

GROW YOUR COMMUNITY FUND APPLICATION TOOLKIT

Community Leadership Development Program - 2025

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WHAT IS A GRANT / GRANT PROPOSAL?

A grant is a sum of money given to an agency, group, or individual to address a problem or need in the community. The written document / application that is prepared to request the money is a grant proposal (Berkowitz & Wadud, 2022).

The grant proposal describes how the potential funding will be utilized by the group to meet the stated need. The specific requirements of the proposal will vary depending on the organization administering the grant, and each application should be specifically tailored based on these requirements. That is to say, you shouldn't be submitting the exact same proposal for every grant you are applying for!

Some common components that you may see requested in a grant proposals are:

- Introduction to who is making the request
- The need or problem to be addressed
- A project description including goals and methods
- Plans for evaluating the project
- A budget
- Plans for sustainability or future funding
- And more

WHAT IS THE GROW YOUR COMMUNITY FUND (GYCF)?

The UM Grow Your Community Fund offers grants ranging from \$500 to \$3000 to successful applicant teams to help host multi-event series or onetime events that aim to build community amongst members of minoritized, marginalized or other underrepresented groups at the University of Manitoba. Successful applicant teams will participate in the Community Leadership Development Program (CLDP) to receive wrap around support in developing, implementing, and reflecting on their proposed community building initiative.

WHAT IS THE COMMUNITY LEADERSHIP DEVELOPMENT PROGRAM?

The Community Leadership Development Program (CLDP) is a program run through the Community Engaged Learning office that provides wrap around support to the teams who have been allocated grant funding from the GYCF. Through weekly workshops, applicants will engage with topics such as setting goals, engaging with partners, financial management, risk management at more. Through CLDP programming, applicant teams will learn how to work in ways informed by anti-oppression and EDIA values.

Applicant teams are required to complete all CLDP requirements in order to remain eligible for funding including attending the training sessions, and accurate financial reporting.

GYCF APPLICATION TOOLKIT

The following toolkit was developed specifically for the Grow Your Community Fund grant application. It is meant to provide an understanding of what is expected from each section of the application as well as provide additional insight into what information will be selected for by the committee.

The following pages are meant to be used as a workbook by your team. Use the space provided to work together with your team to develop your responses. Once you've determined your answers and completed your budget, assign one person to transfer your responses from this document to the MS Form linked on the Grow Your Community Fund webpage.

APPLICATION STEPS

- **Review the grant eligibility criteria** on the Grow Your Community Fund webpage to ensure your proposal meets the criteria.
- **Meet with your team to develop your grant proposal.** Use the space provided in your workbook to draft answers together.
- **Work with your team to put together an initial budget** for your proposal using the template provided on the Grow Your Community Fund webpage. Information on how to put together your initial budget can be found in the 'creating a budget' on page 11 of this guide.
- **Assign one team member to transfer your drafted responses from this workbook and your completed initial budget into the grant application form** linked on the Grow Your Community Fund webpage.
- For questions please contact the CLDP coordinator at madison.reed@umanitoba.ca.

Application questions

Work through the following questions with your team to develop your grant proposal for the GYCF. We recommend using the space provided to draft your answers first and then move your responses into the MS Form on the webpage.

Question 1: List the names of all team members applying for the grant.

- Note that a minimum of 3 team members are required.

Application questions continued

Question 2: List the contact emails of all team members.

- Provide an @myumanitoba email address when possible.

Question 3: Describe the minoritized, systemically marginalized, or underrepresented student community that the majority of your team members share.

- Note that intersectional identities will be prioritized.
- Consider: what does this community look like on campus? Does it exist already? In what way?

Question 4: Provide the student number for one member of your team who is a current UM student.

- Note that at least one member from your team must be a UM student at the time of applying.

Question 5: Can your team attend the required pre-scheduled weekly training sessions in full?

- This will be a multiple choice question on the MS Form. You will be asked to select yes or no.

Application questions continued

Question 6: Provide the student number for one member of your team who is intending to be a UM student during the time of your event(s).

- Note that at least one member from your team must be intending to be a UM student during the time you are implementation. This can be the same student number as provided in question 4.

Question 7: Identify at least two, 2-3 hour time slots that your team is regularly available and willing to commit to meet together outside of the scheduled training times.

- Note that applicants must have the time and capacity required to successfully implement their proposal. Applicants will need to invest additional time into planning/preparing for their event(s) outside of designated training dates. Proposals must be completed by March 15, 2026.
- Staff anticipate that teams will required an additional 3-10 hours outside of training to successfully implement their events.

Question 8: Are you applying for multi-event funding (3 or more events) or single event funding?

- This will be a multiple choice question on the MS Form. You will be asked to select multi-event funding or single event funding.

Question 9: What is your group's name?

- It may be easiest to choose the name based on the community you are a part of and/or the goal of your proposal (i.e. Indigiqueer group, International student health care group)

Application questions continued

Question 10: Describe your proposal.

The proposal description is the most important part of a grant proposal as it will provide detailed information about your proposed event(s), the goals of the event / activities, and your plans to achieve them. This section is likely where potential funders will focus most of their attention and therefore should provide all information needed to get a clear understanding of why your proposal should be funded.

HOW TO ALIGN YOUR NEED, GOAL, AND EVENTS

To have a strong application, you want to ensure an alignment between your identified need in the community, the goal you are trying to achieve, and the events you plan to hold. The Five Forms of Community Work can help you to consider how different kinds of activities can achieve different things

The Five Forms of Community Work can be / often are used together, but there are some key differences that may help you to determine which form(s) aligns with your goals for your proposal.

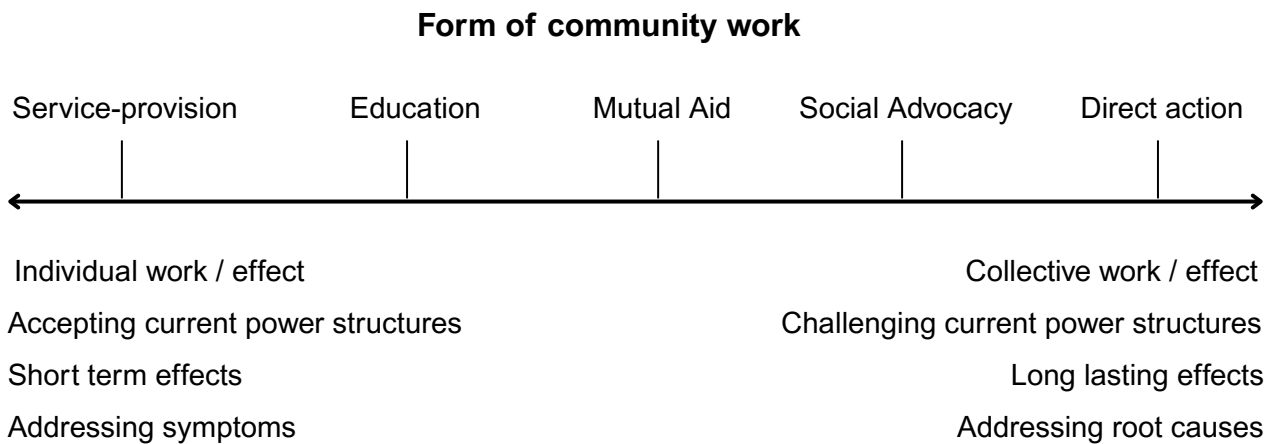
- Service Provision: People from one group meeting an **immediate need by doing for others in another systemically marginalized group**.
 - Example: UMSU Holiday Hampers
- Education: **Sharing information** with individuals to raise awareness/ deepening understanding of what's going on, in the hopes of **changing individual behaviour**.
 - Examples: Healthy U Health Packages, NECO Nutrition Education Library
- Mutual Aid: People with **lived experience collectively addressing a need for themselves within the community**.
 - Examples: Campus Food Strategy Group Permaculture Garden, Residence Life Grocery Shuttle
- Social Advocacy: Synthesizing knowledge and mobilizing people to **ask for change using preexisting methods and systems to access decision makers**.
 - Example: Free menstrual products pilot in campus bathrooms
- Direct Action: Forming durable organizations of many people to **confront powerholders outside their system's processes** to get the group what they want.
 - Examples: Women's Centre counter protests, students supporting UMFA

Using the graphic on the next page we can see the characteristics of each form that may help you determine if the activities you propose align with the goal you've identified.

Application questions continued

Question 10: Describe your proposal.

Using this graphic, consider what kind of community work is best suited to meet the goal of your proposal. If you are wanting to make a systemic change with long lasting effects, an educational event will not meet that goal.



Characteristics that exist on this continuum

Consider, the example below.

- Which event from the list in the last column can actually achieve the stated goal?
- What form of community work is it?

NEED	GOAL	EVENT(S)
Many students have complaints but afraid to bring them forward individually.	Students know how to advocate for themselves and how to advocate as a collective.	<p>A night for people to get together to send in anonymous complains?</p> <p>Doing a survey to show university staff how many students have these concerns?</p> <p>Advocacy training?</p>

Advocacy training can achieve our goal of having students know how to advocate for themselves. The training itself is a form of Education that builds a needed foundation to then do Social Advocacy.

When drafting your proposal on page 9, use the blank version of the above table to align your need, goal, and events.

Application questions continued

Question 10: Describe your proposal.

Be sure to include the following information.

- **Who you are and the community your proposal is intended for.**
 - For the GYCF it will be the community the majority of your team is a part of. Note that events or activities must support community-building amongst members of minoritized, marginalized, or other under-represented groups. Intersectional student communities will be prioritized.
- **The need or problem this proposal will address.**
 - You should be specific, show evidence that this is a priority or of interest within the community, and indicate how the event / activities you are proposing addresses this need.
- **The goals and objectives of your proposal.**
 - These are observable chances or outcomes that will come about as a result of your proposal. They should be clearly defined, realistic, and measurable.
 - You should highlight the short term, specific goals of your proposal (i.e. securing a space on campus for QTBIPOC students to meet and hold events), rather than just long term, big picture goals (i.e. a more equitable campus environment for QTBIPOC students).
 - Note that applications that have clearly defined goals will be prioritized.
- **An overview of intended event(s).**
 - This should outline how your proposal will be implemented in detail. Describe what you have planned, why it was chosen to address your stated need, and how it will meet your goals. Information should be presented in chronological order and touch on the who, what, where, when, and how of your proposal.
 - Some information should be general, such as the dates and locations to provide some flexibility when implementing your proposals. (i.e. say early Fall term rather than September 15).
- **Impact evaluation / assessment.**
 - Your proposal should include an overview of how you will determine the impact of your proposal (i.e. survey, comparing attendance, testimonials, etc.) and how well the goals have been met. Consider describing how this information could be used to further the growth of your community.

Also consider the grant evaluation criteria on the GYCF webpage. Selection criteria relevant to the proposal description that are not addressed in other questions are:

- Proposals that will take place in Fall 2025
- Applications that demonstrate sustainability/continuity of the community building beyond the proposed event(s), including how you will bring in more people to support a long term vision.
- Applications that demonstrate an awareness of and plan to address barriers to participation specific to the target student community.

Application questions continued

Question 10: Describe your proposal.

Who are you and the community your proposal is for?

What are the needs this proposal will address? What are the goals of your proposal?

NEED	GOAL	EVENT(S)

← Does your goal specifically address your need? ← Do your events specifically achieve your goal?

Provide an overview of your event(s).

How will you evaluate or assess the success of your event(s) and if your goal has been met?

Application questions continued

Question 11: Provide the total amount in dollars that you are requesting.

- This should match the amount indicated in your budget Excel document that you will upload in question 11. First complete your initial budget using the template provided on the GYCF webpage and then return to fill in this information.

Question 12: Upload an outline of how you anticipate to use the funds using the budget template provided on the website.

- In this question you will upload your completed MS Excel document with your initial budget. For information on how to put together your initial budget see the 'creating your budget' section on page 11.
- Note that applications that demonstrate alignment with a social procurement policy will be prioritized (see page 12).

Question 13: Who is doing work in this area on and off campus already? Who could help you with your proposal and in what way?

- The goal of this funding is to build community in a sustainable way! Your small team shouldn't be the only ones contributing to this proposal. Think broadly about how you can connect with or bring in other members of your community.
- Note that applications that demonstrate connections or willingness to connect with like-minded student groups and admin units on campus will be prioritized for funding.

Question 14: What other sources of funding could you access for this proposal?

CREATING A BUDGET

Your budget outlines how much money your team is asking for and what it will be spent on. For this application you are expected to use the budget template provided on the GYCF webpage. Budgets will likely need to be adapted as proposals are implemented but a good initial budget sets the team up for success.

A well developed budget is essential to show potential funders that the amount you are requesting is reasonable for the proposal. You want to ensure that the amount you are requesting will allow you successfully purchase what is needed to implement your event successfully, but is not excessive as many communities will utilize this fund.

Your budget should:

- **Be accurate.** Research and provide actual costs when possible, consider providing links for anticipated vendors if relevant.
- **Be detailed.** Explain what each expense is in the notes section with as much detail as is valuable (i.e. 'lunch for 15 volunteers from a local vendor' rather than 'food').
- **Be organized into categories.** Consider categorizing expenses by associated event and then further categorizing by expense type.
- **Be ordered by priority.** List the essential costs at the top, and less essential costs at the end.
- **Use the in-kind / other contributions section of the template.** In this section provide details of resources needed for your proposal that don't have associated costs. This shows the potential funder that you have not overlooked things. This can include donations or borrowed items, funding from other sources, volunteer time, etc.

Some additional considerations when preparing your budget:

- You are encouraged to align your budget with a social procurement policy (see page 12). For expenses that do not align with a social procurement policy, providing justification for why alignment with said policy is not possible will be a benefit to the application.
- Consider the need for each anticipated expense. Is the purchase a requirement for the event or providing value? Are there alternatives that are less expensive but still appropriate and aligned with a social purchasing policy? Is the expense justifiable (e.g. is it reasonable/fair to request \$3000 for a one time event for 6 participants)?
- Consider borrowing items when possible and appropriate.
- Think about the sustainability of the community long term. Is your budget allocated to materials that will help your community continue to grow long term?

Social procurement policy

Social procurement means considering the added social value that comes from purchasing, rather than just the face value of the goods and/or services themselves. Social value comes from the positive impact purchases can have on the overall social wellbeing of people and communities. It is grounded in mutual support and interconnectedness.

Social procurement means intentionally choosing when possible to support local/small businesses, businesses owned by people belonging to systemically marginalized communities, and/or cooperatives and nonprofits. Social procurement means avoiding, when possible, third parties, and large corporations.

In addition to social procurement consider other elements of sustainable purchasing such as how 'green' your event is. Is what your When making purchases are there greener options? Is this something you can borrow? Check out the additional resources below for some supports.

ADDITIONAL RESOURCES

Sustainable procurement:

- City of Winnipeg's Social Procurement Framework
- York University's Social Procurement webpage
- University of Manitoba's Green Events Guide
- Post-Landfill Action Network's Swag Hierarchy

Questions about the Grow Your Community Fund or the Community Leadership Development Program (CLDP)?

- Check out the Grow Your Community Fund webpage or contact the CLDP coordinator at madison.reed@umanitoba.ca.

Need help drafting your application?

- Register for one of the GYCF Idea Generation and Grant Writing Workshops. Look for upcoming dates on the Grow Your Community Fund webpage.