



Stark Family Fund Application Guidelines

We welcome the opportunity to review your application for a grant from the Community Foundation for Kingston & Area (CFKA). **Please review these guidelines before completing the application. You must complete all sections.**

If you have questions about any part of the application or budget please contact our Grants Coordinator at grants@cfka.org or call the Foundation's office at 613.546.9696. Note that they are usually in the office on Tuesday – Friday.

DEADLINE: Applications will be accepted until **4:30 pm on March 22, 2019**. In years in which a submission deadline falls on a weekend, the actual deadline will move to the first working day following these dates. **Late or incomplete submissions will not be accepted.**

ELIGIBILITY REQUIREMENTS: Ensure your organization meets all of the eligibility requirements. Details are available on our website at <http://www.cfka.org/apply-for-a-grant>. A summary of the criteria is listed below:

1. An applicant organization must be a charity registered with Canada Revenue Agency, a municipality or be formally partnered with an organization that is either a charity registered with Canada Revenue Agency or a municipality. Please see the Information on [Partnership Agreements and the Confirmation of Partnership Agreement form](#).
2. The applicant organization must have one or more of the following: a local Board of Directors, a local, well-defined accountable committee, a local office with strong community involvement. In the case of the Stark Family Fund, local means within Prince Edward County.
3. Projects must have a well-defined purpose and take place within one year of receiving the grant.
4. All applications involving activities with primary and/or secondary students on school time must be accompanied by a Letter of Permission from the relevant School Board(s). This means from the board office, not from an individual teacher or principal.
5. A completed budget must be attached, using the CFKA budget template provided.
6. **Any overdue final reports for previously completed projects must have been received by CFKA.**

Tips for Completing the Application

Downloading and Filling out the Online Form

- The application form has been created in Adobe Acrobat as a fillable PDF document. To use this form, you must have the latest version of Adobe Reader (Adobe Acrobat Reader DC - version 10) on your computer. This is a free download from the [Adobe website](#).
- Download and open the document in Adobe Acrobat Reader DC. On the right-hand side of the window is a series of icons. Click on the 'Fill & Sign' icon.
- The form will now allow you to enter your information into the fields. Use 'ENTER' on your keyboard to align the text in the boxes provided.
- In order to save your work typed into the form, click 'File' and 'Save As' to rename your document and save to your local computer.
- Please limit your answers to the space provided in the boxes. Do not expand the box size.
- Font size must be no smaller than Arial 10pt. Do not allow your program to shrink the font size below this to make the text fit in the box.
- For ease of use, the cells in green identify the where applicants need to enter information. Cells in pink will fill automatically as you are filling out the budget.
- If possible, submit well in advance of the deadline. If you do so, our Grants Coordinator may have time to review your submission and flag if anything is missing so you have time to get your completed application package to us before the deadline. Incomplete submissions will not be considered.
- Answer the questions clearly and concisely, and show your passion and excitement for the project. Remember you are trying to convince members of the Stark Family Fund Committee that you have a great

project that meets a demonstrated community need, that it will have a positive impact on our community, and that your organization has the resources and ability to carry out the project.

- Point form answers are preferred, except in the media summary.
- Ensure you allow sufficient time to obtain the necessary signatures. All applications require signatures from two signing officers who have formal authority to legally bind your charitable organization. Or, if you are partnering with a registered charity or municipality to deliver this project, you need time to develop a formal written partnership agreement, and obtain the signature of an authorized individual on the required Confirmation of Partnership Agreement form.
- Before submitting your application, please check to ensure that all parts of the form are complete and that you have submitted all the required documentation (see checklist at the end of the application form).
- Answer all questions and do not leave any blanks. Put “no” or “not applicable” or “zero” instead of leaving an empty space.
- Please limit your answers to the space provided in the boxes. Do not expand the box size.
- Font size must be no smaller than Arial 10pt. Do not allow your program to shrink the font size below this to make the text fit in the box.

Other Important Notes:

- If you are presently still carrying out a project funded by CFKA/ Stark Family Fund, you may apply for a new grant for another project. All final reports are due no later than 30 days after completing a project. If you have any overdue final reports you may not apply for a new grant.
- Note that grant cheques are not given to successful organizations until approximately 10 weeks after the application deadline. CFKA funds **cannot** be used to fund parts of the project occurring before the grant is approved.
- Make sure that the PDF submission is organized with all pages in a logical order and oriented correctly (e.g. right side up).

Elements of the application

Here are some points to consider as you answer the questions in the application form:

Budget (Section C2 and CFKA Budget Template):

- The amount of funding we have available each round fluctuates based on a three-year average of market returns. There is no set minimum or maximum that you may apply for. Historically, we have given grants as small as \$500 and in a few cases, some over \$25,000. Please ask for an amount that is appropriate for your project. We strongly encourage applicants to seek additional funding from other sources for their projects.
- Use the required CFKA budget template found on our website.
- The proposed project budget is a key part of your application so please make sure to fill it out, using the CFKA template. Please ensure all columns fit on one page – print the budget form as a “Landscape” document if necessary.
- **Applications that do not have a completed budget using the CFKA template attached to all copies will be considered incomplete.**
- Please refer to the budget notes at the bottom of the budget form. Complete those fields on the budget form that apply to your project and put zero (0) for others so that every space is filled. Use the space along the right-hand side of the form for explanatory notes if needed.
- **At least two written quotes from vendors/suppliers are required for all purchases over \$500.** This only applies to single items or services over \$500, not several items that add up to \$500. (For example, a computer purchase that is \$500 needs two quotes, but the purchase of 500 pencils at \$1 each does not require a quote).
- **Your budget MUST balance (i.e. the total expenses and total revenues must match).**
- **The numbers in your project budget MUST match those quoted in section C2 of your application.**

Please contact the CFKA Grants Coordinator by email at grants@cfka.org or by phone 613.546.9696 if you have questions related to the budget including quotes.

Field of Interest (Section C3):

- All projects must choose one field of interest. Your choice will not affect the success or funding of your project; we use it to track the nature of projects. Pick the one that best fits your project.

Project Overview (Section D):

Please note that for projects that are straightforward equipment requests, shorter answers are acceptable.

Main objectives of your project (question D2): What will you achieve through this project? Depending on the scope of your project, you may have only one objective or you may have several objectives. Stick to the 200 word limit.

Demonstrated local need/interest (question D3):

- How do you know from the local community and/or from within the organization (clients, staff, volunteers, members) that there is a need for or benefit to be realized from this project?
- Was there a consultation process? If so, with whom, when, and what did you learn? (e.g. a survey, a request log, registration or waiting list numbers, focus groups, discussions with potential partners and client bases re: interest level)

Benefit (question D4): People who will directly benefit include clients who will use the service or participants who will be part of the project. People who will indirectly benefit include an audience to a performance, attendees at an event and in some cases the households of direct beneficiaries. Be realistic with estimates.

Intended clients or audience (question D5): A related element in the success of a project or event is the ability to reach your intended clients or audience. How will you reach out to or engage those groups? How do you know they will attend/register/read what you create?

Workplan (Section E):

Sequence of Project Activities (question E1): You should have a workplan that includes the sequence of activities that will occur throughout the project. We are expecting a demonstration that you have thought through the workplan from start to finish. Bullet points or lists of steps are welcome and encouraged in this section.

Partnerships (question E3): While not required in all projects, partnerships are encouraged in order to share resources, benefit from synergies, and avoid duplication in the community. Identify any partnerships you have or would seek for this project, and include letters of support specific to your project as part of your additional information. Also identify any other organizations that you have consulted in your planning who may not be official partners. If there are no partnerships or consultations, please provide a strong rationale.

Organizational Capacity (question E4):

- Does your organization have the time, people and expertise (including partner organizations) to carry out this project?
- Time refers to both the project timelines (are they realistic) and to the time required of staff, especially if the project is an add-on to existing duties.
- If contracted staff, volunteers or partner organizations are involved, have you clarified their roles and responsibilities and their relationship with staff?

Evaluation (Section F):

Success (question F1): What will the outcomes and benefits of your project be? Expected changes/benefits of the project may vary in that you may see only a single change/benefit or you may envision several benefits. Please be specific in describing how the project will bring about these changes or benefits.

You should also be specific in identifying exactly who will benefit from this project. Is it a particular group of people or do you see this project as benefitting a broader segment of the population?

Evaluation plan (question F2): An important part of every project is to know if you achieved your objectives i.e. *How will you know you were successful?* You need to include evaluation as part of your workplan, right from the start. There may be a cost which should be included in your proposed project budget e.g. photocopying, postage.

Results may be measured, *quantitatively or qualitatively*, and can be done in many ways depending on the type of project or event you are proposing. Some of those ways include:

- developing resource materials as planned
- tracking the audience through ticket sales numbers
- tracking participants through number of registrants
- follow up written questionnaires from participants
- follow up telephone surveys
- collecting stories or testimonials from participants or audience
- feedback from partner organizations

Funding (Section G):

Requested CFKA/Stark Family Fund project funding (question G2 and G3): Because the demand for funds traditionally exceeds the funds available from the Stark Family Fund in any granting round, please consider if and how your project could proceed if you are offered only partial funding rather than the full amount requested. Some applicants conclude that the project can only proceed with full funding. If you can proceed with partial funding, what things would be funded first?

Future of Project (question G4 and G5): You may be considering possible long-term plans for your project beyond the initial 12 month funding period. If your project may continue, describe how you anticipate funding, staffing and otherwise supporting the program in future. If this is a one-time activity, please check “no” in #G4 and put an N/A in the box for #G5.

More Information (Section H):

This is your space to convince readers of the value of the project!

Sharing (Section I):

Media Summary: This is a mandatory part of your application. We may use this to publish stories and media releases on successful grants, so consider what you would want outside audiences to know. **Stick strictly within the 50-75 word limit** as excess will be removed and your story will be incomplete.

- Describe what your project will do, who will do it, what its expected impact will be and explain exactly who will benefit. Write in the third person (ie: “the organization will...” not “we will...”).

When explaining expected impact of the project, consider:

- How will this project either enhance the quality of life for residents in our community or strengthen the infrastructure/capacity of your organization?
- Who are the intended participants/recipients/beneficiaries of the project activities?

Recognition (question I2):

Some recognition ideas include:

1. Logo placement: Place the CFKA/ Stark Family Fund logos on your website, poster, program, newsletter, brochure or other communications pertaining to your project. You can download our logo here: <http://www.cfka.org/logos/>. Do not alter the logo in any way, and ensure sufficient white space around the logo. Refer to our branding guidelines on our website for details or contact us.
2. Article: Include an article about your project grant in your newsletter, on your website or other communication instruments. Please contact us for information on the Community Foundation/ Stark Family Fund that you could include in your article. If you require a quote for your article, we would be pleased to provide one.
3. Media Release: Issue a media release to promote your project and include information about the support you received through this grant. If interviewed, please make sure to mention the grant. If you require information about the Community Foundation/ Stark Family Fund or a quote for your release, please contact us.
4. Events: Mention the grant from the Community Foundation/ Stark Family Fund whenever you hold events related to this project,. Invite a Foundation representative to attend, and if appropriate, let us know so we can help promote your event through our communication instruments.
5. Signage: Include the logos on any signs, banners or similar public signage you prepare related to your project.
6. Social media: Recognize the Community Foundation's/ Stark Family Fund's contribution in social media posts about your project. Link to our Facebook or Twitter (@CFKingstonArea) accounts so we can share your posts and include #thankyouCFKA.
7. Speaker: Invite a representative from the Community Foundation for Kingston & Area to bring greetings at your media or public event. We are happy to have a table/booth when appropriate.

Authorization (Section J):

This section must be signed by two officers with the legal authority to bind the legal charitable organization. In cases where your organization is not charitable but is partnering with a charitable organization you must also submit a completed *Confirmation of Partnership Agreement form*, signed by a person at that organization with the legal authority to bind them.

Attachments:

Supplementary Material:

- You may attach a maximum of two pages of supplementary material. This may include photos, stories, articles, letters of support, etc. and is purely optional. **This means one page two-sided or two one-sided pages.** Any extra materials will be removed.
- Do not include cover letters or title pages.
- Required attachments including budget form, school board letter, partnership confirmation form, written quotes and financial statements do not count towards your two pages of supplementary material.

Financial Statements: You MUST include financial statements with your application. Failure to do so will render the application ineligible. The statements must be for the applying organization's most recent completed fiscal year. They may be audited or unaudited. If you are carrying out this project with a partner charity, it is the applicant whose financial statements should be submitted, not the partnering charity. At minimum, financial statements should include all your revenue and expenses for your last fiscal year as well as the balance you hold in any accounts and/or petty cash.

Non-qualified donees partnering with registered charities or municipalities to carry out this project:

- The Community Foundation for Kingston & Area is a Canadian registered charitable public foundation. The Canada Revenue Agency (CRA) provides specific direction to Canadian registered charitable public foundations regarding grants and distributions to qualified donees as defined by the CRA. The Foundation is not permitted to grant to organizations that do not meet the definition of a qualified donee. Non-qualified donees are organizations that are not registered with CRA and are not a municipality.
- If you are a non-qualified donee, but are a not-for-profit organization, you may partner with a qualified donee (registered charity or municipality) to carry out this project. In this case, the applicant and the charity/municipality must enter into a formal, written partnership agreement and you must fill out a [Confirmation of Partnership Agreement form](#) which must be attached to your application.
- It is the qualified donee (registered charity/municipality) that signs the Confirmation of Partnership Agreement form.
- The applying organization (non-qualified donee) must also attach a list of the board of directors, committee or volunteer group that qualifies you as having a local presence. This list will not be shared outside CFKA.
- The charitable purposes of both organizations must be a reasonable match.
- Applications from for-profit organizations will not be accepted.

Checklist for Applicants

Before submitting your applications, please check to ensure you have completed all of the following:
Incomplete or late submissions will not be accepted.

- Ensure all sections of the form are completed and attached, as indicated on the checklist on the application form.
 - Completed CFKA Budget Template
 - Application Form using template provided
 - Financial Statements (most recent)
 - Supplementary Information (optional)
 - Other forms as required (e.g. written quotes, school board letter, Partnership Agreement)

- Ensure you have obtained the necessary authorization signatures.
- Ensure that the final reports for any completed CFKA grants have been submitted.
- Ensure your contact person will be available to answer any questions after submission.

- Submit your application and all related documents electronically, preferably as one PDF to grants@cfka.org before the deadline.
- Keep a copy of your completed Application form for your records.

Please note that handwritten submissions will not be considered.

Budget must be submitted using the template provided.

**** Applications must be received no later
than 4:30 pm on March 15th ****

Incomplete or late submissions will not be accepted.

We will be in touch about 7 weeks after the deadline to advise
whether or not your grant application was successful.