

Funding Sources and Ideas for Non-Profit Organizations in Southern Alberta

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Introduction

In order to successfully address their causes, non-profit organizations require financial resources. Obtaining those resources is frequently a major challenge facing these organizations. There is a great deal of competition for funding so it is important for non-profit organizations to be strategic about generating financial capital. They may need to access funding from several sources in order to be financial sustainable, viable and secure.

This document provides information on a variety of ideas for fund raising and sources of financial support as well as other goods and services for non-profit organizations in southern Alberta.

Please note that the Grants section provides examples of grant programs but is not an exhaustive list. Also, the examples provided in that section are 'at this point in time' and can be expected to change as grant programs change, come and go. Details about each grant program are not included here as they are generally kept up to date online where they are readily accessible if you do a search using the grant name listed here.

Grants

Obtain grant funding by preparing and submitting formal applications or proposals to appropriate granting programs according to their guidelines, application processes and deadlines.

Grant Databases and Directories

Examples:

- Big Online Canada
- The Business Link Service Centre
- The Canadian Directory to Foundations and Grants – Imagine Canada
- Charity Village
- Community Foundations of Canada
- Fundsnet
- The Foundation Centre
- Government of Alberta
- Government of Canada
- Grants Station
- Philanthropic Foundations Canada
- Prospect Research Online
- Social Science and Humanities Research Council (SSHRC)

Government Grants

Municipal Grant Programs

Examples:

- City of Airdrie
 - Community Investment Funds (CIF)
- City of Calgary
 - Council Strategic Initiative Fund
 - Community Standards Fund
 - Parks Foundation Calgary
- Town of Cochrane
 - Civic Partnerships, Community Grants and Arts and Culture Endowment Fund
- City of Lethbridge
 - Community Capital Project Grant (CCPG)
 - Community Event Support Program
 - Civic Hosting Grant

- City of Medicine Hat
 - Arts and Heritage Advisory Board Cultural Grants
 - Community Development Grants
 - Special Events/Competition Assistance Grants (UERAB)
- Family & Community Support Services (FCSS) – partnership program between municipalities and province
- Town of High River
 - Promotion and Marketing Grant

Government of Alberta Grant Programs

Examples:

- Agriculture and Forestry
 - Agriculture Opportunities Fund
 - Agricultural Initiatives Program
 - Agricultural Societies Program
 - Ag for Life Rural and Farm Safety Program
 - Rural Community Adaptation Grant Program (RCAP)
 - Rural Connections: Community Broadband Infrastructure Pilot Program
 - FireSmart Community Grant Program
- Culture and Tourism
 - Alberta Foundation for the Arts (AFA)
 - Alberta Historical Resources Foundation
 - Alberta Media Fund
 - Community Facilities Enhancement Program (CFEP)
 - Community Initiatives Program (CIP)
 - Heritage Grants
 - Other Initiatives Program (OIP)
 - Volunteer Police Information Check Program
- Human Services
 - Community Partnerships Youth Grants
 - Family and Community Support Services Program (80/20 partnership program with participating municipalities or Métis Settlements)
- Aboriginal Relations
 - Aboriginal Relations Grants
 - First Nations Development Fund Grant Program (FNDF)
- Justice and Solicitor General
 - Safe Communities Innovation Fund
 - Alberta Community Restorative Justice Grant Program (ACRJ)
 - Alberta Human Rights Commission
 - Human Rights, Education, and Multiculturalism Education Fund
- Jobs, Skills, Training and Labour
 - Summer Temporary Employment Program (STEP)

- Environment and Parks
 - Alberta Sport, Recreation, Parks & Wildlife Foundation (ASRPWF)
 - Event Support Program
 - Alberta Sport Connection Donation Fund Program

Government of Canada Grant Programs

Examples:

- Agriculture and Agri-Food Canada
 - Rural Secretariat – Community Development Program, Building Rural and Northern Partnerships
- Canada Council for the Arts
- Canada Revenue Agency
 - Charities Partnership and Outreach Program
- Canadian Heritage
 - Aboriginal Peoples' Programs
 - Arts and Culture Programs
 - Canada's Heritage Programs
 - Citizen Participation Programs
 - Digital Future Programs
 - Multi-Culturalism and Human Rights Programs
 - Official Languages Programs
 - Sport Programs
- Environment Canada
 - EcoAction Community Funding Program
 - Canadian Environmental Assessment Agency – Participant Funding Program
 - Community Action for the Environment
- Foreign Affairs and International Trade Canada
 - Invest Canada – Community Initiatives (ICCI – formerly CISP)
- Health Canada
 - Canadian Institute of Health Research (CIHR)
- Human Resources and Skills Development Canada
 - New Horizons for Seniors Program (NHSP)
 - Youth Employment Strategy (YES)
- Indian and Northern Affairs Canada (INAC)
 - Community Economic Development Program (CEDP)
 - Community Economic Opportunities Program (CEOP)
- Infrastructure Canada

- Justice
 - Youth Justice Renewal Fund
- Public Safety
 - Crime Prevention Action Fund (CPAF)
 - National Crime Prevention Centre (NCPC)
- Status of Women Canada
 - Women's Community Fund
 - Women's Partnership Fund
- Western Economic Diversification Canada (WD)
 - Canada Foundation for Innovation Support Program (CFI)
 - Community Adjustment Fund (CAF)
 - Community Futures (CF)
 - Rural Diversification Initiative (RDI)
 - Recreational Infrastructure Canada (RIInC)
 - Western Diversification Program (WDP)
 - Western Economic Partnership Agreements (WEPAs)

Organization Grants*

** some of this grant funding may come indirectly from government at arms length*

Examples:

- Alberta Conservation Association (ACA)
 - Conservation, Community and Education Grant Program
 - Grants in Bio-Diversity Program
- Alberta Museums Association
- Calgary Arts Development Authority (CADA)
 - Operating Grants Program
 - Cornerstone Program
 - Arts for All Program
 - Invest YYC
 - New Pathways for the Arts
- Canadian Agricultural Safety Association – Canadian Agricultural Safety and Health Program (CASHP)
- Community Adult Learning Councils
 - Big Country Community Adult Learning Association
 - Bow Valley Learning Council
 - Calgary Learns Association

- Cardston & District Community Adult Learning Council
 - County of Lethbridge Community Learning Council
 - County of Warner Further Education Council
 - Crowsnest Pass Adult Education Association
 - Foothills Continuing Education Council
 - Forty Mile Community Adult Learning Association
 - L.E.A.R.N. (Medicine Hat and District Further Education Council)
 - Lethbridge Lifelong Learning Council
 - Mountain View Community Adult Learning Council
 - Newell Further Education Council
 - Pincher Creek Community Adult Learning Council
 - Rocky View Schools Community Learning
 - Society of Brooks Community Adult Learning Council
 - Taber and District Community Adult Learning Association
 - Vulcan County Adult Learning Council
 - Wheatland Further Education Council
 - Willowcreek Community Adult Learning Society
- Kidsport Society of Alberta
 - United Way

Corporate, Business and Union Grants

(Community Investment Programs)

Examples:

- Air Canada – In the Community
- Alcan - Community Investment Program
- Alliance Pipeline - Community Investment Program
- Albion Sands Energy Inc. - Community Investment Fund
- ATB Financial
- ATCO Gas
- Aviva Community Fund
- Bayer - Corporate Responsibility
- BMO Financial Group - Corporate Responsibility
- Canada Mortgage and Housing Corporation
- Canadian Wildlife Federation
- CenAlta Well Services – CenAlta Futures
- CIBC – Community Investment Program
- CN - Community Investment Program
- CN - Safe Community Fund
- The Cooperators
- Domino's Pizza - Community Involvement Program
- Farm Credit Canada - AgriSpirit Fund
- FedEx Canada
- Field Law Community Fund Program
- Finning – Community Investment
- General Motors Canada – Charitable Contributions

- Maple Leaf Foods
- Microsoft – Investing in Canadian Communities
- Mountain Equipment Co-op (MEC) - Community Contributions Program
- Nexen Inc. - Community Investment Program
- Pepsi Refresh Project Grants
- Petro-Canada Community Involvement Programs
- RBC Financial Group
- Servus Credit Union
- Shell Canada – Shell Environmental Fund
- Staples Business Depot – Community @ Work Program
- Suncor - Community Investment
- Sun Life Financial - Philanthropy Program
- Syncrude - Community Investment Program
- Team Investors Group - Amateur Athletes Fund
- Telus - Community Investment
- WalMart – Our Community. Good. Works.

Foundation Grants

Examples:

- Corporate Foundations – *examples:*
 - Alberta Real Estate Foundation
 - Allstate Foundation of Canada
 - American Express Foundation
 - Canada Post Foundation for Mental Health
 - The Canada Safeway Foundation
 - Forzani Group Limited (FGL) Foundation
 - Hbc Foundation
 - Home Depot Canada Foundation
 - Honda Canada Foundation
 - Imperial Oil Foundation
 - The Keg Spirit Foundation
 - The KPMG Foundation
 - Nissan Canada Foundation
 - Suncor Energy Foundation
 - TD Friends of the Environment Foundation
- Independent and/or private foundations – *examples:*
 - Alberta Paraplegic Foundation
 - Alberta Ecotrust Foundation
 - Children's Wish Foundation of Canada
 - The Muttart Foundation – Fellowships, Training and Bursary Grants, Youth Granting Youth
- Public foundations – *examples:*
 - Community Foundations
 - The Banff Community Foundation

- Bow Valley Community Foundation
- The Calgary Foundation
- Cochrane and District Community Foundation
- Community Foundation of Lethbridge and Southwestern Alberta
- Community Foundation of Medicine Hat and Southeastern Alberta
- Hospital / Health Foundations
- Mounted Police Foundation

Service Club Grants

Apply to service clubs in Southern Alberta that provide funding through grants or donations.

Examples:

- Associated Canadian Travellers
- Beta Sigma Phi
- Optimist Club
- Fraternal Order of Eagles
- Gyro Club
- Independent Order of Foresters
- IRAS, Daughters of the Nile
- Jaycees
- Kinette Club
- Kinsmen Club
- Kiwanis Club
- Knights of Columbus
- Ladies Auxiliary to Royal Canadian Legion
- Lions Club
- Loyal Order of the Moose
- Pythian Sisters
- Rotary Club
- Royal Canadian Legion
- Royal Purple
- Shriners Club
- Women of the Moose

Donations

Solicit donations from individuals and groups.

Examples:

- Annual giving
- Campaign giving (e.g. capital campaign)
- Cell phone giving ('text to give' campaigns, iphone apps for grants, The Mobile Giving Foundation)
- Coin box / canister / kettle drive
- Corporate solicitation (cash or in-kind donations) – examples:
 - Canada Safeway Because We Care Program
 - Fairmont Hotels & Resorts Charitable Donations Program
 - Telus Employee Charitable Giving Program
- Direct mail
- Door to door canvassing
- Drive or drop off location (bottles, used clothing, food, garage sale items)
- Employees fund / payroll deduction / employer matching gifts
- Endowment fund / foundation
- Face to face visit, meeting or presentation
- Gifts in-kind (goods and services) – *examples:*
 - Advice – examples: legal, financial, or investment advice
 - Discount for goods and services (printing)
 - Loaned goods (audio-visual equipment, concert hall)
 - New products / merchandise (t-shirts, food, refreshments)
 - Office / meeting space
 - Prizes
 - Reward points (e.g. air miles, Hbc Rewards)
 - Services – examples: Servus Credit Union provides free chequing and savings account to all registered not-for-profit organizations – others examples are photography, publicity, auditing, technical assistance, no or low interest loans, copying, printing, planning, tax services, public relations, fund raising, employee loan or exchange, architectural design, graphic design, audio-visual production).
 - Time (volunteers, board members)
 - Used/Surplus goods

- Individual solicitation (cash or in-kind donations)
- Memorial or tribute
- Membership form application or renewal – ‘would you like to make a donation?’ option
- Organization solicitation (cash or in-kind donations) – *examples*:
 - Community / Neighbourhood Associations
 - Ethnic / Multicultural Groups (German Canadian Club, Italian Canadian Club)
 - Other non-profit organizations (willing to share or trade resources such as facilities)
 - Professional Associations (Bar Associations, Construction Associations, Human Resource Management Associations)
 - Service Clubs (see Grants section for list of examples)
 - Social Groups (Newcomers Club)
 - Special Interest Groups (Computer Clubs, Photography Clubs)
 - Sports, Athletics and Recreation (Old Timers’ Sports Association)
- Phone campaigns, telemarketing
- Planned giving – *examples*:
 - Annuities
 - Bequest
 - Charitable remainder trusts
 - Life insurance
 - Life trusts
 - Real estate
 - Real property
 - RRSPs and RRIFs
 - Securities and stocks
 - Shares from private companies
 - Wills and bequests
- Silver collection
- Tag day – *examples*: poppies, ribbons
- “Uncover the Anonymous Donor’ fund
- Unaddressed mail

Gaming

Alberta Gaming and Liquor Commission

- 50/50 draws and 50/50 machines
- Bingos
- Casinos
- Choose the Right Date (the ice breaks up, someone's baby is born)
- Floating Rubber Duck Race
- Lotteries (house, car, cash, multiple prizes, etc.)
- Pull Tickets
- Raffles
- Sports pools

Special Events and Benefits

Organize, host or sponsor a special event or benefit.

Examples:

- Auction / silent auction - *examples:* services, items such as artwork, cakes, gingerbread houses, celebrities' items, artwork, quilts, play house/doll house, Christmas trees, "dinner with...", bachelor auction, slave auction, dream auction, Dutch auction, TV auction, midnight auction
- Arts event
- "Barn" raising – to erect a facility for the organization
- Black tie events – black tie bingo, black tie auction
- Business benefit – local business contributes a portion of day or week's sales to your organization
- Carnival / fair – examples: penny carnival, masked ball, winter carnival, country fair
- Celebrity event

- Comedy night
- Concert, concert series, jamboree – *examples:* country jamboree, bluesfest, jazzfest, rock concert, children’s music festival – community and/or big name performers
- Conference
- Contest / games – *examples:* guessing contest such as jellybeans in a jar, scavenger hunt, geo-caching, video games, trivia contest, mini-golf, eating contest, cute baby, ugly dog, kite flying contest, men’s legs contest, line dancing, obstacle course, three legged race, road rally with pledges, sand castle, ice sculpture, song writing, pumpkin carving
- Corporate challenge
- Dance – *examples:* old fashioned barn dance, family dance
- Demonstration – *examples:* cooking, flower arranging
- Dunk tank
- Easter egg hunt
- Educational event – *examples:* guest speaker, lecture series, seminar, slide shows
- Festival – *examples:* dragon boat festival, ethnic music festival, folk festival, Mardi Gras, children’s festival
- Food and beverage events – *examples:*
 - Breakfast – *examples:* pancake breakfast, Mother’s Day brunch, celebrity breakfast, community breakfast
 - Cocktail party
 - Dinner – *examples:* spaghetti dinner, chicken BBQ, lobsterfest, \$100 plate dinners, murder mystery dinners, singles dinner, medieval feasts, potluck benefit dinner, barbecues, ethnic dinners/international suppers (Chinese, Mexican, Indian, Hawaiian luau), dinner theatre, meet the celebrity, politician or special guest dinner, pizza night, wild meat / sportsman dinner, fish fry, turkey dinner, community dinner, progressive dinner
 - Food fair – *examples:* Taste of Lethbridge, international food fair)
 - Luncheon – *examples:* box lunch social, gourmet picnic
 - Tea / dessert – *examples:* Mother’s Day Tea, Strawberry Tea, Ice Cream Social, Chocolate Lovers Social
 - Wine tasting
- Gala / charity ball
- Head shave (pledges)
- Haunted house

- Jail & Bail (pledges)
- Marathon – *examples:* telethon, walkathon, wake-a-thon, computer game marathon, swim-a-thon, dance marathon, bowl-a-thon, skate-a-thon, starve-a-thon – several participants getting pledges or donations to get marathon to end for a single participant – such as a starve-a-thon
- Movie night / film festival – *example:* movie night in the park
- Party – *examples:* Halloween party, street party, salsa night, New Year’s Eve party
- Poetry night – *example:* cowboy poetry
- Roast - a well-known local personality or celebrity
- Runs / races
- Show – *examples:* fashion show, hobby show, antique show, air show, photography show, art show, magic show, puppet show, toy show, car show, craft show
- Stay at home ‘non-event’
- Tailgate party - before a sporting event or concert
- Teddy bear’s picnic
- Theatre event – *examples:* play, musical, dinner and theatre
- Tour – *examples:* home, garden, city, seasonal, bus tours, historical places, mystery/haunted places
- Tournament, bonspiel, derby, sports day – *examples:* golf tournament, fishing derby, pool, darts, bowling, beach volleyball, midnight softball tournament, curling, playing cards – cribbage, bridge, canasta
- Variety night / talent show / competition
- World record breaking attempt

Sales

Sell a product or service.

Examples:

- Ad / coupons books
- Concessions, booths (at community locations/events) - *examples:*
 - Beef on a bun
 - Corn on the cob
 - Cotton candy
 - Deep fried foods (fries, elephant ears)
 - Grilled foods (hotdogs, hamburgers)
 - Kettle corn
 - Lemonade
 - Ice cream cones
 - Packaged foods (chips, chocolate bars)
 - Slurpies
 - Soft drinks
- Food sales (direct or by order) – *examples:*
 - Cheese
 - Candy (chocolate bars, gum, Halloween candy, Christmas candy)
 - Cookies
 - Frozen pizzas
 - Fruit
 - Meat / bacon / special sausage
 - Nuts
 - Popcorn
 - Spices
- Gift cards (store credit) – *examples:*
 - Grocery stores
 - Other stores
- Online sales
 - www.shopandshare.ca (automatic donation to your selected non-profit when you make a purchase from any of many popular retail partners)
- Handmade products (Bazaar) – *examples:*
 - Baking / popcorn balls
 - Crafts
 - Ethnic foods
- Merchandise Sales – *examples:*
 - Christmas trees
 - Firewood

- Food wrap
 - Gift wrap
 - Greeting cards (e.g. local photo Christmas cards)
 - Magazine subscriptions
 - National flags (prior to Canada Day or at Canada Day celebration events)
 - Plants / bulbs / garden seeds / flowers (roses, daffodils)
 - Prepaid long distance cards
 - Reusable shopping bags
- Sale of services – *examples*:
 - Annual store inventory workers
 - Car washes
 - Christmas Carolling
 - Christmas tree pick up
 - Coat check
 - Dog wash, dog walking, pet sitting
 - Highway clean up
 - House painting
 - Shoe shine
 - Spring clean up
 - Telephone book delivery
 - Window washing
 - Yard work, lawn mowing, garden rototilling
- Sale of items at the end of a special event – *examples*: flowers, left over pastries, table centres.
- Used goods – *examples*:
 - ‘Car Boot’ sale (people rent a space in a parking lot or open field to set up a table, and bring a car/trunk/truck load of items to sell).
 - Children’s Christmas Gift Store (donated items sold to children at affordable prices)
 - Rummage/garage sale/flea market (sell donated items or rent tables to sellers)
 - Swap meets – examples: hockey equipment, ski equipment, skates, tools, camping equipment, prom dresses)
 - Used books / magazines

Earned Income and Social Enterprise

Earn money through income producing services, products or businesses of the organization.

Examples:

- Service fees – *examples:*
 - Program Registration Fees
 - Newsletter fees: subscriptions, advertising
 - Consultation fees, contract fees

- Product sales - Sale of items produced by the organization such as:
 - Calendars
 - Programs or program materials you have developed
 - Promotional items you have developed (logo t-shirts, hats, mugs)
 - Publishing (cookbooks, photobooks, manuals)

- Business ventures – *examples:*
 - Café / coffee shop
 - Catering
 - Retail shops (gift shop, thrift shop, used book store)

- Rental – *examples:*
 - Renting out equipment (catering equipment, event tents, dunk tanks, popcorn popping machine, corn cooker, stadium seats, cotton candy machine, table and chairs, large barbecue, truck/van)
 - Renting out your space (office / storage / parking / warehouse / hall)
 - *examples:* A museum rents out their space for private or public functions;
A riding association provides horse boarding

Sponsorships

Obtain sponsorship for a meal, advertising, conference, building, manual, program, video.

Example: a company or individual sponsors the wine, appetizer or dessert for your fund raising dinner

Examples:

- Corporate
- Private / Family

Online Fund Raising

This area is huge and growing more everyday! There are many new and innovative ways to fund raise using the internet and social networking – whether through websites, email, Facebook, Myspace, Google Grants, online auctions, www.shopandshare.ca, giving pages, blogging, crowdfunding, online voting that funds projects like the Pepsi Refresh Project, Aviva Community Fund, Field Law Community Fund Program, etc. For more information, do an internet search on ‘online fund raising’, ‘internet fund raising’ or ‘crowdfunding’.

CanadaHelps.org is a registered charity that enables donors to give to any Canadian registered charity over the web. Also check out mycharityconnects.org, a website dedicated to connecting charities to the technology they need to succeed.

Membership Dues

Generate income through collecting membership dues and increasing the membership. Also consider adding a spot on the membership application or renewal asking for a donation as well.

Bartered Services

Trade services with other organizations, businesses or individuals.

Goods and Services at No Charge

Examples:

- Alberta Culture and Tourism
 - Community Development Unit has a team of Community Development Officers (CDOs) who provide the following services on a range of topics related to **community development, organizational effectiveness, and board development** that strengthen organizations and groups in Alberta:
 - Training
 - Facilitation
 - Public and stakeholder participation, engagement, and consultation
 - Consultation, coaching, and mentoring
- Legal Aid
- Public service announcements (PSAs)
- Volunteer support organizations – local, provincial and national (resources, volunteer recruitment and training) – *examples:* Volunteer Alberta, Volunteer Canada, Charity Village, Imagine Canada
- Work / practicum experiences, internships – through high schools, colleges, universities

Special offers or programs

Example: The Cooperators offers an innovative pilot program called Community Guard specifically for Alberta's non-profit / voluntary sector through Volunteer Alberta. This risk management product offers a stable premium in a comprehensive yet affordable and accessible insurance policy.

Partnership Funding

Obtain commitment to contribute to annual budgets through a Memorandum of Agreement (MOU) with a supporting group.

- Government
- Member organizations
- Supporting organizations

Money Management

Make the most of the money you have through good management of the organization's finances. Examples:

- Cutting costs
- Eliminating waste
- Investment income and smart saving
- Cost sharing, cooperative or joint or group purchase/use

Other / Non- Traditional Funding

Example: Approach the local police service / municipal government about accessing proceeds from photo radar fines to use them for traffic safety initiatives.