

Fundraising Tips

for writing applications and proposals

► Starting out

1. Have a clearly defined project to fund

Think through your project carefully before seeking funds. Good planning takes time. Don't let funding deadlines rush your decision-making or override your judgement!

2. Ask before you buy

- Let parents and others know what you need—it's amazing what you can find without having to purchase!
- Contact local service clubs and businesses, for cash donations and/or in-kind goods.

3. Understand the grant criteria

(this step will save you unnecessary work)

- Call the funding agency to discuss your project.
- Does your project meet its criteria?
- What does it not fund (e.g., delivery charges, salaries)?
- When are the applications due?
- What is the turnaround time? Does this give you time to order supplies?

- What is the deadline for using the funds?
- Are there reporting requirements (e.g., before and after photos)?

► Completing the grant application

1. Assume that you will receive what you are asking for

- Have a detailed plan; describe how you will spend the grant.
- Include details such as common and Latin names of plants, how many of each species, size of the plant material, tools (what type, how many).
- Get actual prices from suppliers and use these amounts on your budget page.
- Take time to anticipate all of your costs (don't forget taxes and delivery).

2. Share the task with others

- It's a big job. Get several volunteers to take different parts of the grant application and write them up (e.g., teacher representatives can write the curriculum connections).
- Have one person compile all the parts and submit the final proposal (this person should also be the contact).

Fundraising Tips (Cont'd)

3. Follow the grant application questions precisely

- Answer all the questions in the order in which they appear on the application.
- Include all attachments and documents requested.
- Use the application form itself if possible. At least use the application form headings in your proposal.

4. Be clear, concise, and compelling

- Point-form answers are often better than paragraphs.
- Clearly articulate the project goals and objectives related to the funds that you are requesting.
- Make sure that your plant species and design are consistent with your goals.
- Demonstrate that you are organized and have a plan; include photos and site diagrams.
- Include in-kind donations of goods in the budget; this shows community support for your project.
- Include a cover letter to express your enthusiasm and dedication.

5. Provide recognition

- List several ways in which the funding organization will receive recognition for its support and ways in which the organization can be involved.

6. Funding sources

- Evergreen Learning Grounds funding program www.evergreen.ca/en/funding/grants/telg.sn
Schools may receive \$500-\$3500 per school on a first-come, first-served basis for purchasing native species of trees, shrubs, vines, and heritage vegetables and berries.
- TD Canada Trust Friends of the Environment Foundation <http://www.fef.td.com/funding.jsp>

Notes:

Always check for up-to-date information on the websites provided as details on funding available and deadlines may change.

The TDSB does not provide funding for greening projects. Schools must fundraise and/or secure funding from external sources.

For more information on fundraising and budgeting see Chapter 8 of Evergreen's online resource *All Hands in the Dirt: A Guide to Designing and Creating Natural School Grounds*. www.evergreen.ca/en/resources/schools/all-hands/