community Organization – In-kind	900.00
This funding request	3808.40
Donations – Cash	1000.00
Participant fees	240.00
	Total \$8948.40
Expenses	
Personnel	3598.40
Kitchen Rental	800.00
Equipment & Supplies	2850.00
Administration & Marketing	1700.00
	Total \$8948.40

Estimate.



Budget.

BUDGET

Project title: Cooking-at-Home Skills for Low-Income Parents in ABC Neighbourhood

Applicant: XYX Community Organizaition

REVENUE		
Item	Details	Total
Earned Revenue		
Fees	Workshop Fees - \$20 x 12 participants	\$240.00
		Subtotal \$240.00
Private Sector Revenue		
Individual Donations	Anonymous donor (confirmed; received)	\$500.00
Corporate Donations & Sponsorships	Food donation from grocer (see letter of support)	\$500.00
Foundation Grants and Donations	Dieticians of Canada grant (see confirmation letter attached)	\$2,000.00
Fundraising Events (gross)		\$0.00
In-kind Contribution	In-kind contribution: Program Coordinator time 30 hours x \$30/h	\$900.00
		Subtotal \$3,900.00
Government Revenue		
Municipal	This request	\$3,808.40
Provincial	Healthy Communities Fund, MPP	\$1,000.00
Federal		
		Subtotal \$4,808.40
		TOTAL REVENUE \$8,948.40

TIP: If you have confirmed other sources of funding, point it out. Some funders will ask you to attach letters of support or confirmation.

CHECK: Is your request in line with the guidelines?

Budget.

EXPENSES			
Personnel			
Dietician	Wages (Covered by Dieticians of Canada grant, see above)		\$2,000.00
Kitchen Assistant	8 sessions x 4 hours (3 h class + 1 h prep) x \$20/h		\$640.00
	MERCs & Benefits (est. 11%)		\$70.40
Early Childhood Educator	8 sessions x 4 hours (3 h class + 1 h prep) x \$25/h		\$800.00
	MERCs & Benefits (est. 11%)		\$88.00
			Subtotal
			\$3,598.40
Venue			
Kitchen rental	8 sessions x \$100/day, King Centre Community Kitchen		\$800.00
			Subtotal
			\$800.00
Equipment & Supplies			
Equipment	Kitchen Equipment (blender, mixer, utensil sets, etc.)		\$500.00
Materials	Office supplies		\$100.00
Supplies	Food for workshops (see Corporate Donations above)		\$500.00
	Supplies & refreshments for child care (covered by donation, see above)		\$500.00
Other	Participant honoraria upon completion (\$100 food gift card)		\$1,200.00
Accessibility Expenses	Bus tickets		\$50.00
			Subtotal
			\$2,850.00
Administration/marketing			
Program coordination	30 h x \$30/h (see In-kind contribution above)		\$900.00
Administrative costs	Postage, photocopying for surveys		\$50.00
Advertising	Advertisements promoting workshops (newspaper, radio)		\$750.00
			Subtotal
			\$1,700.00
			TOTAL EXPENSES
			\$8,948.40
			Surplus/Deficit
			\$0.00

TIP: Make sure you add other employment costs, not only wages.

TIP: Show your logic in the details. How did you get that number?

CHECK: Expenses equals Revenue



Make Your Case

PREPARE YOUR APPLICATION



Key Questions to Answer in Making Your Case

What need does this project address?
How do you know there is a need for it?

What problem does this solve?
How do you know it is a problem?

How does this solution align with your goals?
How does this solution align with the priorities of the funder?





Key Questions to Answer in Making Your Case

For Amplifying and Developing Streams:

What worked well in the earlier iteration?

Were there challenges identified?

How will this iteration address those challenges?

How does this iteration scale up or take advantage of earlier successes?





It's an open-book exam.
 Look for the questions, tips and
 evaluation criteria in the Guidelines!
 pp. 43-67

REVIEW ST
 Answers to questions in this section
 data/information is being collect
 advance

QUESTION: Number
REVIEW CRITERIA: Field mu
WEIGHTING: N/A

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QUESTION:
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Answers to these
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REVIEW CRITERIA:
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Eval

Section
 Project
 Details
 (90%)



Section	Question	Evaluation Criteria	Weighting
	<ul style="list-style-type: none"> how this project will serve those it is intends to serve where in Brampton the project will be delivered (location of project venue) <p><i>Note: If your project will be delivered virtually, provide details of the online platform you intend to use.</i></p> <p><i>Note: Answering all of the questions above is important to a good score.</i></p>		
	<p>Project Alignment: Describe how your project supports the City Priority and Project Type you have selected. Elaborate on how your project will achieve the Outputs and Outcomes identified.</p>	The project's alignment to the City Priority and Project Type selected is clearly articulated.	10%
	<p><i>Note: Specific reference to each output you have selected as a measurement and details about how you will achieve that measurement will help reviewers assess this question.</i></p>	The Output(s) identified are appropriate for the project and the target numbers set are reachable.	5%
	<p><i>Note: Specific reference to the outcomes you have selected and how they are appropriate for your project/program will help reviewers assess this question.</i></p>	The Outcome(s) identified are appropriate for the project	5%
	<p>Project Development: What risks do you anticipate in the development and/or delivery of this project and how do you plan to address the identified risks?</p>	Challenges and/or risks are clearly articulated. The methods by which the organization will overcome or mitigate these challenges are appropriate.	15%
	<p>Project Team: List the members of your project team and their skills and qualifications relevant to the project's delivery?</p>	The project team is listed and their skills and qualifications are provided and relevant.	10%
	<p>Diversity, Equity and Inclusion: Tell us about how your project will seek to engage the diverse population in Brampton.</p> <p><i>Note: Informing reviewers about how the project will engage diverse communities, what tools and tactics will be used to promote their participation and how your</i></p>	The project has considered the diverse population of Brampton.	5%



Weighting
10%
100%

Question



Project Description:

- Project Start Date
- Project End Date

Describe your project. Include details, such as:

- what you plan to do
- how you plan to do it
- what need in the community your project addresses
- who this project will serve
- how this project will serve those it intends to serve
- where in Brampton the project will be delivered (location of project venue)

Note: If your project will be delivered virtually, provide details of the online platform you intend to use.

Note: Answering all of the questions above is important to a good score

Note: Cited research will help reviewers assess this question and can improve scores.



From idea to project description

The initial idea:

Our members told us they want to learn how to cook healthy meals. We will offer 8 sessions on food preparation to show people how to cook.

WHAT
is your project about?

WHO
does it serve?

WHEN
does it happen?

WHERE
does it take place?

WHY
are you doing it?

HOW
will you do it?



Describe it.

“

IDENTIFIED NEED - Our members (young mothers aged 16-28) told us in a 2022 survey that they want to learn basic cooking skills like chopping food, measuring ingredients and using kitchen tools (70%). Healthy eating is important and they want to learn how to use more fruits and vegetables in their cooking (78%).

Research published in the journal *Nutritional Science* suggests that improved nutrition in the home can improve health outcomes in mothers and children by 37% (Geller & Tribiani, 2020), so we believe that this program will aid us in our mission to <list mission>. It will also support the Term of Council priority <name priority> because <list reasons>.

”

Describe it.

NEW AND SMALL PROJECTS

“

RESPONSE – In 2024, we will offer 8 workshops focused on kitchen skills. Our facilitators – a licenced dietician and a kitchen assistant -- worked with participants to cook healthy meals while improving their food preparation skills and how to use kitchen items such as hand mixers, graters and blenders. The curriculum also included proper hand-washing and safe handling of food, in line with national standards. The workshops were offered between February and May in the program space at the Community Health Centre.

”

Describe it.

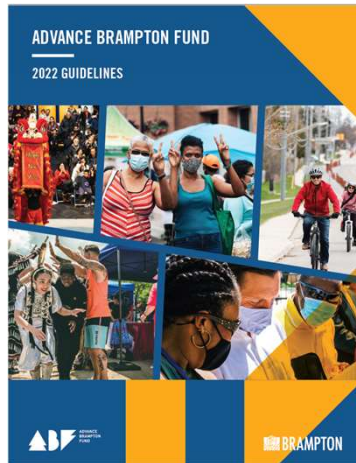
DEVELOPING/AMPLIFYING

“ RESPONSE – In 2023, we offered 8 workshops focused on kitchen skills. Our facilitators – a licenced dietician and a kitchen assistant -- worked with participants to cook healthy meals while improving their food preparation skills and how to use kitchen items such as hand mixers, graters and blenders. The curriculum also included proper hand-washing and safe handling of food, in line with national standards. The workshops were offered between February and May in the program space at the Community Health Centre.

In 2024, we will offer the workshop series again, this time addressing three factors we identified as needing improvement (see below). At the same time, we will aim to maintain our 100% satisfaction rate among participants who completed the course. We believe these changes will increase interest in our program by 40% allowing us to offer two classes instead of one. The data from this second iteration will also allow us to begin tracking program outcomes over time among the families who participated in the series.

”

Question



Project Alignment

Describe how your project supports the City Priority and Project Type you have selected. Elaborate on how your project will achieve the Outputs and Outcomes identified.

Note: Specific reference to each output you have selected as a measurement and details about how you will achieve that measurement will help reviewers assess this question.

Note: Specific reference to the outcomes you have selected and how they are appropriate for your project/program will help reviewers assess this question.



Outputs vs Outcomes

OUTPUTS

What your project will produce

- # of programs delivered
- # of community partners engaged
- # of volunteers, # of volunteer hours
- % of participants engaged from neighbourhoods low on the well-being index

OUTCOMES

Why you are doing your project

- Increased awareness
- Increased access
- Improved knowledge, skills
- Improved connections
- Reduced isolation
- New opportunities



Measure. Evaluate.

What are the project goals?

How will you know you met them?

What tools can measure this?



Predicted Outcomes	Measurable Indicators	Measurement Tool	Goal
Lone parents with low incomes will have increased access to healthy eating programming.	The program attracts full participation.	Registration record	12 participants
Participants will have increased knowledge of nutrition and healthy eating habits.	Participants attend all sessions	Attendance record	91% of participants will attend all sessions
Participants will feel increased confidence in cooking meals for their families	Participants will 'agree' or 'strongly agree' in a survey	Post-workshop survey	100% of participants select 'agree' or 'strongly agree'
Participants will understand food safety.	Participants receive Food Handling Certificate	Count of certificates	90% or more participants will receive certificate.





Outputs and Outcomes

This project aligns with this City's priority area

The outcomes we will measure are...

We will know we successfully met the outcomes by measuring....


We expect the following outputs from this project...

We believe these are reasonable because...

To achieve this success, our project plan includes the following...



TIP: Describe how your outputs and outcomes are the same or different from the last time you offered this project and why.





Example:



“ This project aligns with Brampton’s priority area ‘Recreation’ because it encourages healthy lifestyles to residents in a community that has been rated low on the Region’s wellbeing index. Matched by other donations and contributions, the funding investment of \$3808.40 will provide us with the resources to deliver this outcome to Brampton residents: [Increased access to a healthy eating program for 12 low-income lone parents, taught by a subject expert.](#)

Output: One new course that supports food education and budgeting over 8 classes (24 class hours)

91%-100% of participants will complete the course (measured by attendance records); all participants who complete the course will report wellbeing improvements (a survey on Peel’s Wellbeing Index criteria).

Latest research from the journal *Food Security* tells us a successful cook-at-home intervention must have: 1) supported workshop facilitation, and 2) equitable access to participation. We have added a Kitchen Assistant to support the Dietician as Facilitator, to ensure participants have support during classes when they need it, and we have budgeted for childcare and bus tickets to reduce financial barriers.

[We believe our target number of 12 participants is reasonable because](#) we consulted our members in a survey; 50 people indicated interest in this type of program. We also consulted ABC Agency who ran a similar project two years ago. They serve a community with matching demographics in a city of similar size; their evaluation suggested we request a registration fee to improve attendance rates, with an honorarium offered to each participant upon completion of program; we believe this incentive will allow us to meet a 91% retention rate at end of course (11 of 12 participants).



Question

Project Development (DEVELOPING)



As you have submitted this project to the Developing Projects Stream of the Advance Brampton Fund, your organization has delivered this project at least once before in Brampton and established a need for this project within the community. What aspects of this project will your organization focus on improving, strengthening or innovating in order to fully develop the project and how? Explain how this strength, growth or innovation will help this project develop?



TIPS: If you used the Start-Stop-Change or the Gap Analysis exercises, refer to your work here. Also turn to the data you collected from the last iteration. Answer all of the questions asked.

Question

Project Development (AMPLIFYING)



As you have submitted this project to the Amplifying Projects Stream of the Advance Brampton Fund, your organization has delivered this project at least twice before in Brampton and established a proven track record of well-managed success in doing so.

Based on this foundation of success, what aspects of this project will your organization focus on scaling, expanding or amplifying in this iteration of its delivery, and how?



TIPS: If you used the Start-Stop-Change or the Gap Analysis exercises, refer to your work here. Also turn to the data you collected from the last iteration. Answer all of the questions asked.

Question



Project Team:

List the members of your project team and their roles in the project. Describe how the composition of your project team represents the skills required to successfully execute your project.

Note: Include information about any outside professional services you may involve with the project. Tell us about their skill sets and how they will aid in your project/program. If outside professional services will be needed but are not hired yet, tell us about the skills and qualifications you are looking for. Doing this can improve scores.

Note: Include information about any collaborations with outside organizations. How will these collaborations bolster the program and ensure it is delivered the best way possible? Providing this information can improve scores.

Question



Diversity, Equity and Inclusion:

Tell us about how your project will seek to engage the diverse population in Brampton.

Note: Informing reviewers about how the project will engage diverse communities, what tools and tactics will be used to promote their participation and how your organization will include a safe and inclusive space for their participation is important.

Question



Project Plan (DEVELOPING/AMPLIFYING)

How will you ensure this project is delivered in a timely, efficient and effective manner? List the key project activities you will complete and their associated timelines to deliver the project as described. (Minimum of five key project activities required).



TIPS:

- After you have drafted your response, compare your key activities to your project description. Do they strengthen each other?



Consistency for easier reading

“

Example

Our key project activities will include:

1. **PROJECT PLANNING** – The project coordinator will lead this phase to prepare for the launch of the project. January-February 2024.
2. **PROMOTION & MARKETING** – The communications lead will prepare print and digital resources to promote the program, to be circulated and posted by project coordinator. February-March 2024.
3. **REGISTRATION** – The project coordinator will process registrations for the program over 3 weeks. March 2024
4. ...

”



Question



Marketing Plan (DEVELOPING/AMPLIFYING):

How will your organization market this project to potential participants and engage Brampton residents?

Note: Share the project's marketing and communications plan here. What tactics will your organization use? How will your tactics target your key audience/market? How will your marketing plan speak to the diverse populations in Brampton?



Spreading the news

- Who do we want to serve with this project, exactly?
- Where do they spend their time?
- How can I reach them where they are?
- Which medium is best? (face-to-face, digital, print)
- What marketing channels are most effective for the target audience? (print ad, poster, bulletin board notice, personal invitation, presentation, webinar, social media post, etc.)
- What messages would persuade this audience to pay attention?
- When is the best time to reach out to this audience?



Question



Project Expenses

Using the Project Expenses Worksheet provided, complete the proposed expenses for your project.





Expense Category * All ABF Expenses should fall into one of the below categories. Please read the instructions for each category carefully in order to determine how to report on items and values.	Expense Items Listing <i>*List all of the individual items in the expense category and provide a dollar value for each item</i>	Paid With Grant Funding <i>*Provide the summed value of any expenses in Column B - Expense Items Listing you will pay with grant funding. The total in this column should be no more than \$25,000 in the Amplifying Stream and equal the value of grant you are requesting.</i>	Matching Expense <i>*Provide the summed value of any expense in Column B - Expense Items Listing that will make up part of your matching expenses. The total in this column should be equal to or greater than the total value in Column C - Paid With Grant Funding</i>
<i>Example</i>	<i>Print Ads - \$5,000 Digital Ads - \$5,000 Ad Content Creation - \$10,000</i>	\$10,000	\$10,000
Project Staff Wages *The value paid to organizational full-time, part-time or contracted staff while they work directly on this project. These are eligible expenses and can be paid with grant funding. Include these expenses in Column C - Paid With Grant if they are expected to be paid with grant funding. Include them in Column D - Matching Expense if they are expected to be a part of your project's matching expenses. You can also split these values in any way between Column C and Column D if they are expected to make up portion of both your grant and matching expenses.		\$0.00	\$0.00
Contracted Services *The total amount paid to artists, subject matter experts, consultants, accountants, researchers or other externally contracted individuals or organizations engaged in project delivery. These are eligible expenses and can be paid with grant funding. Include these expenses in Column C - Paid With Grant if they are expected to be paid with grant funding. Include them in Column D - Matching Expense if they are expected to be a part of your project's matching expenses. You can also split these values in any way between Column C and Column D if they are expected to make up portion of both your		\$0.00	\$0.00

Matching Grant Budget





Key Questions to Answer in Making Your Case

What need does this project address?
How do you know there is a need for it?

What problem does this solve?
How do you know it is a problem?

How does this solution align with your goals?
How does this solution align with the priorities of the funder?



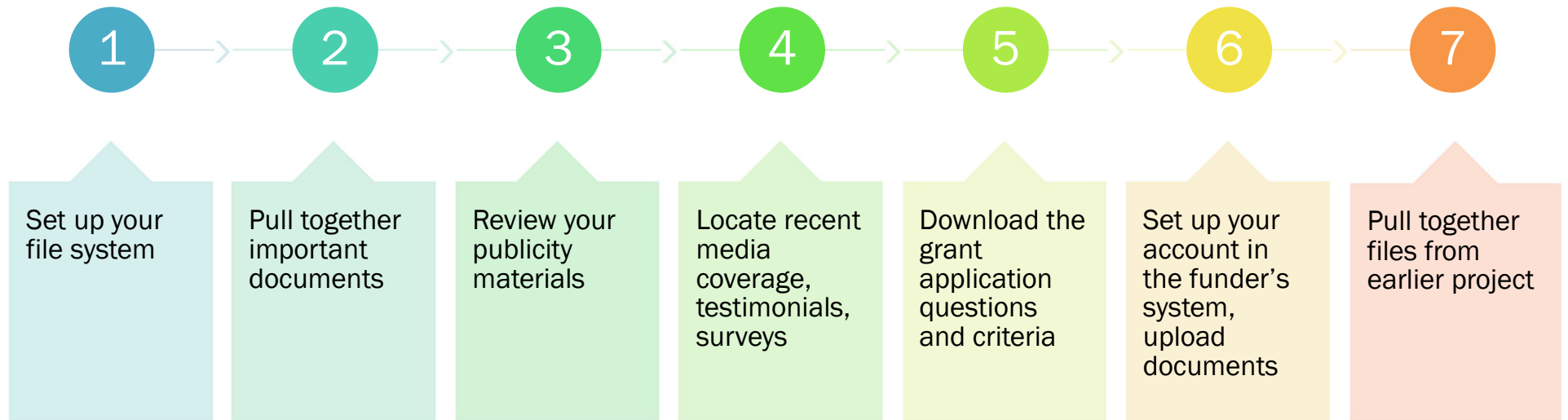


Finally....

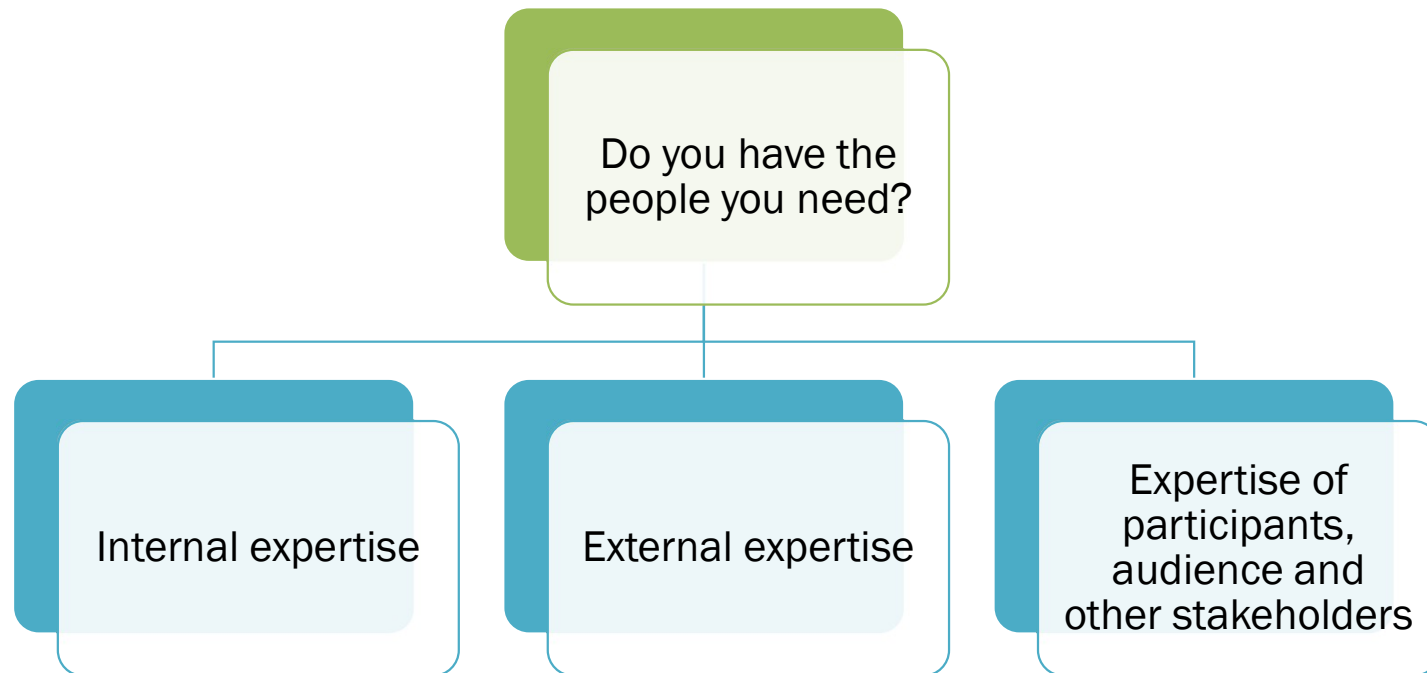
What will you do
tomorrow to get
'grant ready'?

Tell us in the chat!

Set up your files



Gather your experts







Thank you

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