

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
 - Neighbourhood Initiative Program
- City of Calgary
 - Community Footprint Project Fund
 - Council Strategic Initiative Fund
- Town of Cochrane
 - Civic Partnerships and Community Grants
- City of Lethbridge
 - Community Capital Project Grant

- Community Event Support Program
- City of Medicine Hat
 - Arts and Heritage Advisory Board Cultural Grants
- 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:

- Aboriginal Relations
 - Alberta Community Development Trust
 - Aboriginal Communities in Transition
 - Western Metis Settlements Economic Diversification
 - Metis Settlements Land Registry Connectivity
 - Aboriginal Relations Grants
 - First Nations Development Fund Grant Program (FNDF)
 - First Nations Economic Partnership Initiative (FNEPI)
 - Strategic Economic Initiatives Program (SEI)
 - Economic Capacity Building Program (ECB)
 - Regional Partnership Development Program (RDP)
- Agriculture and Rural Development
 - Agriculture Opportunities Fund
 - Agricultural Initiatives Program
 - Agricultural Societies Program
 - Farm Safety Grant Program
 - Growing Forward On-Farm Food Safety
 - Rural Community Adaptation Grant Program (RCAP)
 - Rural Connections: Community Broadband Infrastructure Pilot Program
- Children and Youth Services
 - Child Care Space Creation Innovation Fund
 - Community Incentive Fund (Prevention of Family Violence and Bullying)
 - Family and Community Support Services Program (80/20 partnership program with participating municipalities or Métis Settlements)
- Culture and Community Spirit – Alberta Lottery Funding
 - Alberta Foundation for the Arts (AFA)
 - Arts Festivals Program
 - Community Presenting Program
 - Community Support Organizations – Operating Grant
 - Community Support Organizations – Project Grant
 - Travelling Exhibition Program
 - Alberta Historical Resources Foundation
 - Alberta Main Street Program

- Heritage Preservation Partnership Program
 - Municipal Heritage Partnership Program
 - Community Facilities Enhancement Program (CFEP)
 - Community Initiatives Program (CIP)
 - Community Spirit Donation Grant Program
 - Human Rights, Citizenship and Multiculturalism Education Fund
 - Other Initiatives Program (OIP)
 - Volunteer Police Information Check Program
- Employment and Immigration
 - Aboriginal Economic Development Initiative
 - Summer Temporary Employment Program (STEP)
- Justice
 - Safe Communities Innovation Fund
- Seniors and Community Supports
 - Alberta Seniors Benefit Program (ASB)
 - Special Needs Assistance for Seniors (SNA)
- Solicitor General and Public Security
 - Alberta Community Crime Prevention Grant Program (ACCP)
 - Alberta Community Restorative Justice Grant Program (ACRJ)
 - Victims of Crime Fund
- Sustainable Resource Development
 - FireSmart Community Grant Program
- Tourism, Parks, and Recreation
 - Alberta Sport, Recreation, Parks & Wildlife Foundation
 - Alberta Games Program
 - Canadian Sport for Life Project Grant
 - Development Initiatives Program
 - Hosting Program
 - Sport Participation Initiative 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 – several programs coming soon

- 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 Centre for Injury Control & Research (ACICR)
 - Alberta Traffic Safety Fund (ATSF)
 - Community Injury Control Fund (CICF)

- Alberta Conservation Association (ACA)
 - Grant Eligible Conservation Fund
 - Grants in Bio-Diversity Program

- Alberta Museums Association

- Canadian Agricultural Safety Association – Canadian Agricultural Safety and Health Program (CASHP)

- Coaldale Community Wellness Association

- 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
- Rural Alberta Development Fund (RADF)
- United Way

Corporate, Business and Union Grants

Examples:

- Air Canada – In the Community
- Alcan - Community Investment Program
- Alliance Pipeline - Community Investment Program
- Albian Sands Energy Inc. - Community Investment Fund
- ATB Financial
- ATCO Gas
- 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
- 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
- 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 - donation option
- Organization Solicitation (cash or in-kind donations) – *examples*:
 - Community / Neighbourhood Associations (London Road Neighbourhood Association, Neighbourhood Watch)
 - Ethnic / Multicultural Groups (German Canadian Club, Italian Canadian Club)
 - Other non-profit organizations (willing to share or trade resources such as facilities)
 - Professional Associations (Lethbridge Bar Association, Lethbridge Construction Association, Human Resource Management Association)
 - Service Clubs (see Grants section for example list)
 - Social Groups (Lethbridge Newcomers Club)
 - Special Interest Groups (Chinook Country Computer Club, Photography Club)
 - Sports, Athletics and Recreation (Old Timers' Sports Association, Lethbridge Rugby Club)
- 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

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
- 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
- Gaming / Games of Chance – *examples:*
 - 50/50 draws and 50/50 machines
 - Bingos
 - Casinos
 - Choose the Right Date (the ice breaks up or when the car falls through the ice, someone's baby is born)
 - Floating Rubber Duck Race
 - Lotteries (house, car, cash, multiple prizes, etc.)
 - Pull Tickets
 - Raffles
 - Sports pools
- Gift cards (store credit) – *examples:*
 - Grocery stores
 - Other stores

- Handmade products (Bazaar) – *examples*:
 - Baking / popcorn balls
 - Crafts
 - Ethnic foods

- Merchandise Sales – *examples*:
 - Calendars
 - Christmas Trees
 - Firewood
 - Food wrap
 - Gift wrap
 - Greeting cards (e.g. local photo Christmas cards)
 - Lightbulbs
 - Magazine subscriptions
 - National flags (prior to Canada Day or at Canada Day celebration events)
 - Plants / bulbs / garden seeds / flowers (roses, daffodils)
 - Posters
 - 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*:
 - Children’s Christmas 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:* The Gem of the West Museum rents out their space for private or public functions; The Therapeutic Riding Association provides horse boarding

Sponsorships

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

Examples:

- Corporate
 - *Example:* Servus Credit Union will pay for 30 second radio messages for your event.
- Private / Family
 - *Example:* Sponsoring the wine, appetizer or dessert for your fund raising dinner

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, giving pages, blogging, online voting that funds projects like the Pepsi Refresh Project, etc. For more information, do an internet search on ‘online fund raising’ or ‘internet fund raising’. 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 Community Spirit
 - Community Development Unit, Community Engagement and Inclusion Branch
 - Consultation (on various organizational issues)
 - Facilitation (e.g. planning)
 - Public Participation (e.g. membership consultation)
 - Skill Development (e.g. strategic planning, board development training, grant proposal writing)
 - Board Development Program
 - Board Development Training Workshops
- Legal Aid
- Public service announcements (PSAs)
- Volunteer support organizations (volunteer recruitment and training) – Volunteer Lethbridge, Volunteer Alberta0
- 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. As part of this, they are subsidizing a first year Volunteer Alberta associate membership for any organization purchasing Community Guard.

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.

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