

FUNDRAISING THROUGH GRANTS

**Presented by: Kim Street
KJ Consulting**

**Calgary Association of Parents and School Councils
Intensive School Council/Association Training Session
October 18, 2014**

Presentation Overview

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 - ▶ Strategy
 - ▶ Team
 - ▶ Planning
 - ▶ Sourcing Grants
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Overview

▶ Introduction – Kim Street

- **Current Chair St. Martha School Advisory Society**
 - **Raised more than \$1.2M for Playground Upgrade, raised total of over \$2M for other projects.**
- **Past-Chair Elmwood Elementary School Council**
 - **Raised more than \$1.4M for new playground, spray park, skating rink – other initiatives raised over \$2M (nature scape, gym equipment, computers)**
- **Married 15 years and Mom of three young boys including one with severe physical and mental challenges**
- **Over 25 years involved with non-profit and charitable organizations**
- **Over 10 years directly employed as fund development/volunteer manager of a number of local and national charitable organizations**

Overview

▶ Fundraising Realities

- ▶ Limited direct funding – what options are available
- ▶ Everyone fighting for same dollar
- ▶ Groups get burnt out doing bake sales and raffles
- ▶ Need to access available government and private funding sources – school boards and communities leagues have limited financial resources

Overview

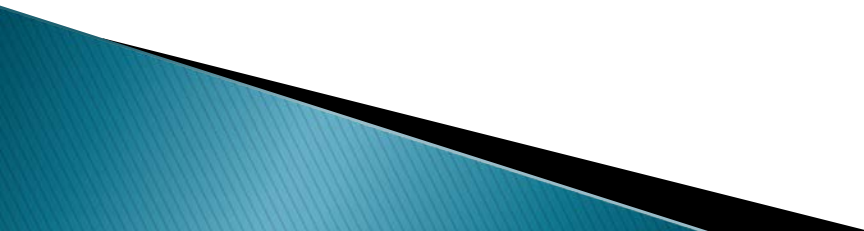
► Why are we here today?

- Share ideas and experiences
- Source, utilize public and private grants – don't be afraid to ask for money (and big money!)
- Costs of programs and capital works are high, everyday fundraisers don't cut it any more – access to greater funds required

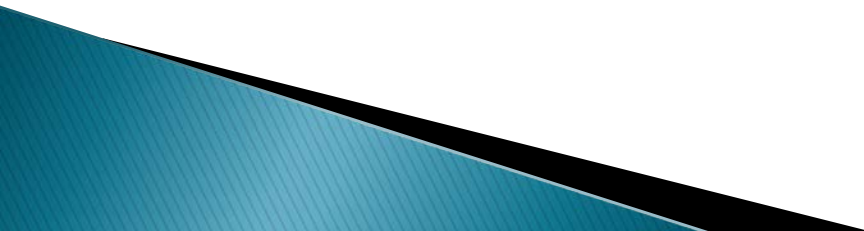
Overview

- ▶ **Information Package**
- ▶ **Including samples of:**
 - **Business Plan**
 - **Needs Assessment**
 - **Donation request letter**

Strategy

- ▶ **Develop goals, timelines and budgets**
 - ▶ **Be clear and concise**
 - ▶ **Be conscious of moving parts**
 - ▶ **Understand and be prepared for required commitment**
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Team

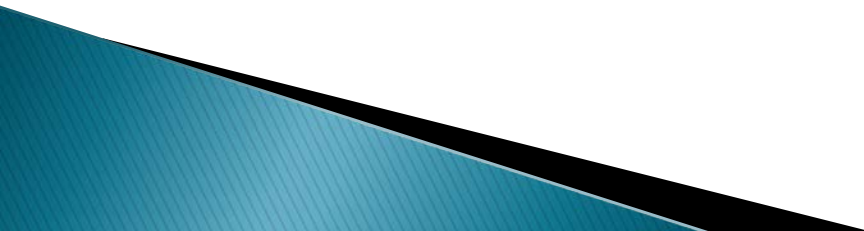
- ▶ The key to successful fundraising programs lies in the development of a strong team
 - ▶ Establish parent and caregiver support and engagement
 - ▶ Establish and maintain support from school administration
 - ▶ Develop diverse team (i.e. range of skills, abilities, time commitments, experience, etc.)
 - ▶ Sometimes projects take years to bring to life so keep in mind people come and go; maintain continuity.
 - ▶ Promote communication
 - ▶ Plan to work hard, plan to play hard!
 - ▶ Depending on the size of your goals, work hard but always keep your eye on the target and the rewards of reaching the target
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Planning

- ▶ **Understand and define needs**
- ▶ **Develop supporting information**
 - **Business Plan/Case**
 - **Financial Summaries**
 - **Financial Plan – cost estimates and quotations**
 - **Needs Assessment**
 - **Letters of Support (School Board, MP, MLA, community, etc.)**
- ▶ **Create generic package to use as base for all applications – cater as required**

Sourcing Grants

► Opportunities

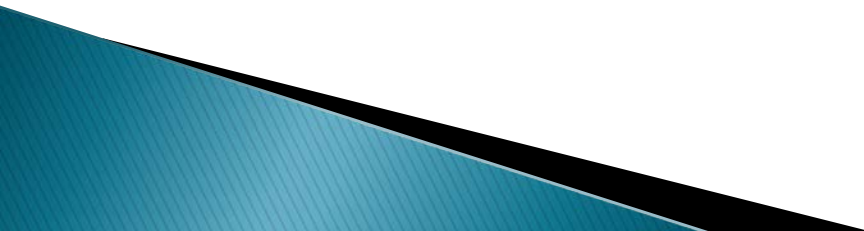
- Review criteria, areas of support; understand the funding opportunity
 - Understand timelines for submission, award and execution of grants
 - Grants available through municipal, provincial and federal governments
 - Grants available through various corporations and corporate foundations
 - Grants available through non-profit/charitable organizations
 - Leverage grants with one another
 - Be aware of matching grants
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Sourcing Grants

- ▶ **Example 1: Community Facilities Enhancement Program (CFEP)**
 - Capital works funding including playgrounds and construction, renovation or redevelopment of community public-use facilities
 - Applications accepted quarterly
 - Funding up to \$125,000 – matching funds
 - Needs business case
 - Get support of local MLA
 - Can only apply once per fiscal year. Can apply for CIP only if CIP is for operations not capital. Can't have two capital grants open simultaneously.
 - Can not make application with existing open grant
 - If project has multiple phases, can apply multiple times

Sourcing Grants

▶ Example 2: S'Cool Life Fund

- Used to enhance the arts
 - For programs for children K-12
 - Includes dance programs, art, music
 - Up to \$3,000
 - Applications completed online
 - Due in September, response in approximately 6 months
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Sourcing Grants

► List of Potential Grant Funding Sources:

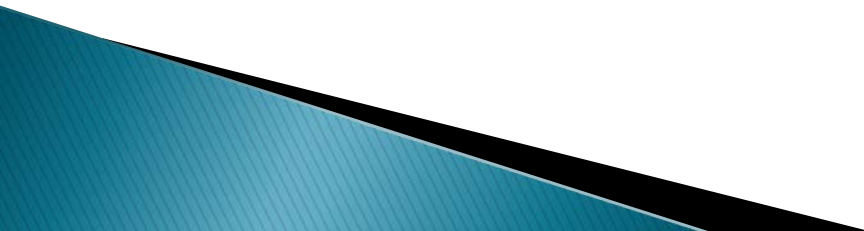
- Community Facility Enhancement Program (CFEP) – Alberta (\$125,000 per fiscal year)
- Community Initiatives Program (CIP) – Alberta (\$75,000 per fiscal year)
- Community Infrastructure Improvement Fund (CIIF) – Canada – Currently closed awaiting new program (\$250,000)
- Alberta Tire Recycling Program – Alberta (\$30,000)
- Neighborhood Park Development Program (NPDP) – Edmonton (up to \$250,000)
- Roots for Trees – Edmonton (\$20,000)
- Community Investment Fund - Calgary
- The Calgary Foundation – Calgary
- Calgary Board of Education - Calgary

Grant Applications

▶ Keys to applying for grants:

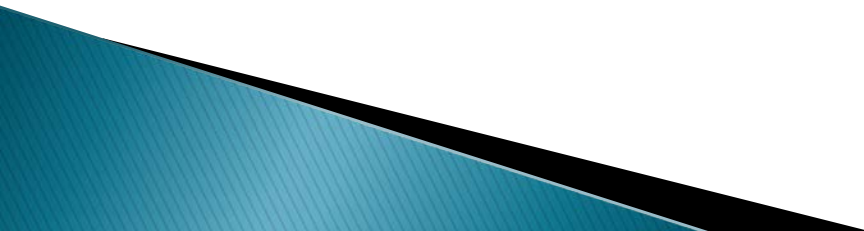
- Know your audience
- Investigate
- Review application guidelines and criteria
- Complete all requirements

▶ After grant is submitted:

- Follow up on unsuccessful applications; learn from any shortcomings
 - Follow through on successful applications
 - Set the stage for future applications
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Summary

▶ Key Points:

- Plan
 - Develop a strong, diverse team
 - Be clear in your goals
 - Identify potential funding sources
 - Understand the requirements of the funding agency
 - Meet all requirements of grant applications
 - Follow up on declined applications
 - Follow through with approved applications
 - Most importantly, don't get discouraged!
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Contact

- ▶ For more information on grants or fundraising programs in general, contact:
- ▶ KJ Consulting
 - Contact: Kim Street
 - Phone: 780-484-9399
 - E-mail: kjstreet@shaw.ca
- ▶ THANK YOU!
- ▶ QUESTIONS ??

Name of Playground
Park Redevelopment



Year photo
was taken

Add Logo of School

Name of Playground Park Redevelopment

Organization:

Legal Name:

Date of Incorporation:

Contact Person:

Facility:

Name of Facility:

Street Address:

Registered Holder of Land Title:

PROJECT INFORMATION

Introduction

Name of School is proposing to redevelop its playground, add a shade area with picnic tables and renovate the basketball courts (add own information). These facilities are located in Park Name alongside of School Name and address. The current play area at the park is in the same location for the new proposed play area as this area is nestled in a sage place with good sight lines.

(Community League add own information) is a matured community with the majority of the homes dating back to the early 1980's. The park play area was first constructed in 1997, and since then the play area has remained the same. Community area is a quiet community that is affordable and easy access to all parts of the city with available transit to access all areas throughout the city of Edmonton.



The Redevelopment Committee recognizes this trend and wants to continue to encourage young families into the area and all the amenities that Name of Community League has to offer. Through the revitalization Playground Name play area has been identified as a need to modernize or come with the times and create a new play area that will last for the next 20-30 years to come for families and seniors to enjoy with their children, grandchildren and great grandchildren.

The planning committee will be taking into consideration all users of the park and their individual needs in making an enjoyable experience for all.

The project will include such items as: (use information from Survey)

- Innovative play structure
- Benches, tables and receptacle cans
- Sheltered areas for seniors and small children
- Good sight lines for security and protection
- A combination of sand and rubber flooring for accessibility
- Renovating the existing basketball Courts

The play area will be developed in cooperation with the City of Edmonton Community Services Department. The new play area will adhere to Canadian Safety Standards and will be signed over to the City of Edmonton once the project is complete. Community Services will then be responsible for the maintenance and upkeep of the



equipment. PROJECT

START DATE

Park construction will take place in the date

PROJECT DESCRIPTIONS/DETAILS

It has been determined from a needs assessment conducted in date that the following amenities should be considered in the design of the play area.

- Equipment must meet the needs and demands of children ages infant to youth (especially children who are older than Grade 4).
- Extra picnic tables, benches and garbage receptacles are required
- Extra lighting will be required
- A roofed gazebo is needed for shade and board games to be played under on hot summer days

It is desired that the play area be progressive by age with both children and youth equipment on site. There will be a section developed for toddlers, moving into 5-12 years of age and then youth area.

The toddler area will incorporate age appropriate equipment with a theme yet to be determined (i.e. trains, pirate ships, etc.). This area will also include a toddler size picnic table to be located near the toddler play area.

We see this project as an opportunity to revitalize this community and encourage community involvement.

Add Logo of School

A preliminary list of equipment to be incorporated into the upgraded park includes but is not limited to the following:

- spinning nets
- Swings
- Slides
- Climbers
- Monkey bars
- Bridges
- Activity Boards



The equipment picked for the playground will be finalized through consultation with children, residents and other stakeholders in the community and then presented to community members for final approval.

Please see Appendix A for support letters from **Principal, MLA, City of Edmonton Councilor, and Community League for Park** (add names of individuals)

PROJECT JUSTIFICATION

Name of School began researching the need to redevelop the play area in the **date**. When the current committee was formed, a needs assessment survey was distributed through the community through the community newsletter to over **number** homes. In addition, over **number** surveys were handed out to the parents of **Name of School**. The response was overwhelmingly positive with over **%** response rate. The committee continues to encourage input from the community through the School newsletter and is always looking for more volunteers to join the project.

Attached in Appendix B are examples of the surveys and the results. It is the belief of the committee that all needs and interests from the community have been expressed through the needs assessment surveys that have been completed including mail drops, newsletter and Westend Community News, talking to the schools and interviews. The **Schools Name** Redevelopment Committee is satisfied with the work to date and believes that more volunteers will join the team closer to finalization of construction.



The **School Name** Redevelopment Committee is committed to the Community of **name** but also to the City of Edmonton and its vast inventory of parkland space, playgrounds, basketball courts and shaded area. The redevelopment of **name of playground**

Add Logo of School

area adds to the City's inventory of exceptional playground space for children and families to enjoy.

Name of School Redevelopment Committee is honoured to be a part of this tradition and would like that all visitors who pass by the park with car, bike, roller blade or walking, stop by and enjoy the park. The park will be open during regular City Parkland hours and easily accessible by walking paths and a bike path that goes through the park. All ages and abilities will be able to enjoy the park and it is our hope that the Province of Alberta comes on board and supports this Community Development project as well.

ESTIMATE TOTAL PROJECT COST

Revenue

State all revenue here

Example –

Community Facility Enhancement Program	\$125,000
Neighborhood Development Program	\$125,000
CIIF	\$250,000
Total:	\$500,000

Total Confirmed - \$ amount Total with tentative \$500,000

Expenses

Picnic Tables/ Pads/Benches	\$20,000
Gazebo	\$30,000
Playground Equipment	\$150,000
Rubber Surfacing	\$50,000
Park Demolition/Excavation/Installation/Landscaping	\$230,000
GST	\$20,000
Total:	\$500,000

Additional information relating to the project funding and schedule is included in Appendix C.

Needs Assessment Survey

	Very Important	Somewhat Important	Not Important	Extra Comments
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Playground Equipment

Swings				
Slides				
Climbers				
Monkey Bars/Hangers				
Spinners				

Preschool

Sand Play Table				
Stationary Vehicle				
Sand Diggers				
Springy Animals				
Playhouse				

Other

Balance Beams				
Bridges				
Talking Tube				
Activity Boards				
Rotating Nets				
Bouncers				
Fire Pole/ Ladders				

Sports

Tennis Courts				
Ice Rinks				
Toboggan Hill				

Company Name
Address

VIA (Email or Fax)

Attention: Contact Name

Dear Donations Committee:

I am writing to you with regards to the (Playground Name) play area located at (Name of School) and the plan to redevelop the playground. The current park was built in Year and is in its original state and deteriorating quickly.

The School is located (put location of school westend end, north end). The area is comprised of number households that received our survey. Our community is very diverse with population segments varying from young couples to retired seniors.

The Name of School Board is moving to take our children with special needs into an inclusive program. We need to move with them and guarantee that the proper equipment is in place when these students attend Name of School. With that said the School Advisory Council has decided that it is a must to have an up to date playground for the students of Name of School.

We would like to ask Company Name if you would make a donation or contribute to our project.

We have attached a more detailed proposal for your review.

It would be greatly appreciated not only by the members of the community, but the parents of our school if you would be able to assist in this endeavor. If you have any questions or would like to discuss this opportunity further, please feel free to contact me at Phone Number or email address our address is Schools Address.

Yours Truly,

Name of Committee Member or Chair

*Don't forget to use letterhead and include contact information

Date

Address

Attention:

Dear Donations Dude:

We are writing to you with regards to the **Name** School. Our school is located in west Edmonton near West Edmonton Mall and Misericordia Hospital and offers the Science Program, the Individual Support Program and the Early Education Program to children in the community and from around the city. In addition, the school is supported by the School Council which is undertaking initiatives to provide additional funds and resources to the school which it is not able to attain through public funding.

At the present time **School Name** is having a hard time establishing a fundraising program as many of our families have challenges in their daily lives that limit the resources available to us. It is really hard for the families to take on a fundraising role when they have other challenges in their lives. This neighbourhood is a lower income area and families are just unable to help us with fundraising.

We would like to request funding from the **Company Name**. Currently our school is in its original state and needs some much needed renovations. As you probably know from the media, the **Edmonton Catholic School Board** has really limited our budgets and it has become more stressful than in previous years.

Our School Administration have a strong philosophy regarding literacy will allocated available resources to achieve this objective. As you know, if our students do not have the ability to read, they will struggle throughout their entire education and in life. For this we need to make sure that the books are exciting and the area is inviting so it is fun and enjoyable and does not feel like work. With that said, we need to overhaul our library as it is very out dated. We would like to replace our old shelving units with new accessible shelves (as we have a huge amount of children with disabilities), leather couches (due to allergies) as well as furniture that is the size of our little ones. The Early Education Program within **Name of School** has children ages 2 ½ - 5 years old with one or more disability (that could be a delay in speech or a disability of some sort). This would allow our smaller children to access this area and feel that it is at their level and not just for the bigger kids.

We would like to ask **Company Name** to donate \$10,000 towards this renovation. This would be a huge donation for us and would allow us to take our library to the next level.

If you have any questions or in need of any other information please contact me at **phone Number** or email at **address**

We have also attached a letter of support from our principal **Name of Principal** who would be more than willing to speak with you about our project at **phone number** or email at **address**. Also **Principal Name** would love to invite you to the school for a tour if you would like to see first hand what the vision is for our changes. We have also attached a copy of our financial statements for your review.

Thank you for taking the time to consider our request for funding from **Company Name**. We look forward to hearing from you in the near future.

Sincerely,

Council Member

Put information of School address, phone number, fax and email here