



Advance Brampton Fund APPLICATION WORKSHOP Developing & Amplifying Streams

October 12, 2022

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Poll



How confident do you feel about your knowledge of grant writing?

- a) Not very confident
- b) Somewhat confident
- c) Mostly confident
- d) I got this! (But I will stick around for pointers)



Poll

Which part of grant writing makes you the most nervous?

- a) Budgeting
- b) Writing clearly
- c) Remembering all the details
- d) Meeting the deadline
- e) Something else?



Tonight's topics

1. Are You Grant Ready?
2. Planning Your Project
3. Making Your Case



Are You 'Grant Ready'?



Strategy & Execution

Before you apply, ask yourself:

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

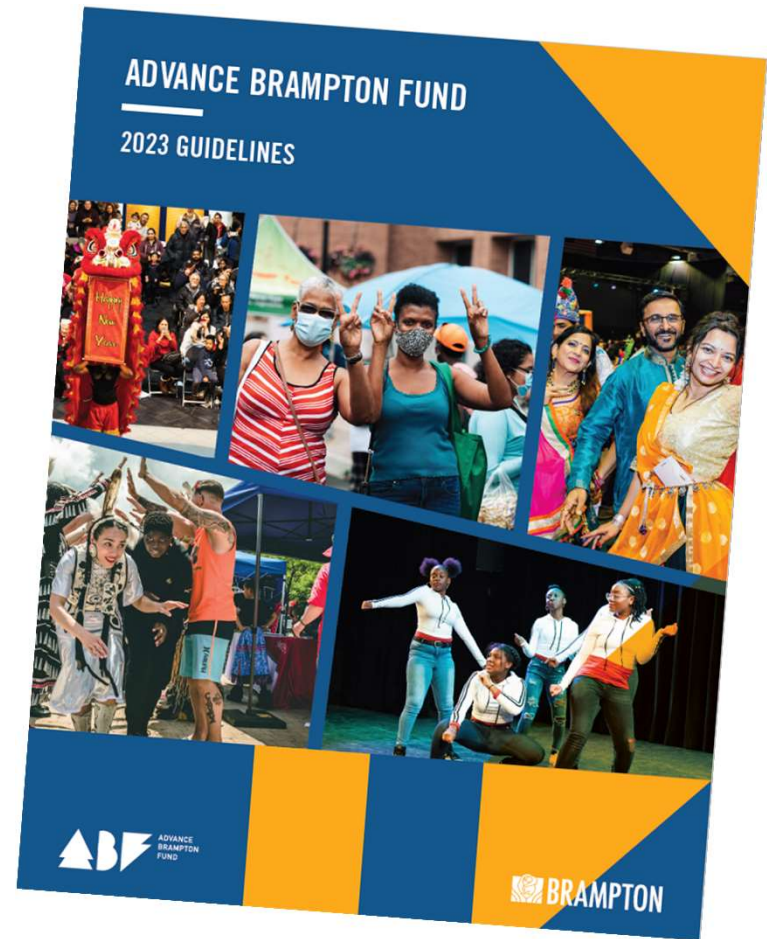


Strategy & Execution

Before you apply, ask yourself:

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

Are you in alignment?



Check the guidelines!

Review the evaluation criteria

In 2023 Guidelines:

- Developing Stream, pp. 44-46
- Amplifying Stream, pp. 51-53

DEVELOPING PROJECTS STREAM: REVIEW STAGE 3: PROJECT EVALUATION Evaluation Scale: Strongly Disagree Disagree Neutral Agree Strongly Agree			
Section	Question	Evaluation Criteria	Weighting
Project Details (65%)	<p>Project Description:</p> <ul style="list-style-type: none"> • Project Start Date • Project End Date <p>Describe your project. Include details, such as:</p> <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 it 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: Cited research will help reviewers assess this question</i></p>	The project description is clearly articulated and contains sufficient detail to demonstrate that the project has been fully and thoughtfully scoped.	5%
	<p>Project Alignment:</p> <p>Describe how your project supports the Term of Council Priority and Project Type you have selected. Elaborate on how your project will achieve the Outputs and Outcomes identified.</p> <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> <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 project's alignment to the Term of Council 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 can confidently and realistically be achieved.	10%
		Areas for improvement, enhancement or strengthening are clearly articulated, appropriate, and support the achievement of project Outputs and Outcomes.	20%
		The project team possesses the necessary skill set(s) to deliver the project, outputs and outcomes.	10%
		Project activities are aligned with the project on and are reasonable in the proposed	20%

Know your funder's priorities

Priority: Brampton is a Mosaic	
Sub-Priority:	Inclusive and Flexible Community Spaces Making Brampton an age-friendly community that meets the needs of all ages and abilities.
Eligible Project Types	Programs and outreach events that advance the objectives of the City's Age-Friendly Strategy and Action Plan by improving accessibility, affordability and encouraging greater civic participation for people of all ages and abilities. Projects should focus on reducing social isolation and/or enhanced intergenerational connections. Proposed programs must not duplicate programs/services offered by the City of Brampton.

Know your funder's priorities

Other Important Links and Information

[City of Brampton Culture Master Plan](#)

[City of Brampton Age Friendly Strategy and Action Plan](#)

[City of Brampton Grow Green Environmental Master Plan](#)

[City of Brampton Active Transportation Master Plan](#)

[Region of Peel Neighbourhood Information Tool](#)

[Region of Peel Community Safety and Well-Being Plan](#)

The collage features three overlapping web pages. The top-left page is the 'Region of Peel working with you' website, displaying the 'Peel's Community Safety and Well-being Plan'. The top-right page is the 'City of Brampton' website, showing the 'Active Transportation Master Plan' with a green and yellow geometric pattern and the slogan 'LET'S CONNECT ACTIVE TRANSPORTATION MASTER PLAN'. The bottom page is the 'City of Brampton' website, displaying the 'Age-Friendly Strategy and Action Plan' with a collage of photos and the 'wsp' logo. The bottom-right page is the 'City of Brampton' website, showing the 'Active Transportation Master Plan' with a collage of photos and the 'wsp' logo.



Go to your people

- Do you have support of:
 - Your Board of Directors?
 - Program staff?
 - Proposed partners?
- *Most importantly...*
 - The people you serve



PLANNING
FOR GRANT
SUCCESS





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 it .

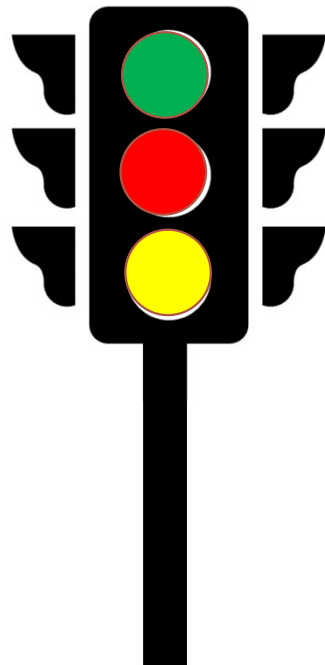
- What is the assessment criteria?
 - Look for past awards
 - Call the grants officer
 - Has anyone else done a project like yours?
 - Is there research to back up this great idea?
 - What are the local, provincial and federal policies and positions?
- 



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?

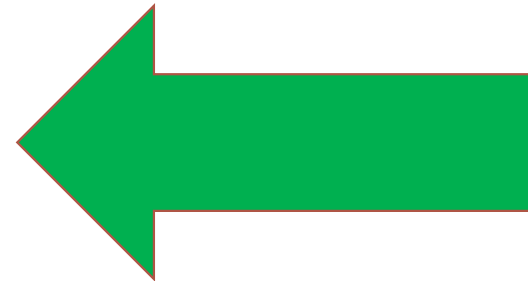
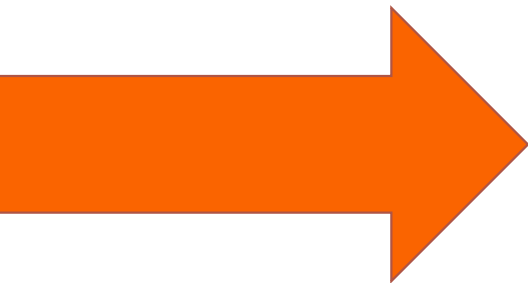
What should we **continue** doing?

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

Research it .



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?

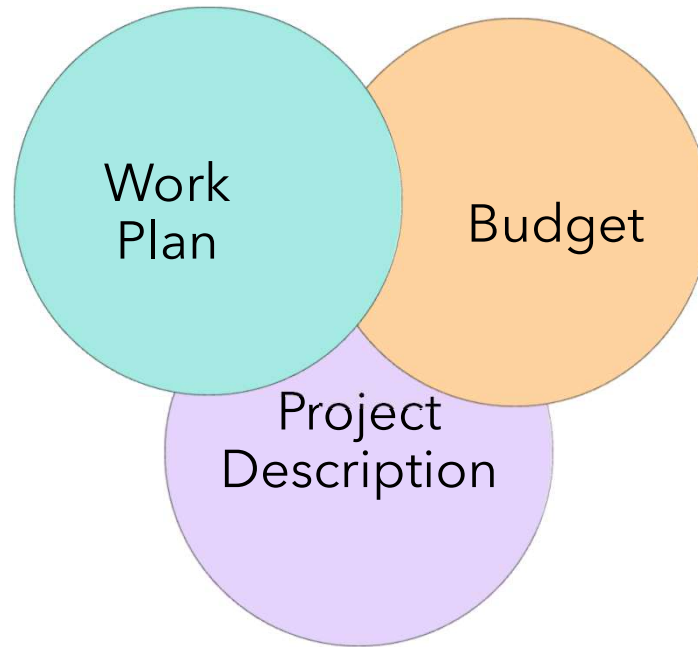




Think it through.

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.





Plan it.

TIP: ABF asks you to list project delivery activities in 2023.

Work Plan

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

Applicant: YYY Community Organization

Dates	Activities
Objective: Organize project resources	
July-August 2021	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 2022	Selection of participants
Objective: Deliver high-quality skills development workshops	
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

Plan it.

TIP: ABF asks you to list project delivery activities in 2023.

Work Plan

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

Applicant: XYX Community Organizaiton

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.



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!





BUDGET

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

Applicant: XYX Community Organizaiton

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

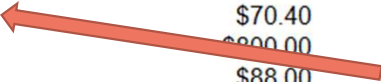


Budget.

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



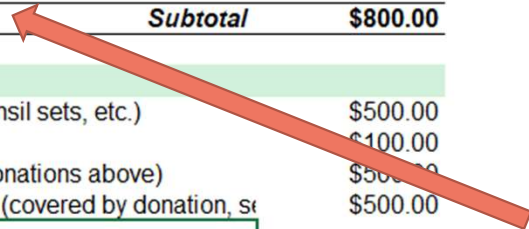
TIP: Make sure you add other employment costs, not only wages.

Subtotal **\$3,598.40**

Venue

Kitchen rental	8 sessions x \$100/day, King Centre Community Kitchen	\$800.00
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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**

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

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





Questions?



Make Your
Case





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?



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 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: Cited research will help reviewers assess this question

5%





Describe it.



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 2021 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>.



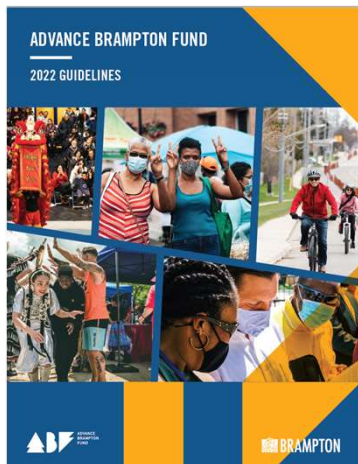
Describe it.

“ RESPONSE - In 2022, 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 2023, 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 Term of Council 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

30%



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
Participants will be motivated to attend this learning opportunity.	Participants will attend all sessions	Attendance record
Participants will develop supportive social relationships as a result of workshop participation.	Most participants will 'agree' or 'strongly agree' in a survey	Post-workshop survey
Participants will learn new skills to express their life experiences through the art lessons and workshop discussions.	Most participants will 'agree' or 'strongly agree' in a survey	Post-workshop survey
All 12 participants will exhibit their artwork from the workshop	At least 12 pieces of artwork are displayed at exhibition	Count of pieces





Example:

We will be measuring and evaluating this project throughout to help us understand the factors of success. Our organization can then determine whether to scale up in 2023 and what adaptations must be in place to do so.

We will measure participant attendance and satisfaction. We will also measure participants' wellbeing improvements using two indicators in the Wellbeing Index of the Region of Peel - Sense of Community Belonging and Self-Rated Health. These data will be collected through recordkeeping and pre- and post-participation surveys. The surveys will be offered at the first workshop and after the final workshop.






Question:

Developing Stream

Project Development:



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. What aspects of this project will your organization focus on improving, enhancing, or strengthening in this iteration of its delivery, and how?

Amplifying Stream

Project Development: 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?

20%



SUCCESSSES -The individuals who completed the 2022 workshops were very satisfied with the program. 100% agreed strongly or very strongly in a post-workshop survey that their confidence in food preparation increased, and 85% reported they learned new kitchen skills. Two participants were able to obtain paid work thanks to the food handling certificate they obtained during the workshop. We want to maintain these successes.

CHALLENGES - The 2022 workshop series had a completion rate of 68%, below our expectation of 92%. Our interviews with the individuals who did not complete the series revealed that childcare responsibilities were the primary reason they could not attend all sessions; the cost of childcare was prohibitive.

Additionally, the class size of 12 could not offer individualized attention and facilitators reported it was difficult to oversee all activities during the sessions. The space was also too small for the class size.





PROGRAM UPDATE - In 2023, we will offer the series again from February to May, relying on the curriculum and supports that were in place with the earlier iteration, but we will revise the program to:

1. Add an early childhood educator who can supervise children during the workshop. YMCA Childcare Services will provide the ECE services as a project partner. We expect this will increase the retention rate of participants to 94%, and increase interest in registration by 40%.
2. Deliver two sessions of the workshop with smaller class size (16 participants divided into two classes of 8). This will accommodate the larger number of registrants and ease facilitation. The kitchen space will accommodate the smaller class size.





We expect these changes in 2023 will:

- Increase registration by 40% (from 12 to 16)
- Increase the program completion rate to 94% (15 of 16)
- Maintain the satisfaction rate among participants who complete the course (100%)
- Improve the facilitation experience



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.

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?

10%



Question:

Project Plan:

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).



20%



	Description	Timeline
Key Project Activity 1		
Key Project Activity 2		
Key Project Activity 3		
Key Project Activity 4		
Key Project Activity 5		
Key Project Activity 6		
Key Project Activity 7		
Key Project Activity 8		
Key Project Activity 9		
Key Project Activity 10		



Work Plan
Project title: Cooking-at-Home Skills for Low-Income Parents in ABC Neighbourhood
Applicant: XYZ Community Organization

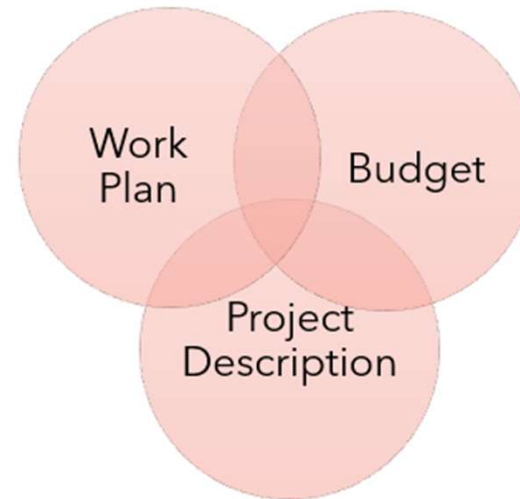
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Mar 6	Workshop 3: Use Your Freezer	Dietician, Kitchen Assistant, Participants	Personnel, Kitchen equipment & supplies, child care



Question:

Project Expenses:

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



15%



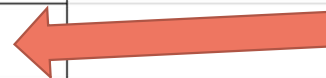
Advance Brampton Fund Project Expense Worksheet		
Project Expense Categories	Itemized Expense Breakdown	Total Expense Line Value (Insert the Sum of Itemized Expenses)
Project Personnel Expenses	Example: - Project Coordinator \$3,000	Example: - \$3,000
Project Personnel: Wages for paid staff working directly on the project.		
Project Operating and Capital Expenses	Example: - Instructors \$5,000 - Technical Services \$2,000	Example: - \$7,000
Professional Services: Services directly related to the delivery of the project, including: vendors, service providers, consultants, contractors, subject experts, speakers, performers, etc.		
Promotions: Promotions and marketing directly related to the delivery of the project.		\$ -
Supplies, Rentals and Materials: Rental or purchase of consumable supplies or operational items directly related to the delivery of the project.		\$ -
Venue: Venue rental costs directly related to the delivery of the project. Note: If the project is virtual, capture online platform "the venue" costs in this category.		\$ -
Evaluation: Costs directly related to capturing project Outputs for inclusion in the Project Close-Out Report.		\$ -
Other: Any other costs directly related to the delivery of the project that are not otherwise listed as Ineligible Expenses in the Advance Brampton Fund 2021 Guidelines.		\$ -
Total Eligible Project Expenses:		\$ -
Possible Advance Brampton Fund Grant Value 50% of Eligible Project Expenses to a Maximum of \$5,000:		\$ -

Show the logic.
Show how it adds up.



Check the math.

Are all of these expenses aligned to the project activities?



<- Insert the total value of cell D16 into the open field on the "Project Expense Worksheet" question on your application.



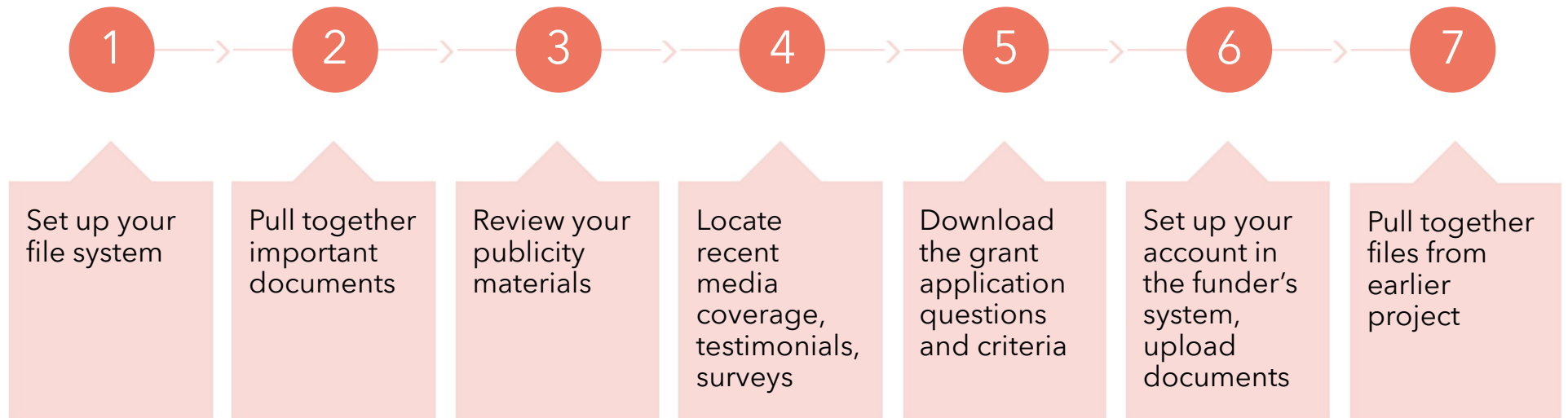
Questions?

Are you
ready?

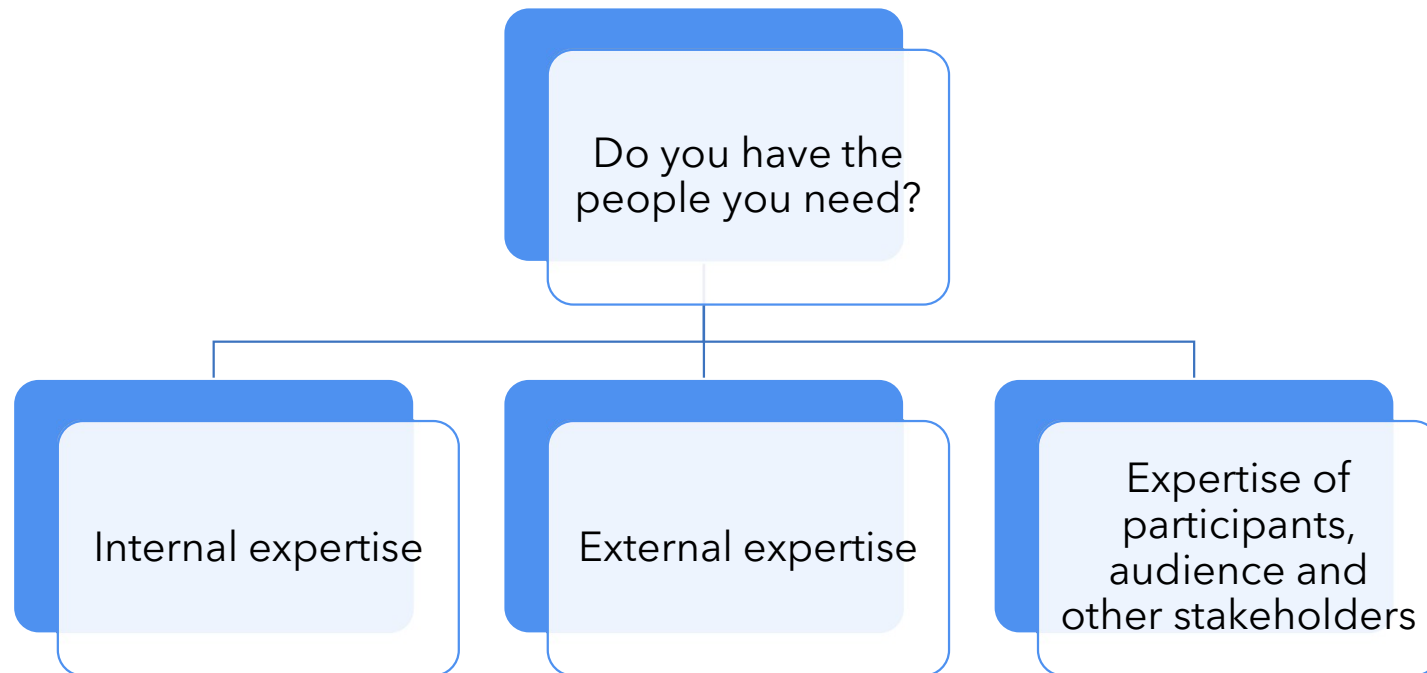




Set up your files



Gather your experts





Questions?





Tell us how we did

Feedback survey:

<https://bit.ly/3yAASXF>





Thank you