

NON-PROFIT  
**Network**  
PERTH-HURON

ZOOM SEMINAR

# Unlocking Grant Success

Tips, Tricks, and Best  
Practices for Community  
Organizations

4

WED  
DEC

10:00 AM–  
11:30 AM

Register:  
[perthhuron.unitedway.ca](http://perthhuron.unitedway.ca)



United Way  
Perth-Huron



Social Research &  
Planning Council



United Way  
Centraide  
Simcoe Muskoka



REBECCA SCOTT | United Way Perth-Huron  
LEAH KENNEDY | United Way Perth-Huron  
COLIN GREEN | United Way Simcoe-Muskoka  
CAROLINA TRIANA | Libro Credit Union

Sponsored by:



# Unlocking Grant Success

Tips, Tricks, & Best Practises





**Rebecca Scott**

United Way Perth-Huron



**Colin Green**

United Way Simcoe Muskoka



**Leah Kennedy**

United Way Perth-Huron



**Carolina Triana**

Libro Credit Union



# Agenda

01

**Seeking Grants**  
**Strategically**

02

**Key Questions**  
**For a successful application**

03

**Q&A**





01

# Seeking Grants

## Strategically

# Finding Opportunities



## Understand Types

Private & Public sectors



## Use Network Services

Pillar, Charity Village



## Follow funders

Follow newsletters and social media



## Database Subscribe

Pay to access grant databases  
(Imagine Canada Grant Connect)



## Peer Network

Build relationships and learn through word-of-mouth



# Understand the Opportunity



## Criteria/Eligibility

Research & Read.  
Attend info sessions

## Request Meeting

Meet with the funder  
to receive coaching

## Ascertain Values

Understand the funders focus areas. Review  
your application from their perspective

**If it's not a fit - move on**

# Optimize for Current Trends

## Forge Partnerships

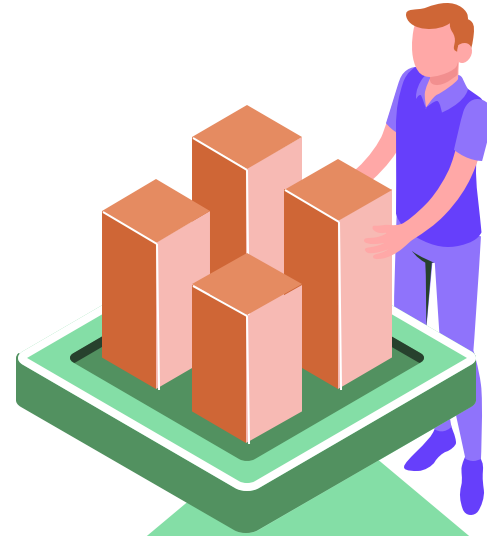
Forging local partnerships can increase capacity and increase funding opportunities that serve equity-deserving groups and/or vulnerable populations.

## Fewer but bigger

Funders are supporting fewer applicants with bigger grants and multi-year commitments, for deeper relationships and greater impact

## Rural Strength

Make rural a strength – step into service gaps and seek rural-dedicated funding





# Find Capacity



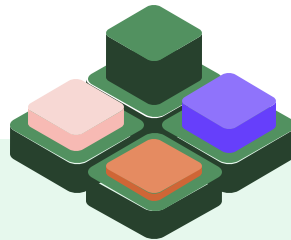
## Team Approach

- Use the whiteboard – plan the project, budget, and pitch as a group
- Assign an application lead to ensure consistent voice and keep application on track



## Use AI

- “Copilot can you get this down to 300 characters?”
- “Copilot, can you clean up the spelling, grammar, and style of this paragraph?”
- “Copilot, how can I make this argument more convincing?”

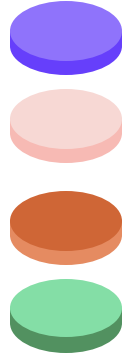


# Report Your Progress



## Follow-up

Grant follow ups demonstrate your impact and strengthen your funding relationship



## Report

Building a strong evaluation plan shows commitment to program sustainability and capacity building





02

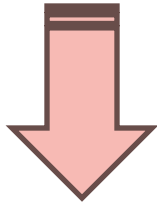
# Key Questions

For a successful application

# The Problem



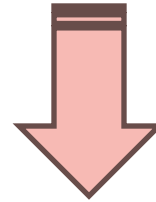
**What's the problem?**



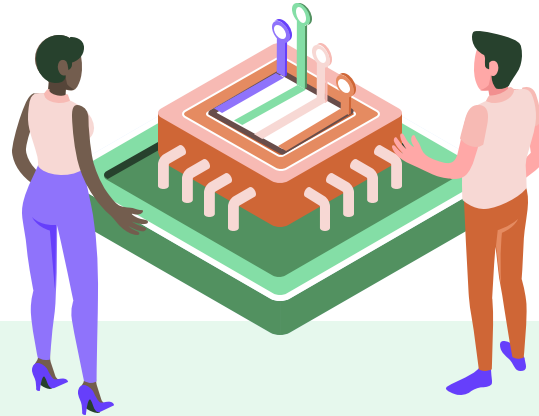
Scale &  
Specifics



**How do I know it's a problem?**



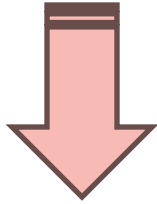
Evidence



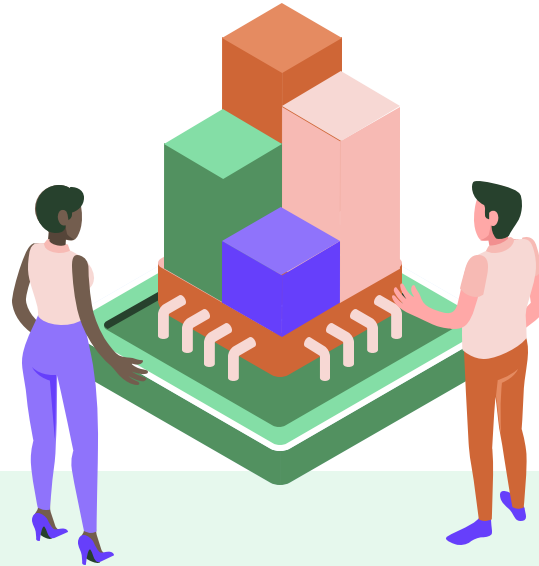
# The Solution



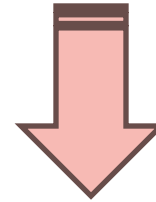
**What my intervention proposal?**



- Achievable activities
- Details of plan



**How do I know it will work well?**



- Evidence of gap in your region
- Evidence from other areas

# The Risks



**What Challenges will I face?**

How will I mitigate them?



# The Outcome



## What are the anticipated results?

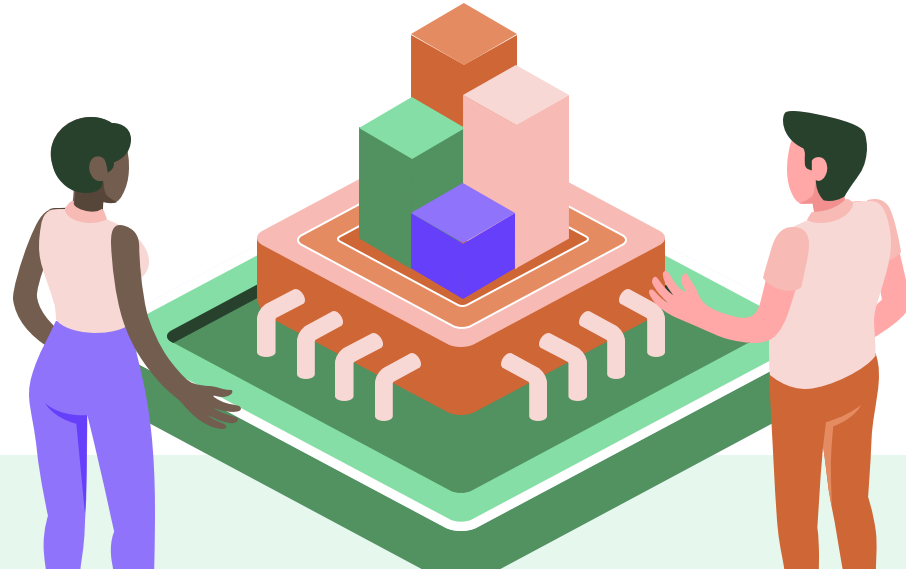
Connect local outcomes  
to systemic ones

## What does success mean for this project and population served?

How will I measure success?  
How will I sustain success?



**What's your vision of success?**



# Tips & Tricks



**Use accessible,  
confident language**



**Ground your  
application in research**



**Don't short-change  
yourself on budget**



**Engage the population  
you serve in program  
design and incorporate  
an equity lens**

***"Nothing  
About Us, Without  
Us"***





# The Waiting Game



**Be Prompt in signing.**

**Submit reports & claims on time.**

**Keep the funder in the loop. If you have a problem, talk. Contract extensions are possible.**

**Keep the text to re-use/refresh for another time.**

**If you're successful...**



**Competitive**

**Ask the funder how to  
make your next  
application stronger**

**Try again...**

**Keep the text to  
re-use/refresh for  
another time**

**If you're not  
successful...**



# Q&A

Do you have any questions?



# Thanks

Please reach out with any questions:

- Rebecca Scott - [rscott@perthhuron.unitedway.ca](mailto:rscott@perthhuron.unitedway.ca)
- Leah Kennedy - [lkennedy@perthhuron.unitedway.ca](mailto:lkennedy@perthhuron.unitedway.ca)
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Please fill out the feedback form!

