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# Successful Grantseeking with Grant Connect Delta

Oakville Arts Council - October 2018

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# Agenda

- Introductions
- Tips for Successful Grantseeking
- Grant Connect Demo
- Discussion and Q&A

Questions? Connect with me!  
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# Introductions



**Alex Pryse**  
Outreach & Engagement  
Coordinator

# About Imagine Canada

- National charitable organization
- Offices in Toronto & Ottawa
- Programs and resources that strengthen charities and their operations
  - Partners in Change
  - Caring Company Program
  - Standards Program
  - Grant Connect - *one of Canada's oldest social enterprises!*
  - Public Policy

# What is Grant Connect?

- Used by thousands of Canadian charities to find new prospects and win grants
- Thousands of funding opportunities
  - Grantmaking foundations
  - Government grant programs
  - Corporate giving initiatives
  - Grantmaking charities
  - American funders
- Multiple data sources compiled by a team of in-house experts



GRANT  
CONNECT

“**Grant Connect** gives me the information I need so I can ask the right questions and make a personal impression. This helps me stand out in a sea of requests and, ultimately, succeed in securing funding.

You only have so many arrows in your quiver and you want them to hit the bullseye without wasting time, effort and money. **Grant Connect** takes the guesswork out of seeking funding.”

— **Paul Evered**, *Development Director at Gastrointestinal Society*

# Tips for Successful Grantseeking

1. Identify

2. Qualify

3. Track!



The concept behind using a tool like Grant Connect is to start by mapping out your various needs to determine both funding “fit” and priorities



# How to identify the right funders...

- If your proposal does not align with the funder's determined interests and guidelines, it is very unlikely to be funded
- **The good news?** There are thousands of funding bodies in Canada with a range of interests and capacities

**“It’s a question of identifying those overlapping circles: our capacity, our interests, your needs and your activities.”**

— **Kelly Meighen**, *President of the TR Meighen Family Foundation*



In your research, focus not only on  
your **activities** but on your **IMPACT!**

# How to qualify prospects...

- What prospects should I apply to?
- Qualify prospects with LAI

Linkage  
+  
Ability (Capacity)  
+  
Interest

**LINKAGE** refers to a contact, a bridge or an access through a peer to the potential funder.



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**ABILITY** or capacity refers to the capability of a funder to give at a certain level.

**INTEREST** refers to a funder's understanding of and enthusiasm for an organization's mission and accomplishments





**KEEP  
CALM  
AND  
TRACK  
FUNDERS**

# Questions?

Email me at [apryse@imaginecanada.ca](mailto:apryse@imaginecanada.ca)

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Strong Charities. Strong Communities.

