Advance Brampton Fund
APPLICATION WORKSHOP
EMERGING, DEVELOPING & AMPLIFYING STREAMS

August 27, 2024
Presenter: Dinah Laprairie

Poll

Tell us in the chat:

Have you applied to the ABF before?

With what part of the application do you need the most support?

Tonight's topics

PART 1 - Are You Grant Ready?

PART 2 - Investing in Grant Success

PART 3 - Making Your Case

Are you 'grant ready'?

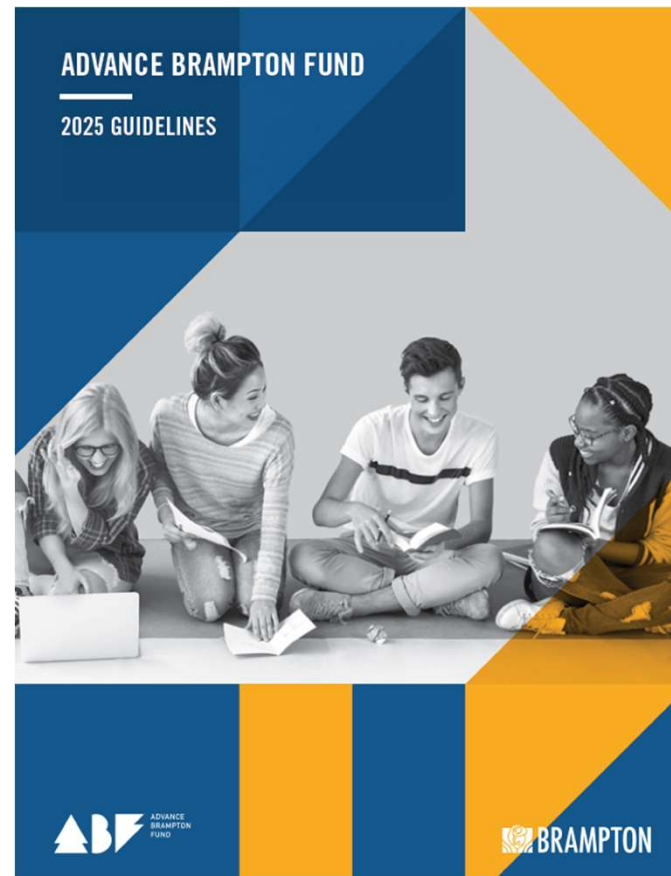UNDERSTAND YOUR COMMITMENT

Assess organizational capacity.

Are you grant ready? Ask yourself these questions before beginning the work:

✓ 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?

Assess alignment.

Are you in alignment?

Developing Projects Stream

Purpose:	To support existing projects that have been previously delivered 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:	• Registered Charities • Incorporated Non-Profit Organizations
Available Funding:	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. *See section 5.5 Ineligible Expenses to learn more about expenses that can not be paid with Advance Brampton Fund funding.*
Grant Term	Projects must take place between January 1, 2025, and December 31, 2025.
Application Intake	Annual Call for Applications • Call opens: September 2, 2024 • Call closes: September 30, 2024 *See section 6.1.1 – Annual Intake - All Streams for the full application schedule.*
Project Close Out Report	Organizations must be able to submit a Project Close Out Report 60 days after the project end date provided in their application or by December 31, 2025, whichever comes first *Note: Project Close Out Reports must be submitted by December 31, 2025, Organizations may forfeit their final 10% holdback if a Project Close Out Report is submitted by December 31, 2025.*

New and Small Projects Stream

Purpose:	To support new and/or small projects that align with the outlined City priorities. This stream best supports new projects or projects that have been previously delivered in Brampton and have small funding needs.
Open to:	• Registered Charities • Incorporated Non-Profit Organizations • Unincorporated Non-Profit Organizations
Available F...	Up to $5,000 in project direct... 100% of eligi...

Amplifying Projects Stream

Purpose:	To support established projects that have been previously delivered at least twice before in Brampton and align with the outlined City priorities. This stream best supports large projects seeking to improve sustainability and increase reach.
Open to:	• Registered Charities • Incorporated Non-Profit Organizations
Available Funding:	Up to $25,000 in matching project funds to a maximum of 50% of project expenses. Advance Brampton Fund funding can only be spent on eligible expenses. *See section 5.5 Ineligible Expenses to learn more about expenses that can not be paid with Advance Brampton Fund funding.*
Grant Term:	Projects must take place between January 1, 2025, and December 31, 2025.
Application Intake:	Annual Call for Applications • Call opens: September 2, 2024 • Call Closes: September 30, 2024 *See section 6.1.1 Annual Intake - All Streams for the full application schedule.*
Project Close Out Report	Organizations must be able to submit a Project Close Out Report 60 days after the project end date provided in their application or by December 31, 2025, whichever comes first. *Note: Project Close Out Reports must be submitted by December 31, 2025. Organizations may forfeit their final 10% holdback if a Project Close Out Report is not submitted by December 31, 2025.*

In 2025 Guidelines:
- New and Small Projects, p. 6
- Developing Stream, p. 7
- Amplifying Stream, pp. 7-8

Review funder's priorities.

2025 Advance Brampton Fund Guidelines

ABF Advance Brampton Fund

1.About the Advance Brampton Fund
The City of Brampton recognizes the unique and valuable role that the non-profit sector can play in delivering projects that meet community needs, complement City services, and contribute to advancing the quality of life for Brampton residents. As such, the City is pleased to offer the Advance Brampton Fund: a community granting program that supports non-profit sector development. The Advance Brampton Fund (ABF) provides municipal funding to eligible strong project proposals that impact Arts and Culture, Recreation and Community Safety, led by Brampton-based non-profit organizations.

1.1 Structured to Support Project Growth
The Advance Brampton Fund is structured to support non-profit organizations with funding for small or new projects, developing existing projects, or amplifying established large projects. The goal is to encourage grantees to move towards project strength and sustainability by enhancing their ability to lead well-managed and meaningful work in the local non-profit sector and Brampton community.

The Advance Brampton Fund includes the following funding streams (see Section 5.1 Project Funding Streams)

- New and Small Projects Stream
- Developing Projects Stream
- Amplifying Projects Stream

1.2 Alignment with City Priorities
Within each of these funding streams, applicants select which City priority their project aligns with. For 2025, the Advance Brampton Fund is accepting applications from eligible non-profit and charitable organizations for projects that take place in Brampton and align with the following priorities:

- Arts and Culture
- Recreation
- Community Safety

Find details of the City's priorities for on pages 8-11 of the 2025 Guidelines booklet

Look for other supporting strategies and priorities from your funder.

Other Important Links and Information

- 2024 Advance Brampton Fund Guidelines
- City of Brampton Culture Master Plan
- Region of Peel Neighbourhood Information Tool
- City of Brampton Community Safety Action Plan

Review the evaluation criteria.

How will your application be scored?
Review the criteria and weighting.
(It's an open-book exam!)

In 2025 Guidelines:
- New and Small Projects, 47-48
- Developing Stream, pp. 53-55
- Amplifying Stream, pp. 60-62

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

Check alignment with funder goals.

THE IDEA: An Example

" 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. "

ASK: *Does your idea match the goals of the City?*

Recreation	
Priority Area Focus:	Uniting a healthy community through Recreation.
Eligible Project Types:	Projects that align with and support the Parks and Recreation Master Plan. Projects should fall under one of the three areas below: 1. Projects that encourage physical activities such as sports, or leisure activity requiring physical movement. 2. Wellness projects, including education and outreach on physical literacy, mental wellbeing, and healthy and active lifestyles. 3. Projects that encourage healthy and safe ways for Brampton youth and/or seniors to participate in organized gatherings to reduce isolation. Projects that demonstrate a commitment to physical and/or mental wellbeing will be prioritized. Projects that focus on diverse and equity-deserving populations will be prioritized. Applicants should demonstrate this commitment in their application.
Outcomes:	• Initiatives create a Brampton where residents are physically healthy through increased access to a diverse range of physical activities. • Initiatives create a Brampton where residents have increased knowledge of physical literacy and mental wellbeing. • Initiatives create a Brampton where senior and youth residents have increased opportunity for recreational participation and reduced incidences of social isolation.

Check alignment with funder goals.

❝ THE IDEA: An Example

We want to run a series of dispute resolution workshops to empower neighbours to address the issues that arise in high-density buildings without immediate involvement of police or housing services. ❞

ASK: *Does your idea match the goals of the City?*

Community Safety	
Priority Area Focus:	Supporting an empowered and connected Brampton where everyone feels safe, has a sense of belonging, and has their needs met.
Eligible Project Types:	Projects that align with and support Brampton's Community Safety Action Plan. Projects should fall under one of the three areas of focus in the Action Plan: • Safety • Awareness • Empowerment Additional community safety and well-being projects may be considered if they provide sufficient data that demonstrate the need to focus efforts on an area outside of the Action Plan priorities of Safety,
Outcomes:	• Initiatives create stronger neighbourhoods which feel more inclusive, safer for residents, and increase public participation in the community. • Initiatives create a safer Brampton by ensuring resident's primary needs are met. • Initiatives create a Brampton where residents are more aware of community safety and well-being information, resources, and services available to them. • Initiatives create a Brampton where residents are connected, included and feel like they belong. • Initiatives create a Brampton where residents have increased opportunity and gain new or improved skills. • Initiatives create a healthier Brampton by ensuring improved mental health of residents.

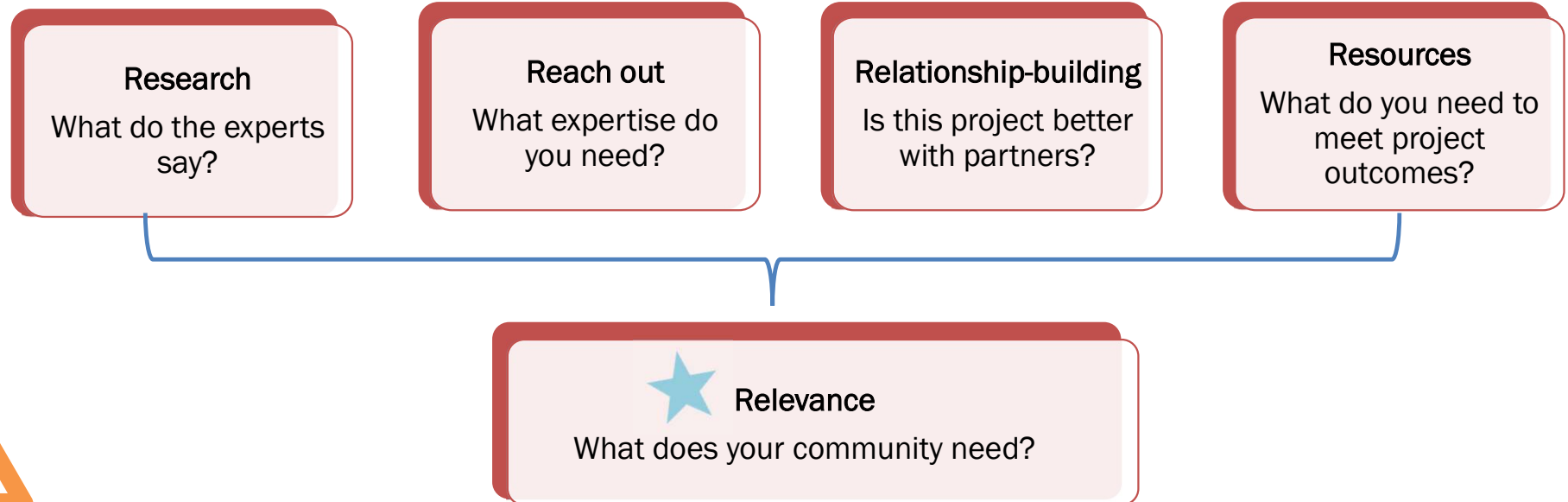# Check alignment with funder goals.

THE IDEA: An Example

" We want to match professional artists aged 60+ with youth aged 16-24 who participate in graffiti arts in an 8-week mutual learning exchange. They will complete a community art project together, sharing knowledge and skills. "

ASK: *Does your idea match the goals of the City?*

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:	Projects that align with and support the City's Culture Master Plan by: 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.
Outcomes:	• Brampton artists, creators and arts organizations are better connected, share skills and drive innovation in their practice. • Brampton residents interested in the arts are provided opportunities and education to help build their skills and level of engagement with artistic expression. • Brampton artists, creators, groups, and audiences participate in meaningful exchange, enriching the community while embracing expression, which showcases innovation in arts derived through cross-cultural and diverse connection and collaboration.

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?

Relevance
What does your community need?

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.

- 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.

Review.
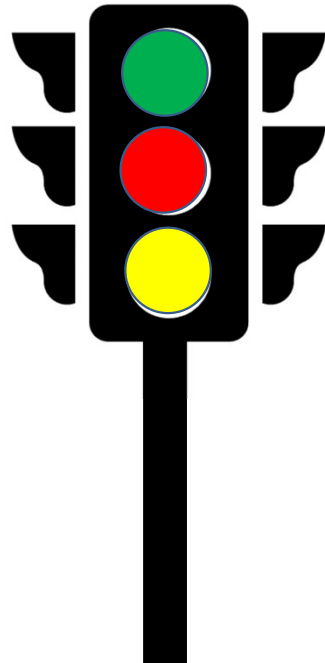
START STOP CONTINUE EXERCISE

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/start-stop-continue

Review.

WHAT FLOATS OUR BOAT?

What was driving the project forward? (Add it to the sail.)

What was holding us back? (Add it to the anchor.)

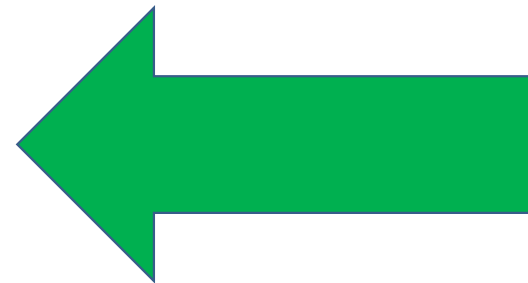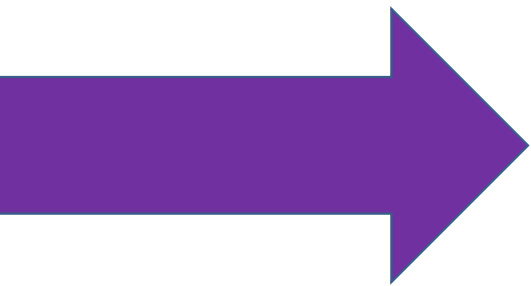What was steering the project? (Add it to the rudder.)
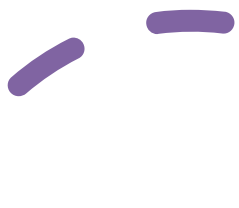
Like this idea?
More details at https://www.sessionlab.com/methods/project-mid-way-evaluation

Engage.
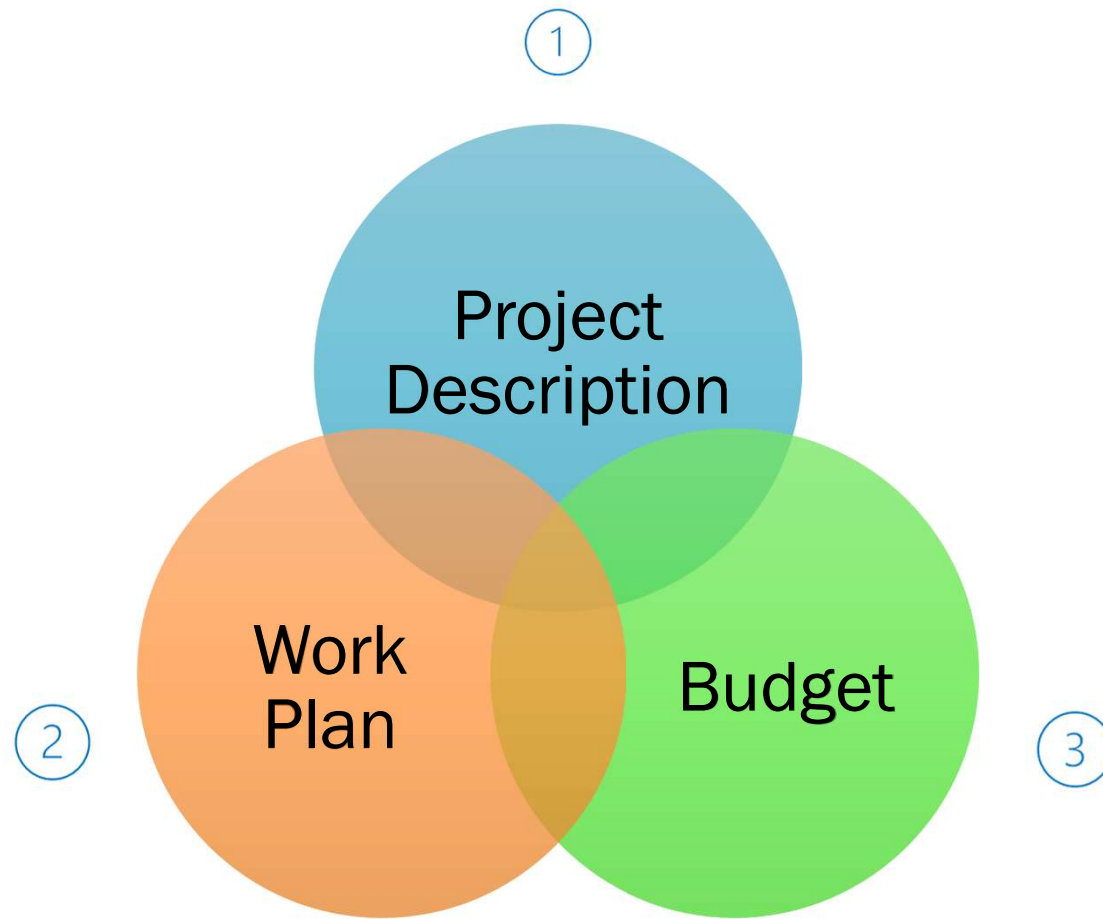
GAP ANALYSIS EXERCISE

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

Plan it.

① Project Description

② Work Plan

③ Budget

Plan.

Work Plan

Project title: Crossing Bridges: Building Community Among Emerging & Established Artists in Brampton

Applicant: XYX Community Organizaiton

Dates	Activities
Objective: Organize project resources	
Aug-Sept	Project planning, partnership outreach
Sept-Oct	Coordinate donations from grocers, hardware
Oct-Dec	Workshop planning (workshop details, sourcing equipment/supplies), partner meetings, book spaces, prepare job ads
Oct-Dec	Prepare evaluation tools
December	Confirm funding, place job ads
January	Promotion of workshops; Registration
February	Selection of participants
Objective: Deliver high-quality skills development works	
	Workshops begin
20-Feb	*Pre-project evaluation survey*
Feb 27	Meet and Greet - Youth and Artists
Mar 12	Workshop 1: About community arts engagement / Project planning
Mar 26	Workshop 2: Graffiti arts (Youth led)

PROJECT BASICS

We want to match professional artists aged 60+ with youth aged 16-24 who participate in graffiti arts in an 8-week mutual learning exchange. They will complete a community art project together, sharing knowledge and skills.

Plan.

Work Plan

Project title: Crossing Bridges: Building Community Among Emerging & Established Artists in Brampton

Applicant: XYX Community Organizaiton

Dates	Activities	Who	Resources Needed
Objective: Organize project resources			
Aug-Sept	Project planning, partnership outreach	Program Coordinator, Community members, Community Partners	Personnel
Sept-Oct	Coordinate donations from grocers, hardware	Program Coordinator	Personnel
Oct-Dec	Workshop planning (workshop details, sourcing equipment/supplies), partner meetings, book spaces, prepare job ads	Program Coordinator, Community Partners	Personnel
Oct-Dec	Prepare evaluation tools	Program Coordinator, Executive Director	Personnel
December	Confirm funding, place job ads	Program Coordinator, Executive Director	Personnel; Advertising dollars
January	Promotion of workshops; Registration	Program Coordinator; Project Assistant;	Personnel; Office Supplies; Advertising dollars
February	Selection of participants	Program Coordinator, Project Assistant, Professional Artist/Mentor	Personnel
Objective: Deliver high-quality skills development workshop series			
	Workshops begin		
20-Feb	*Pre-project evaluation survey*	Program Coordinator, Participants	Office supplies
Feb 27	Meet and Greet - Youth and Artists	Participants, Project Assistant, Professional Artist/Mentor	Personnel, equipment & supplies
Mar 12	Workshop 1: About community arts engagement / Project planning	Participants, Project Assistant, Professional Artist/Mentor	Personnel, equipment & supplies
Mar 26	Workshop 2: Graffiti arts (Youth led)	Participants, Project Assistant, Professional Artist/Mentor	Personnel, equipment & supplies

TIP: Attach resources and people to every activity.

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

Plan.

	Artist/Mentor		
Apr 23	Workshop 4: Art-based techniques (Artist-led)	Participants, Project Assistant, Professional Artist/Mentor	Personnel, equipment & supplies
	Mid-term evaluation survey	Program Coordinator, Participants	
May 7	Workshop 5: Commu___ ____ project planning session	Participants, Project Assistant, Professional Artist/Mentor	Personnel, equipment & supplies
May 21	Workshop 6: Graffiti arts (Youth-led)	Participants, Project ___tant, Professional Art___tor	Personnel, equipment & supplies
Jun 4	Workshop 7: Community arts project planning session	Participa___ ___ct Assistant, Pro___ Artist/Mentor	Personnel, equipment & supplies
Jun 18	Workshop 4: Art-based techniques (Artist-led)	Participants, Project Assistant, Professional Artist/Mentor	___nel, equipment & su__
	Workshops end		
May	Promotion of community arts project; invitation to community to participate	Participants, Project Assistant, Professional Artist/Mentor;	Advertising dollars, supplies
June 22-26	Community arts project execution	Participants, Project Assistant, Professional Artist/Mentor, Community members	Personnel, equipment & supplies, Permits
	Completion of Community Arts Project		
Objective: Showcase participant success in community			
July 17	Community potluck & showcase	Participants, Project Assistant, Professional Artist/Mentor, Community members, Executive Director	Personnel, Food and drink, office supplies (for invitations and certificates), Venue
Objective: Evaluate project, report to stakeholders and community.			
July 3-10	*Post-project evaluation survey & interviews*	Program Coordinat__ Participants	
September	Review success of project; Report to funder; Report to Exec. Director and Board of Directors	Participants, Project Assistant, Professional Artist/Mentor, Community members, Executive	n/a

TIP: Build measurement and evaluation into your work plan. Show you believe it is important to meet your goals and outcomes.

Revenue	
Donations – Cash	$500
Donations – In-kind (food, paint)	$750
Grant application – Ontario Arts Council (TBD)	$6,140
Federal employment program (TBD)	$6,910
Grant application – Advance Brampton Fund	$12,500
Our contribution	$3,330
TOTAL	$30,130
Expenses	
Community room for workshops	$800
Equipment, materials, and supplies	$3,000
Honoraria, workshop leaders	$500
Accessibility expenses	$50
Personnel	$19,980
Professional artist fees	$5000
Other expenses	$800
TOTAL	$30,130

Note: This budget example is for Developing Stream. Check the guidelines for eligibility and funding limits.

Estimate.

Budget.

BUDGET

Project title: Graffiti as Art: A community arts project by Youth and Senior Artists
Applicant: XYX Community Organizaiton

REVENUE		
Item	**Details**	**Total**
Earned Revenue		
Fees	No workshop fees for participants	$0.00
	Subtotal	**$0.00**
Private Sector Revenue		
Individual Donations	Anonymous donor (confirmed; received)	~~$500.00~~
Corporate Donations & Sponsorships	Food donation from grocer (see letter of support)	$250.00
	Paint donation from hardware store (see confirmation letter)	$500.00
Foundation Grants and Donations	n/a	$0.00
Fundraising Events (net)	n/a	$0.00
In-kind Contribution		
	In-kind contribution: Program Coordinator time 30 hours x $30/h	$3,330.00
	Subtotal	**$4,580.00**
Government Revenue		
Municipal	Advance Brampton Fund	$12,500.00
Provincial	Ontario Arts Council, Community Arts Grant	$6,140.00
Federal	Employment Incentive Program (pending decision)	$6,910.00
	Subtotal	**$25,550.00**
	TOTAL REVENUE	**$30,130.00**

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

Professional Artist-Mentor	Fees (Covered by Ontario Arts Council grant, see above)		$5,000.00
Project Assistant	25 hours per week, $25/h, 24 weeks (covered by Employment Incentive Program, see above)		$15,000.00
	MERCs & Benefits (est. 11%)		$1,650.00
		Subtotal	**$21,650.00**

Venue

Venue for workshops	*8 sessions x $100/day, King Centre Community Hall*		$800.00
		Subtotal	**$800.00**

Equipment & Supplies

Equipment	Ladders, painting equipment, safety equipment		$1,150.00
Materials	Art supplies, paint, tarps		$1,400.00
Supplies	Food for workshops, community event, and celebration (supporte		$250.00
	Office supplies		$200.00
Other	Honoraria for workshop leaders ($125 per session)		$500.00
Accessibility Expenses	Bus tickets		$50.00
		Subtotal	**$3,550.00**

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)		$3,330.00
Administrative costs	Postage, photocopying for surveys		$50.00
Advertising	Advertisements promoting workshops (newspaper, radio)		$750.00
		Subtotal	**$4,130.00**

TOTAL EXPENSES	**$30,130.00**
Surplus/Deficit	$0.00

CHECK: Expenses equals Revenue

Make Your Case

PREPARE YOUR APPLICATION

Making Your Case:
Key Questions to Answer

- 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?

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?

- How will you grow and sustain this project/program as you move forward?
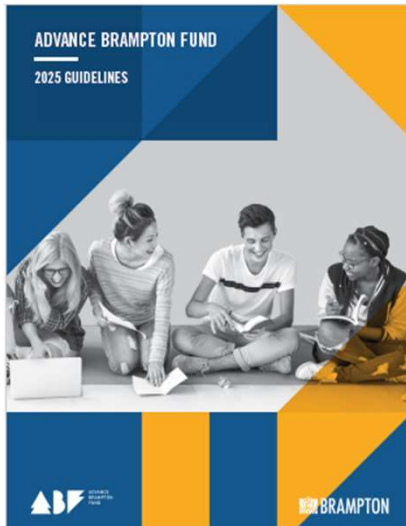
Question

Brief Project Description:

Provide a brief description of your project (250 words or less).

Example

In 2025, our organization, XYZ, will match 6 young graffiti artists, aged 16-24 with 6 local, established artists aged 60+ from Brampton Art Society in a mutual learning exchange called Graffiti as Art: A community arts project by Youth and Senior Artists. From January to June, the 16 artists will meet in a series of 8 workshops where participants will share their own art-making techniques and develop a community arts project that will be open to participation by City of Brampton residents as part of the City's Canada Day celebrations. This project will engage 16 artists in total, and it will be supported by 1 paid professional artist-mentor as well as 1 project assistant. Our organization is contributing 100 hours of project coordination to support the project's success. **This project is a scaled-up version of a successful one-day event in 2024**, intended to build meaningful connection and networks between emerging and established artists, offer an art-making opportunity to the community at large, and develop participants' skills in art-making and community engagement. [171 words]

Question

Project Description:

- Project Start Date
- Project End Date

Describe your project. Include full 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) If your project will be delivered virtually, provide details of the online platform you intend to use.

ADVANCE BRAMPTON FUND

2025 GUIDELINES

NOTE: This question is valued at 40% in the New & Small Projects Stream (15% in Developing and Amplifying Streams.

Describe it.

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?

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.

Example

"

COMMUNITY NEED – XYZ serves young artists in their art practice and supports their development as professional artists in Brampton. In a 2023 focus group we learned that our artists have limited contact with established local artists. They also felt misunderstood by the art community because they are participating in art forms that older artists are unfamiliar with (graffiti arts, video game design, etc.) Additionally, the youth we support are eager to lead community arts activities in their communities. This project, we believe, addresses the goals of Brampton's Cultural Master Plan to .

RESPONSE – Recent research by Canadian researcher Sandra Su published in the journal *Generational Studies* (Nov. 2022) shows that interactive mutual learning activities increase trust and respect among generations, especially when there is common interests among participants. That is why, in 2024, we brought together our member-artists with established artists from the Brampton Artists Society (BAS) in a one-day Technique Swap event. All 22 artists in attendance were able to share their skills in a round-the-world style workshop that resulted in improved connection between the emerging and established workshops. In a post-event survey, 92% of participants said they built connections with artists outside of their current circles. Both XYZ and BAS agreed the event was a success, but maintaining and strengthening the connections afterwards would be challenging without more opportunities to build meaningful, lasting connections; this is the motivation for our 2025 project.

"

Describe it.

Example

"

PROPOSED 2025 ACTIVITY – In brainstorming with our artists, we propose to refine the concept we introduced in 2024 by coordinating a series of 8 workshops that will convene 6 artists from our organization, aged 16-24, and 6 established Brampton artists aged 60+ from Brampton Art Society in skill sharing and learning. This new model of delivery will promote more contact among artists and better support long-term relationships building. A professional artist-mentor and a project assistant -- will lead the project and support participants in (a) delivering skill-sharing workshops to fellow participants, and (b) conceiving and organizing a community arts event for the City of Brampton on Canada Day weekend.

Two of our young artists will be sharing their skills in graffiti arts during the workshop series, and we are inviting 2 of the established older-adult artists to prepare workshops on their own techniques for the youth. These workshop leaders will receive an honorarium for their work. This is a new feature for 2025.

With the support of the Advance Brampton Fund, we will supply the art materials and equipment needed during these workshops and their community arts event, such as ladders, paint, canvas, art tools, etc.

TIMEFRAME - The workshops will be offered between February and June, with the culminating community arts event scheduled for July 1 Canada Day.

ACCESSIBILITY & EQUITY- To ensure equitable access to the workshops, we will offer bus tickets to those participants who don't have transportation to our workshop or event venue. We have also selected a venue that is easy to access for users with mobility issues. Additionally, our artist application and selection process, and the project itself, will be evaluated in advance of implementation by an outside expert to ensure it supports our DEI aims. All of these items are addressed in the budget.

"
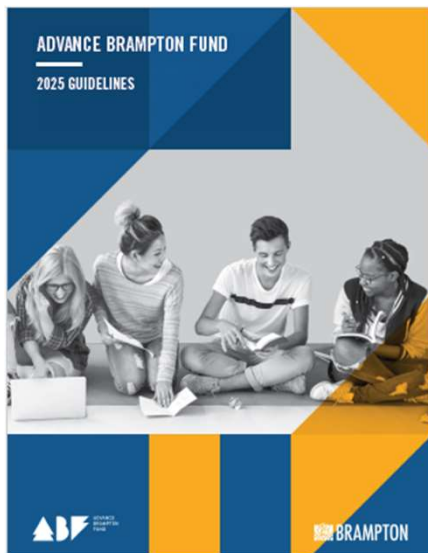
Question

Project Alignment

Describe how your project supports the City Priority and Project Type you have selected, citing any City of Brampton or other references that substantiate this view.

Example

> This project aligns with Brampton's priority area 'Arts and Culture' because it strengthens the visual arts community by encouraging meaningful relationships among established and emerging artists, who together will produce and present a community arts event that is inclusive of artistic expression across mediums and generations. We expect these new artist connections to broaden the network of each artist. Additionally, each participant will gain or refine new art skills that will further their individual artistic practice. Our project addresses both Project Types in this Priority Area focus.
>
> This project also supports Brampton's Cultural Master Plan in the thematic area of "developing a community of practice", especially in how it embraces the cultural and artistic fusion and experimentation; by bringing together emerging artists with established ones, we feel this program supports the Plan's aims for "social cohesion" and a "youthful" reputation.
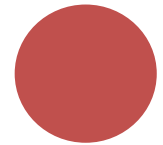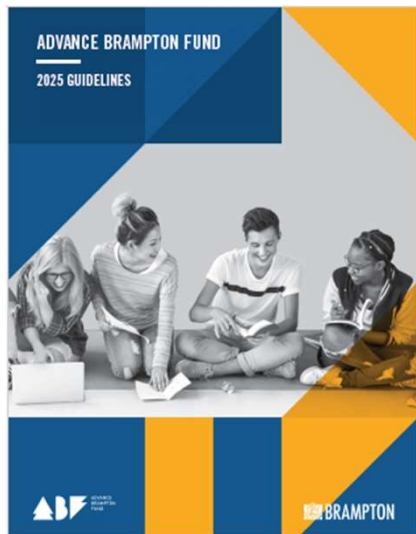
Question

Project Outputs

Describe how your organization will measure the outputs you selected earlier in the application and why they are important to the project.

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

Outputs contribute to the achievement of Outcomes.
The Outcomes benefit the people of Brampton.

Measure. Evaluate.

What are the project goals?

How will you know you met them?

What tools can measure this?

	What are the project goals?		How will you know you met them?		What tools can measure this?
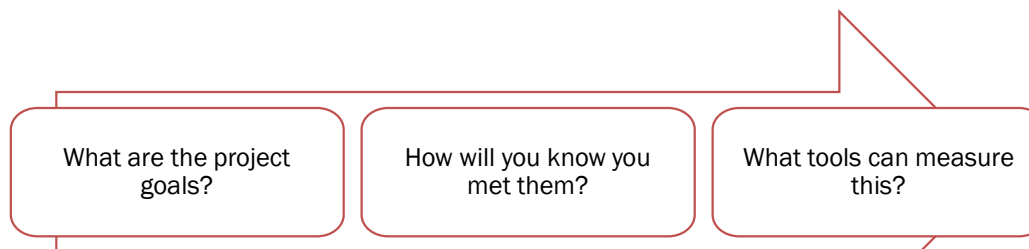
| Outcomes	Goal for Outputs	Measurable Indicators	Measurement Tool
Brampton artists, creators and arts organizations are better connected, share skills and drive innovation in their practice.	• 13 participants agree that they are better connected • 4 participants deliver mutual learning workshops	• Participants contribute skills to workshops and public event. • Participants engage in mutual learning. • Attendance is regular and frequent.	• Attendance record • Post-project survey and interviews • Count of workshops, # of workshop leaders
Brampton residents interested in the arts are provided opportunities and education to help build their skills and level of engagement with artistic expression.	• 91% of participants will attend all sessions • All participants will report improved or new artistic expression skills • 1 community arts event is delivered • 50-75 residents are engaged in public event	• Workshop series spots are filled • Participants attend all or most sessions • 1 community arts event is delivered in Brampton	• Attendance record • Post project survey and interviews • Count of workshops • Count of community arts event and attendees

Example

"In this iteration, we are focusing on deepening impact rather than scaling to greater numbers of participants. We will be measuring our results throughout the project to help us understand the factors that are key to successful outcomes. The measurement tools we will use are attendance records, a post-project survey and interviews, and photographic records. Our organization can then determine whether to scale this project in 2025 -- to include more participants or to add it to our regular programming -- and what adaptations must be in place to do so. Below we list the outputs and explain why we believe these outputs are important to measure.

OUTPUT 1: FIVE (5) ARTISTS PAID. 1 professional artist-mentor will be paid a fee for facilitating the workshop series and leading the development of the community arts event. 4 participants (2 emerging and 2 established) will deliver mutual learning workshops and receive an honorarium. Financial records and project documentation will measure this output. In comparison to 2024's project, we are paying fees to 4 more artists.

Rationale: In a 2023 survey by Arts Ontario, professional artists earn less than $10,000 per year on average from their work, and yet the Ontario arts sector attracts $200M in tourism revenue per year. It is important to us that we provide financial recognition for the work and contributions of artists in this project in order to support the artists and the artistic community. The renumeration of the honoraria will be the same for both emerging and established artists."
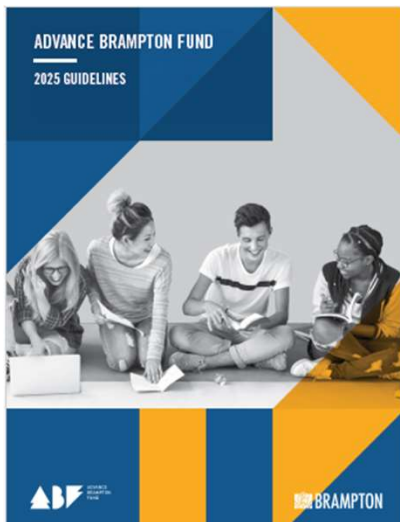
Question

Project Outcomes

Explain how your project will contribute to the outcomes you selected earlier in the application.

Example

OUTCOME 1: Because this project engages emerging artists and established artists from Brampton in mutual learning in workshop format, facilitated by a mentor, we believe that the participants will become better connected to others in the art community, have opportunities to share skills in their respective art forms, and drive innovation in their practice by learning from practitioners in other art forms. We will do this by:

1. Bringing together artists of different mediums and different levels of experience, artists who might not otherwise work together.

2. Designing and facilitating an experience that is inclusive; the initial workshop is a facilitated meet-greet-and-learn session showcasing the strengths and skills of all participants and encouraging playful exploration of new forms.

3. Conceiving and developing a community arts event that draws on the strengths and skills of all participants.

Outputs & Outcomes

- *This project aligns with this City's priority area ….*

- *The outcomes we will measure are…*

- *In response to feedback and our analysis of last year's project, the outputs/outcomes have been modified in these ways…*

- *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.
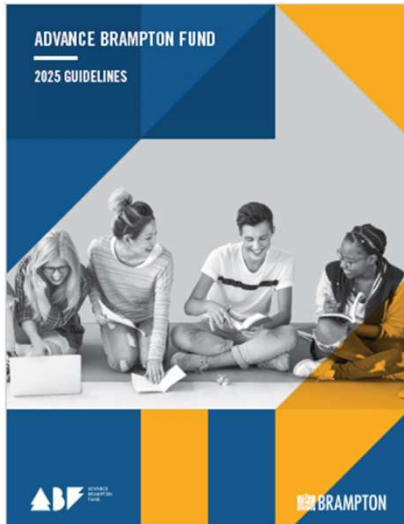
Question

**Project Development
(NEW & SMALL PROJECTS ONLY)**

What risks to do you anticipate in the development and/or delivery of this project and how do you plan to address the identified risks?

| 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.

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?

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?
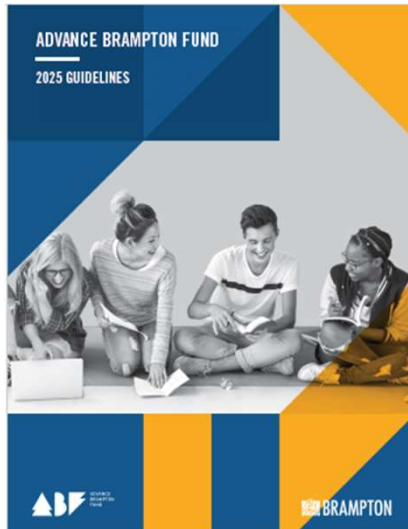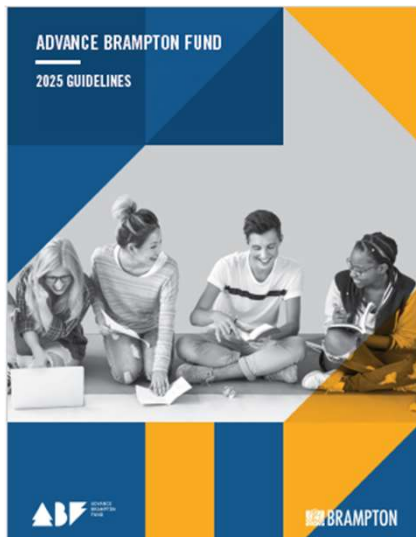
Question

**Project Team
(NEW & SMALL PROJECTS)**

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?

**Project Team
(DEVELOPING, AMPLIFYING)**

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.

Include information about any outside professional services you plan on hiring, or any planned collaborations with outside organizations, subject matter experts or other funders. How will these support and enhance your project team?

Question

Diversity, Equity and Inclusion:

Tell us about how your project will seek to engage and provide an inclusive, safe space for diverse populations in Brampton.
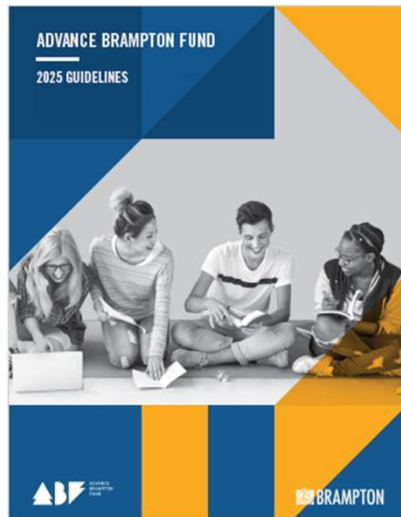
Question

Project Plan
(DEVELOPING, AMPLIFYING ONLY)

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.)

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).*

Note: This should be detailed enough for grant reviewers to understand how your project or program will come together and be delivered and the timelines associated with each action to accomplish the project/program.

|	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: 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

TIP:
After you have drafted your response, compare your key activities to your project description. Do they strengthen each other? Are all activities included in the budget and project description?
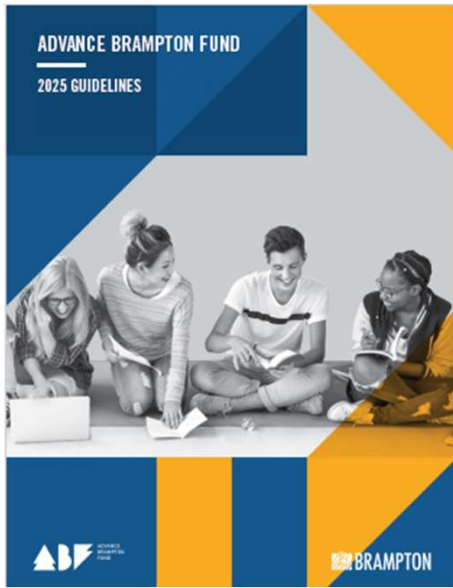
Question

**Marketing Plan
(DEVELOPING, AMPLIFYING ONLY)**

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? (Examples: face-to-face, digital, print)

- What marketing channels are most effective for the target audience?
  (Examples: 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?

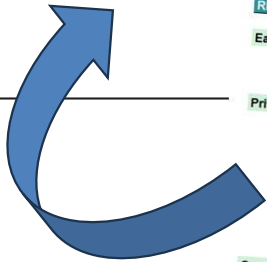- How can our marketing efforts support diversity, equity, and inclusion?
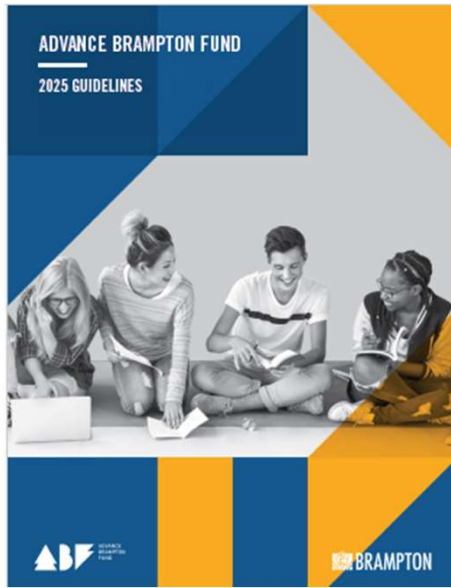
Question

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 *List all of the individual items in the expense category and provide a dollar value for each item	Paid With Grant Funding *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.	Matching Expense *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.
Example	Print Ads – $5,000 Digital Ads – $5,000 Ad Content Creation – $10,000	$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			

BUDGET

Project title: Graffiti as Art: A community arts project by Youth and Senior Artists
Applicant: XYX Community Organizaiton

REVENUE			
Earned Revenue	Item	Details	Total
	Fees	No workshop fees for participants	
			$0.00
		Subtotal	$0.00
Private Sector Revenue			
	Individual Donations	Anonymous donor (confirmed; received)	$500.00
	Corporate Donations & Sponsorships	Food donation from grocer (see letter of support)	$250.00
		Paint donation from hardware store (see confirmation letter)	$500.00
	Foundation Grants and Donations	n/a	$0.00
	Fundraising Events (net)	n/a	$0.00
	In-kind Contribution	In-kind contribution: Program Coordinator time 30 hours x $30/h	$3,330.00
		Subtotal	$4,580.00
Government Revenue			
	Municipal	Advance Brampton Fund	$12,500.00
	Provincial	Ontario Arts Council, Community Arts Grant	$6,140.00
	Federal	Employment Incentive Program (pending decision)	$6,910.00
		Subtotal	$25,550.00
		TOTAL REVENUE	$30,130.00

AI Use in Grant Writing

Q: **Should I use ChatGPT or CoPilot to write my responses?**

A: **You are the expert.** AI tools may be helpful in checking your spelling and grammar, or in helping you brainstorm or outline. But AI tools don't know your organization, or the project, as well as you do. Neither do the tools know the evaluation criteria. The AI-generated responses may not capture all of the details you need to communicate the needs of your community and how you address the problem with this project.

Your application will be reviewed by a human, so showcase the unique voice and approach your organization brings to the people of Brampton. How are you different and unique? Bring your passion to the table and try to write your responses yourself before you turn to these writing tools.

Making Your Case:
Key Questions to Answer

- 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?

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?

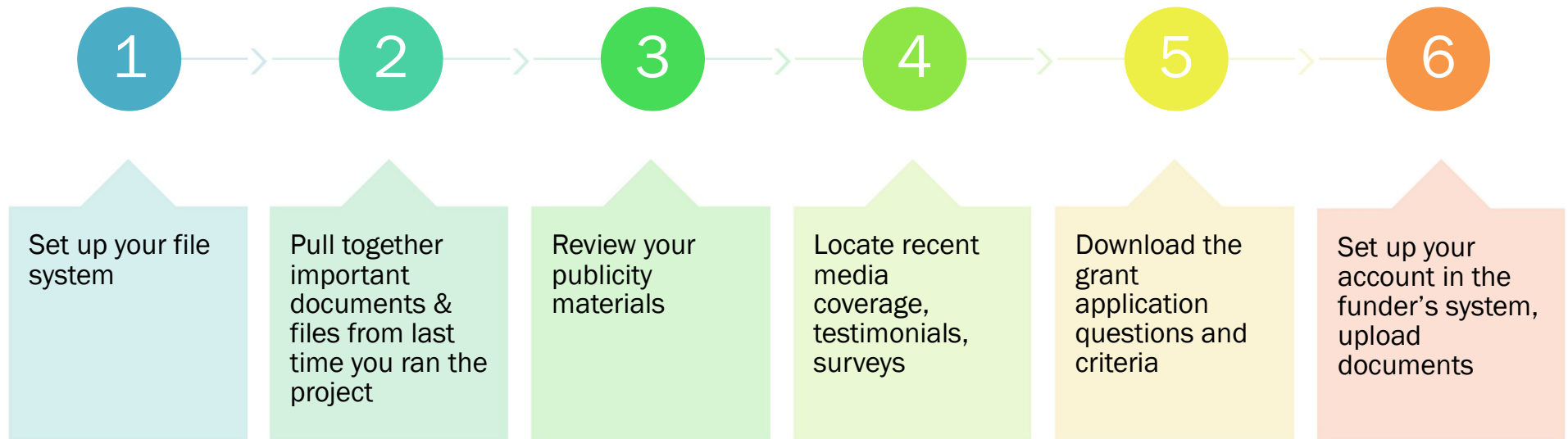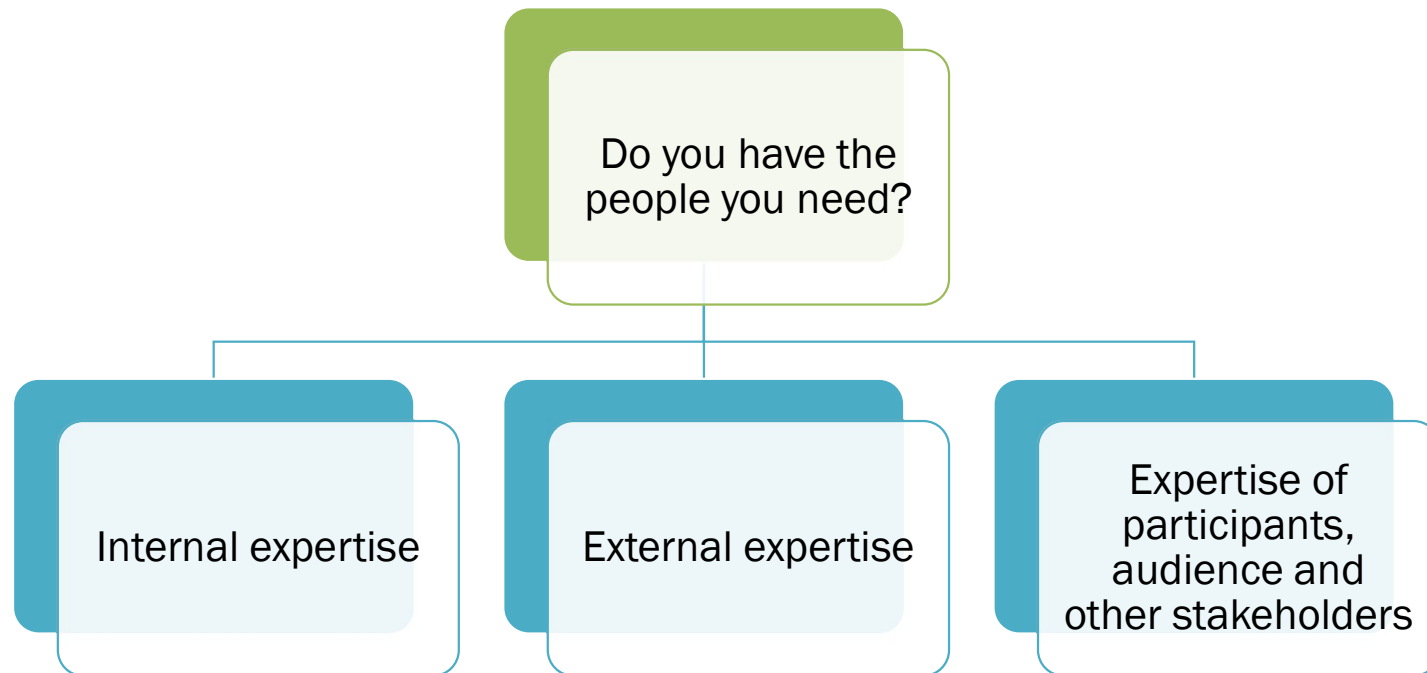- How will you grow and sustain this project/program as you move forward?

Finally….

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

Tell us in the chat!

Get organized.

1 Set up your file system

2 Pull together important documents & files from last time you ran the project

3 Review your publicity materials

4 Locate recent media coverage, testimonials, surveys

5 Download the grant application questions and criteria

6 Set up your account in the funder's system, upload documents

Find the people.

Do you have the people you need?

Internal expertise

External expertise

Expertise of participants, audience and other stakeholders

Is there a need? Does this solve the need? Is there interest? Is there capacity?

Sample Timeline

August 27-30	Grant readiness discussions Identify needs and goals Reach out – gather your experts Review ABF requirements and eligibility Build basic project plan
September 1-8	Research Relationship-building Build basic budget Collect required documents/insurance Register in grant application portal
September 9-14	Collaborate with project people Organize project work plan Prepare detailed budget
September 16-19	Prepare responses to ABF application
September 20-26	Finalize application Submit early!
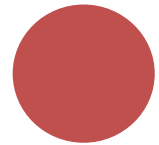
Thank you

www.dinahlaprairie.com