

# Funding with Grants

## Better than Bake Sales!



Kathy Maksymec  
Edmonton Central Council

Jennifer Wilson  
Windsor Essex Central Council

June 20, 2025

## About Kathy

- Kathy Maksymec
- Vincentian for 12 years
- Edmonton has been writing grants for 12 years

## About Jennifer

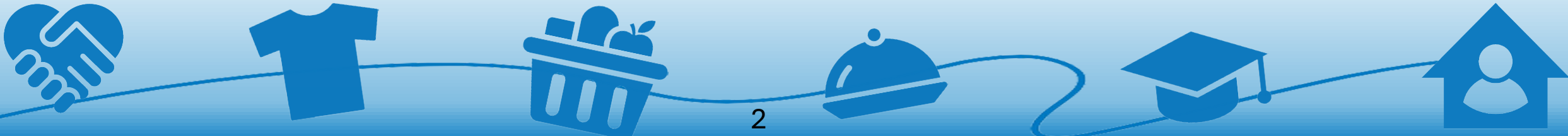
- Jennifer Wilson
- Vincentian for 20 years
- Windsor Essex has been writing grants for 1 year



## Before We Get Started

### Our Theme – Evolving in Today's World

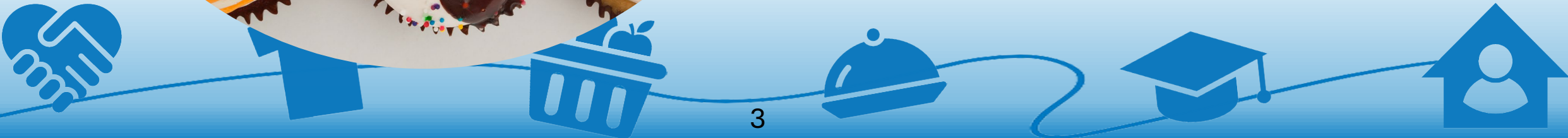
- Bake sales are so yesterday





# Agenda

- Why grants are great
- Our Grants Committee
- What we've learned about grants
- The grantor's perspective
- Writing winning grants
- Budgets
- Post grant

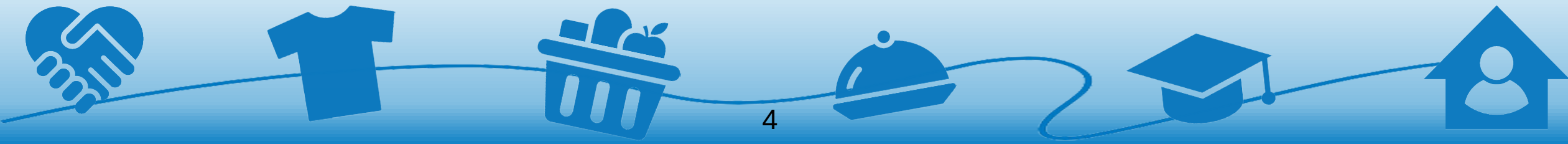




How do you raise funds?

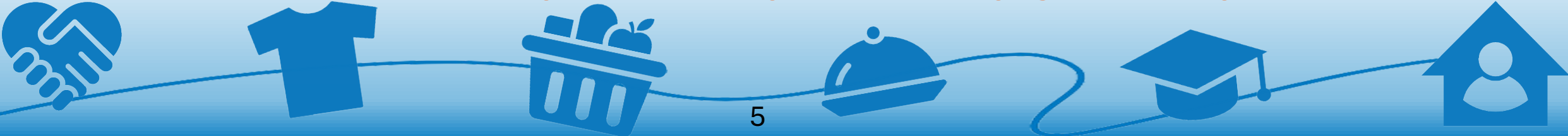
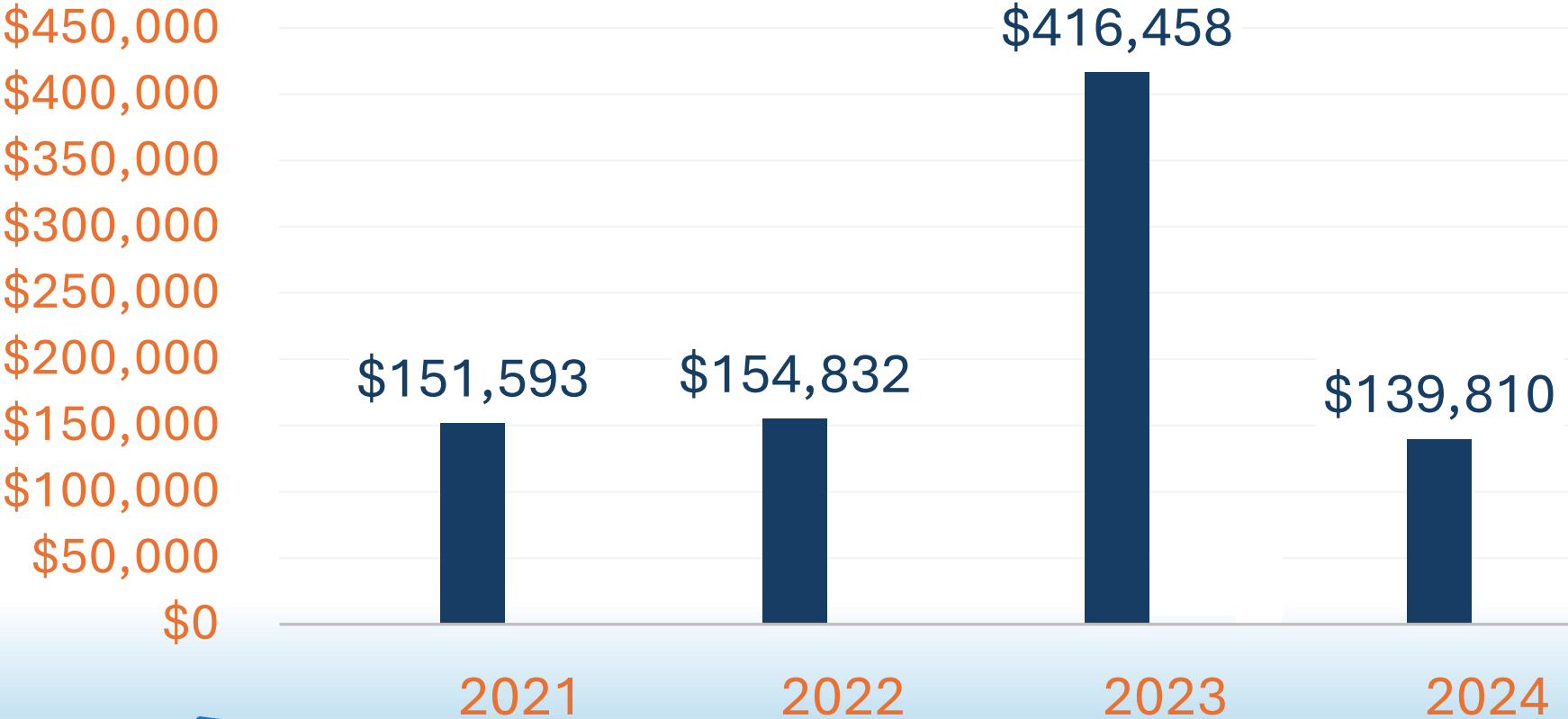
How successful are your methods?

How much work is it?



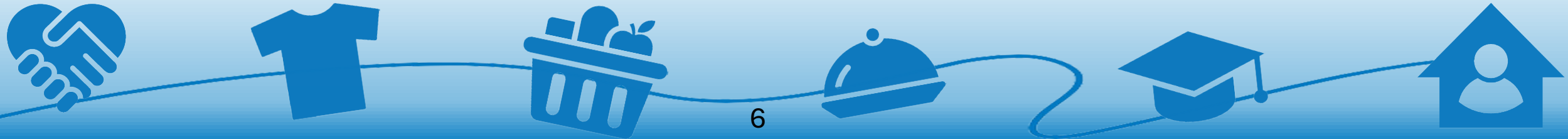


# Grants We Received

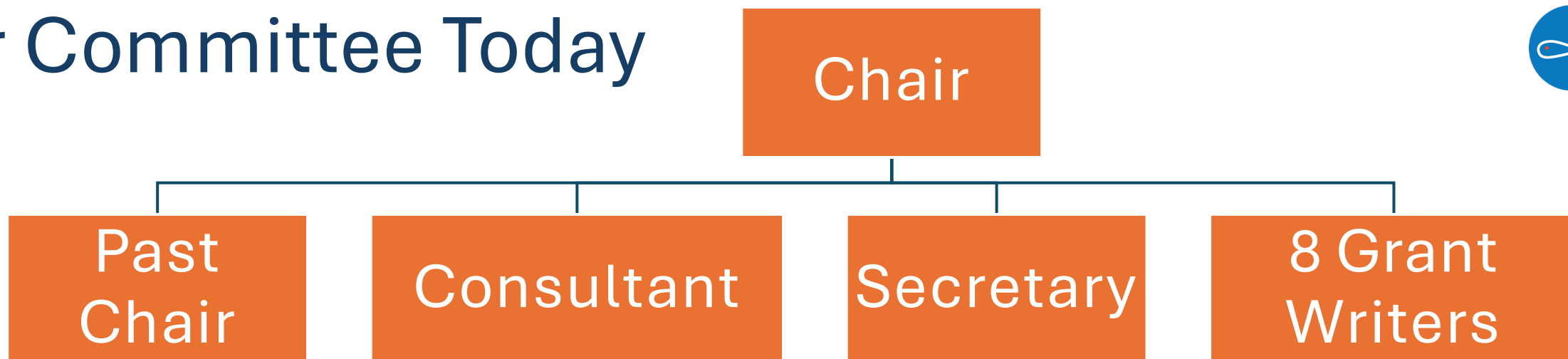
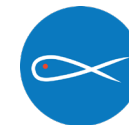




# How We Started



# Our Committee Today



## Our backgrounds

- Teaching
- Journalism
- Academia
- Business

## Centralized approach

- Grants received benefit all conferences
- Individual conferences cannot apply for grants on their own



# What We've Learned About Grants - Sources



## Sources

- Government
- Municipalities
- Corporations and organizations
- Unions
- Employers

## Searching

- Grants databases
- Libraries
- Volunteer support orgs
- Internet
- Networking

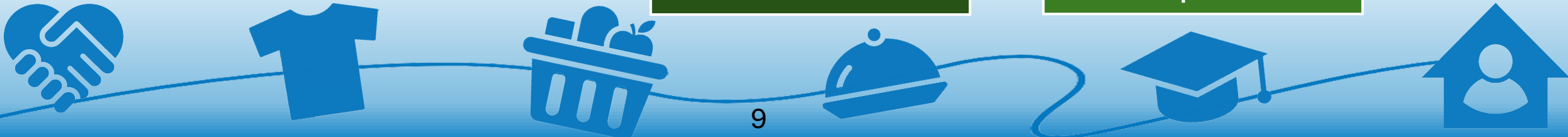
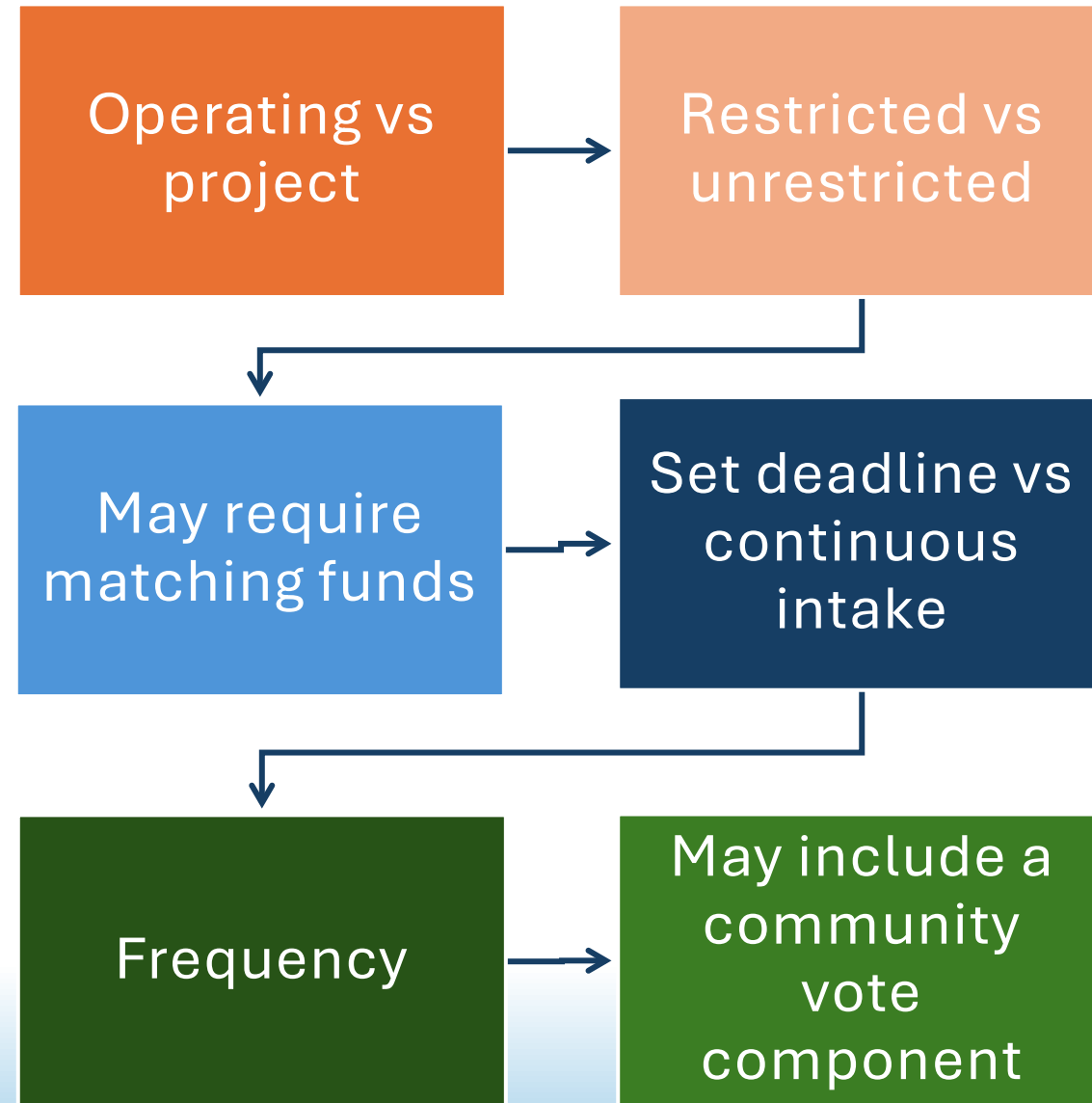
## Local Grants

- Community links
- Local recognition
- Personal contact is easier





# What We've Learned About Grants – Features





# What We've Learned About Grants – Know the Grantor



What do they want to support?

Is it a match for what you do?

Don't be afraid to think outside of the box

Grant

Promote volunteerism among seniors and engage them in the community

We needed

New furnaces

We said

New furnaces will contribute to a safe, comfortable place for our senior volunteers to come and support our work, while getting them out of the house and into the community



# What We've Learned About Grants – Build Relationships



- Sometimes you get more than you asked for because the grantor knows you and what you do
- They may come through quickly for you in an emergency
- They may help you work up to a higher level of funding



# Building Relationships



How can you build a relationship with your grantor?

Invite them to your AGM

Pack hampers

Sort donations

Thank you card

Invite them to a fun activity

Site tour



# The Grantor's Perspective



## You're not entitled to support

- You're one of many
- Be prepared to sell yourself
- Convince me of the good work that you do



## Meet my needs

- I want to understand what you do
- I want a trustworthy partner
- I want you to align to my mandate



## Solve a problem I care about

- Focus on a need in the community



# Coming Around to the Grantor's Perspective



## All about us

What's the problem?

We want to provide food to the poor but don't have enough money.

What's the solution?

We need \$10,000.

What's the result?

We can feed the poor.

## What the grantor wants to hear

We receive 500 requests a month from people who can't afford to buy groceries for their families.

We currently run a supplemental grocery program. Relying on donations from generous contributors, we provide groceries and food cards to the working poor and the unemployed. We currently fill 400 requests per month but want to expand our resources so that we can help all 500 families that call us.

With your \$10,000, we could increase our capacity by 25% and help 100 more families for 3 months.





# What We've Learned – Writing Winning Grants



Make sure what you're asking for is a fit

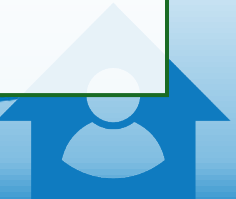
Make sure you can accomplish what you need to do

Always assume the grantor knows nothing about you

Answer the questions

Make it easy to find the info

Ensure your story is consistent from start to finish





# What We've Learned – Writing Winning Grants

## Data Is Your Friend



- Support your application with data
  - Relevant data will help make your story compelling
  - Don't include irrelevant data that doesn't support your story
- Contributes to trustworthiness

Which is better:

We help many indigenous families.

In 2024, we helped 1352 indigenous families.

In 2024, we helped 1352 indigenous families,  
an increase of 14% over 2023.

Need  
new  
furnaces

Grantor's mandate  
to promote volunteerism among seniors  
and engage them in the community

What kind of data  
could support  
this request?







# Budget

The grantor may have a template they want you to use

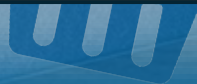
Make sure the budget is consistent with the application

Make sure it's realistic

It should be easy to see how it supports your project

Do the research

Spend all the money by the due date





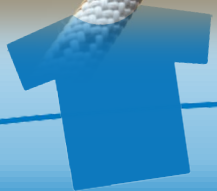
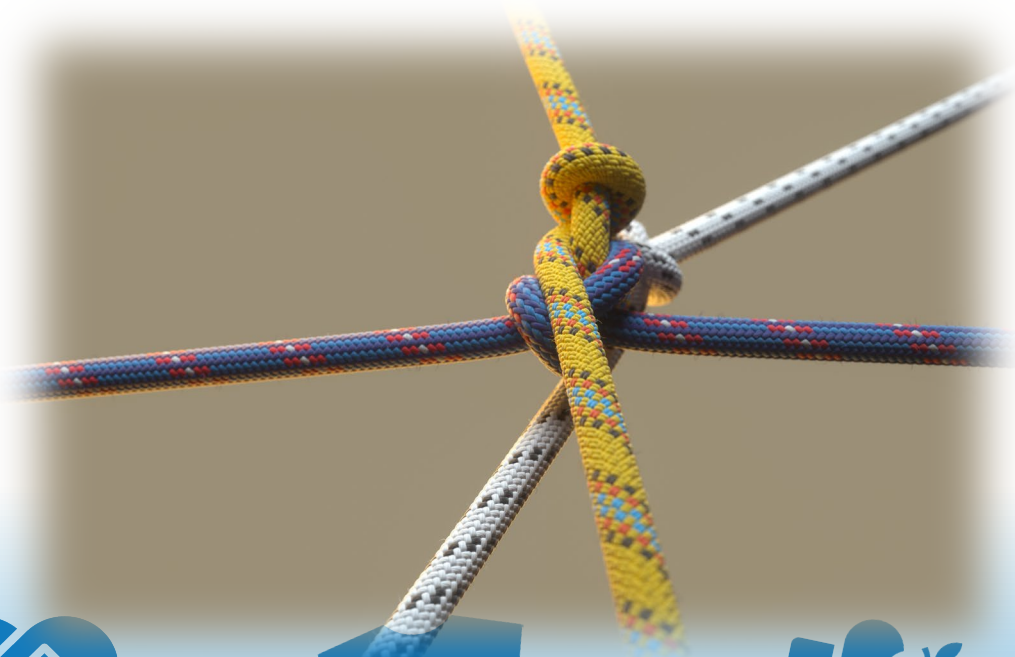
# Post Grant

Congratulations!



But...there are strings attached...

- You are accountable for what you said you'd do
- There are deadlines
- If there's a problem, let your grantor know
- Track expenditures and revenue the way the grantor wants them
- Monitor your progress



# Post Grant – The Final Report



Questions in the final report

- Budget
- Data supporting the outcome



Anticipate what you'll need

Collect as you go



Keep track of:

Community support

Logos

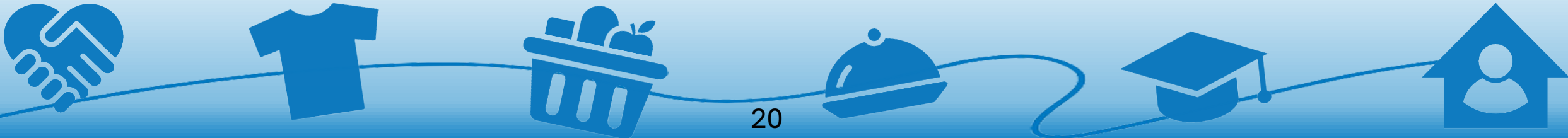
Photos



Assign a coordinator



# Questions?





Please complete the evaluation form  
Merci de remplir le formulaire d'évaluation



# Society of Saint Vincent de Paul Société de Saint-Vincent de Paul

[www.ssvp.ca](http://www.ssvp.ca)

