



# Grant Writing

FUNDING TOOLKIT



ᐱᓄᐱᓄᐱ ᐱᓄᐱᓄᐱ ᐱᓄᐱᓄᐱ  
Inuit Women in Business Network  
Inoenaen Aknan Manikhakheogutikaktun



ᐱᓄᐱᓄᐱ  
ᐱᓄᐱᓄᐱ ᐱᓄᐱᓄᐱ ᐱᓄᐱᓄᐱ  
PAUKTUUTIT  
INUIT WOMEN OF CANADA

## Have a great business or a project idea? Do you need money to make your dreams a reality?

There are several funding sources that Inuit women can apply for to start or grow their business.



A grant is a sum of money that a government or organization gives to a person or business for a specific purpose. Grants do not need to be repaid but you may be asked to report on the progress of your project.

There are three types of grants or funding programs:

- Government grants offered by Indigenous, federal, provincial, territorial and municipal governments
- Corporate grants offered by for-profit companies.
- Community foundation grants offered by nonprofits, unions, or charitable organizations

## Finding a grant that is the right fit for you

Grants usually have some eligibility requirements that are listed in the application. For example, some grants or funding programs are available only to Indigenous peoples while others are specifically for musicians. As long as you meet the eligibility requirements, you can apply for the grant. There are several grants available for artists, startups, tourism, language preservation, research or other specific projects.

You will also need to ensure that your project or business is 'fundable'. For a project to be fundable, it must fulfill a SMART objective. A SMART funding proposal is one that is:

**SPECIFIC:** Clearly states what you are going to accomplish with the project

**MEASURABLE:** Provides ways to measure the success of your project

**ACHIEVABLE:** Is realistic and possible to accomplish

**RELEVANT:** Meets the specific grant requirements

**TIME-BOUND:** Outlines when and how you will complete the project

Some grants are offered for a limited time, the sources change frequently and it can be tricky to find open grants and funding programs. Some opportunities are listed below.

- The [Government of Canada website](#)
- Provincial or Territorial government and tourism websites like the one by [Travel Nunavut](#)
- Municipal government websites
- Charity Village lists [government](#), [corporate](#), and [foundation](#) funding sources
- Trade unions or associations representing your field of work like the [Canadian Council for Arts](#) or [Qaggiavuut!](#)
- [Aboriginal Financial Institutions](#) and other sources listed by the [National Aboriginal Capital Corporations Association \(NACCA\)](#)
- Social enterprises like [Paro Centre](#)
- National and local [Community Foundations](#)
- [Qikiqtani Inuit Association \(QIA\)](#)
- [Kakivak Association](#)
- [Nunavut Tunngavik Incorporated](#)
- Other links listed [here](#).

The above list is a great place to start but there may be others. Grant applications change often. It is wise to stay up to date by checking funders' websites before submitting applications.

Once you find a grant that you are interested in applying for, make sure that you review all the qualifications that are listed at the beginning of the grant application. Funders may ask that you meet one or many of the listed criteria in the application.

## Found a grant that you want to apply for?

Planning is key to a successful grant application. Follow these tips to stay organized and plan your application:



- **Schedule your time:** Set aside some time to work on the grant application by adding it to your calendar.



- **Read the instructions:** Grant applications may be rejected if some of the requested information is missing. Before you start your application, read the instructions and ensure that you have all the necessary documents and information to complete your application. It is helpful to create a checklist of requirements for the grant you're applying for.

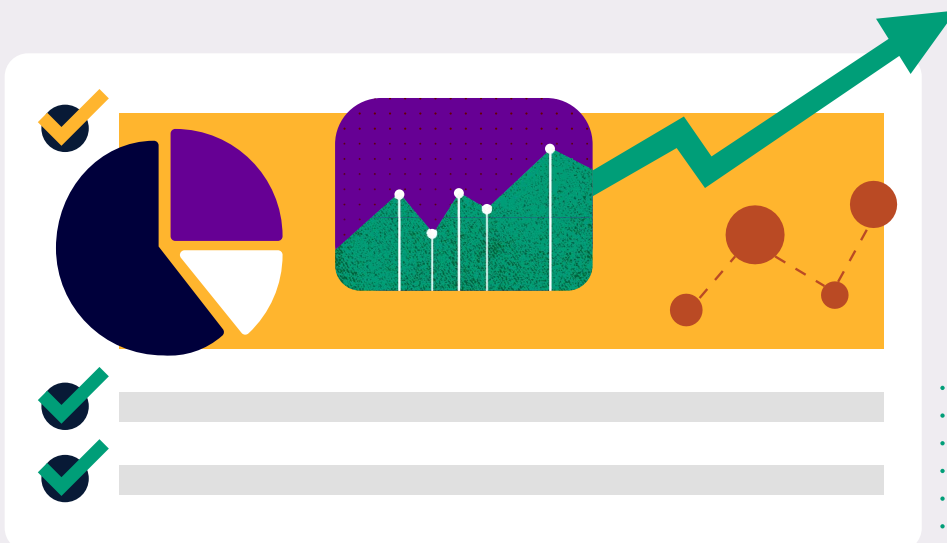


- **Get a team together:** If you can, delegate work of some sections to relevant colleagues. For example, your accountant can work on the budget to ensure that the numbers add up while your communications staff can develop a marketing plan for the proposed project.

# Sections of a grant application

Some grant applications are more work than others but almost all of them will ask you to complete the following sections.

- **Cover Page:** If you are submitting a paper application, you will need to add a cover page that includes the name of your project, name of the applicant, name of the funder, and the date submitted. However, this section is not relevant for digital applications.
- **Table of Contents:** You should also submit a table of contents or an index with paper applications to make it easier for the reader to navigate the application.
- **Executive Summary:** An executive summary is where you give the reader a short overview of all the sections of the grant proposal. It should be developed at the end of your application to ensure it is comprehensive and aligns with your application.
- **Project Description or Narrative:** This section describes your project in detail. The best project descriptions tell a compelling story that grabs funders' interest. Ensure that you answer the following questions in the project description:
  - Who will work on the project?
  - What is the project and what do you hope to accomplish?
  - Where will the project take place?
  - When will you start and complete the project?
  - Why is this project important?
- **Statement of Need:** It is important to establish why there is a need for the project or initiative that you are proposing. You should establish which gap in the industry, knowledge, or community you are filling with your proposal. Include statistics or data to reinforce the need or talk about your personal challenges that establish a need for your project and for funding.
- **Timeline:** A good timeline tells the funder how and when you are going to accomplish what you propose in the application.
- **Evaluation:** This section outlines how you're going to measure the success of the proposed project. Be as specific as possible while being realistic about the expected outcome.
- **Budget:** Funders want to see if the project is safe to invest in and how you will be using their money. Try to list exactly how you plan to use the funds using reader-friendly tables and figures. If there are costs that will be covered by other sources, list that too.
- **Organization or applicant information:** The last section will ask for the applicant's name, business details, and contact information.



# Do's and Don'ts of a Good Grant Application



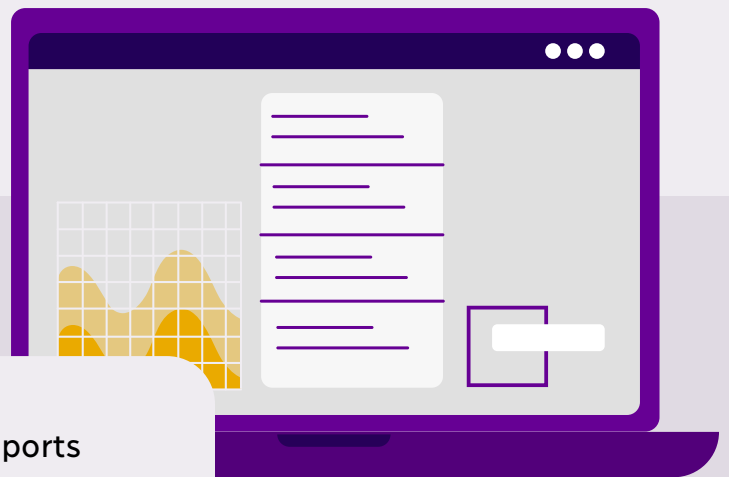
## DO:

- Make it easy to understand
- Write clearly and concisely
- Detail what you will accomplish
- Tell your story
- Make it visual
- Make your case
- Proofread



## DON'T:

- Use complicated language or terms
- Rush through the application
- Set unrealistic goals
- Lose the readers' interest



The Inuit Women in Business Network supports all Inuit businesswomen by finding mentors, providing easy-to-read resources, and having a community that will encourage you. Visit our [website](#) to learn how to write a business plan, use Facebook and Etsy for your business, and more!



ᐱᓄᐱᓄᐱᓄ ᐱᓄᐱᓄ ᐱᓄᐱᓄ  
Inuit Women in Business Network  
Inoenaen Aknan Manikhakheogutikaktun



ᐱᓄᐱᓄ ᐱᓄᐱᓄ ᐱᓄᐱᓄ  
PAUKTUUTIT  
INUIT WOMEN OF CANADA