

Financial Literacy 101 –

What Are Funders Looking for?

Julie Black, *Make Dollars Make Sense 2014*



THE CALGARY
FOUNDATION
FOR CALGARY FOREVER



The Calgary Foundation

- (1) We're a charity, governed by charitable tax law
- (2) We're a “360-degree” grantmaker - arts, environment, human services, heritage, health, education, scholarships, active citizenship & recreation (where charitable)
- (3) We connect donors to great community work. And we offer grants that charities can apply for, including two grassroots grants that are helpful for non-charity groups.

Now I'll answer the questions we were asked.

What we look for **in applications**

The opportunity to grant. We want groups to apply. We want applications we can approve. We want to fulfill our mandate and grant out money.

People to contact us to discuss projects before applying. Let's talk before you put big effort into your application in case it's clear to us that your project doesn't fit our criteria.

The information we ask for. Our applications ask for the information we need to assess your application.

Passion for the work. Let your belief in the community benefit of your project shine through your application.

What we look for **in budgets**



The best information you have at the time.

- Base your numbers on real info. Do research. Make a plan.
- As your grant unfolds, things might change & that's okay. Stay in touch so we can pre-approve significant changes or discuss why we won't and figure something else out.

A reasonable budget with math that adds up. If your budget looks solid, it will help your project look solid.

The opportunity to help you set out your budget if you need help. If you're new to budgets or to our format, call us to discuss.

What we look for **in financial controls**

Transparency. Financial controls aren't about trust, they are about openness and accountability. Funders are accountable to our governance bodies for the grants we give. You are accountable to us.

Relationship. A grant puts funders and groups in relationship. The scope of that varies funder-by-funder, to no-further-contact-needed to send-us-a-plaque to more hands-on.

For us: Do what your application said you'd do, spend as you said you'd spend. Contact us first if you want to change that significantly. Or if there are concerns or setbacks. Or if there's some good news; we like to hear that too.

What we look for **in reporting**



Use our form.

Meet our deadline. Or ask us for an extension.

Invite us to project events. We do our utmost to attend to see the project on the ground.

Call us if things are starting to go sideways with your project. Better not to just surprise us at the end.

And I promise: We'll read the reports you send. Why?

(1) Accountability

(2) Looking for stories to share with our stakeholders



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Three more thoughts

1. To contact me about our grants or to volunteer for our annual weekend festival of neighbourhood walking tours (Jane's Walk, in 2015 on May 1, 2, 3)

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2. For a good primer, check out our *Guide for Successful Groups* on our website -

<http://www.thecalgaryfoundation.org/library-publications>

3. This ‘tips’ format makes it sound too easy. Let’s talk about why it’s not & what we can do about it together.



“Know Thyself.” Words of wisdom from the labyrinth garden, Botanical Gardens of Silver Springs (Neighbour Grants recipient, 2013)