



Deadline: 5 p.m. on December 1, 2009

HIGH-IMPACT INITIATIVES IN TORONTO: REPLICATION, DOCUMENTATION AND PROMOTION

Application Guidelines for:

- [Vital Ideas grant funding](#)
- [Toronto Community Foundation's Community Knowledge directory of not-for-profit organizations](#)

The Toronto Community Foundation is one of Canada's largest public foundations. The Community Foundation connects philanthropy with community needs by sharing its in-depth community knowledge, particularly through its annual *Toronto's Vital Signs®* report, by convening leading thinkers, and by developing city-building initiatives, all to improve the quality of life in Toronto.

The Vital Ideas grants support programs and organizations that are already making a positive difference in our community.

THE VITAL IDEAS PROGRAM

A Vital Idea is a program or project that has been piloted or is currently in operation that helps make Toronto a better place to live, work, learn and grow. The Vital Ideas grant stream is unique in that it provides grants of up to \$30,000 for strategic activities beyond direct programming. Vital Ideas enables proven, effective organizations to expand their reach, share their experience and better sustain their impact. The investment in these strategic activities is meant to be a one-time investment in building the capacity of not-for-profits.

Funding: The Toronto Community Foundation supports strategic activities that help make the impact of a Vital Idea more sustainable. In other words, the Vital Idea grant is not program funding but is a capacity-building grant (for use to increase the effectiveness of a program). The Community Foundation provides grants of up to \$30,000 over one year (April 1, 2010 – March 31, 2011) for activities such as:

- **Replication:** Encouraging increased use of the Vital Idea by other organizations and/or neighbourhoods and setting the groundwork for the expansion required.
- **Documentation:** Ensuring that the beneficial impact of the Vital Idea is clearly understood.
- **Promotion:** Communicating the benefits of the Vital Idea among those who can use it or help support it to grow.

Our goal is to help connect these Vital Ideas with others in our community who can learn from them, benefit from them and support them to increase their impact. Our aim is to ensure that Vital Ideas secure the attention and support they deserve so that they can sustain and grow their contribution to improving Torontonians' quality of life.

Toronto Community Foundation's Community Knowledge: Initiatives that present compelling giving opportunities for our community of donors will be included in our Community Knowledge,

which is at the core of our mission at the Toronto Community Foundation: connecting philanthropy with community needs. Our Community Knowledge showcases innovative and effective solutions to some of our city's most pressing issues.

Public Recognition: Initiatives funded by the Community Foundation and its donors through the Vital Ideas program will be announced to our donors, volunteers, supporters, other community stakeholders and the media to further promote these initiatives.

IMPROVING TORONTO'S VITAL SIGNS®

Toronto's Vital Signs® is a report which measures quality of life in 11 different issue areas. Published each fall by the Toronto Community Foundation, the report informs our granting and strengthens our ability to connect issues, convene partners, and address Toronto's most pressing issues. The 2009 report can be accessed on our website at www.tcf.ca.

Priority is given to applicants whose work contributes to progress in at least one of the following issue areas in *Toronto's Vital Signs®*:

- Learning
- Arts & Culture
- Work
- Getting Around
- Getting Started
- Health & Wellness
- Environment
- Housing
- Safety
- Gap Between Rich & Poor
- Belonging, Civic Engagement & Leadership

ELIGIBILITY

The Vital Ideas program is open to any registered charitable organization located in the City of Toronto whose work directly benefits Toronto residents in one or more of the issue areas listed above. Not-for-profit organizations that are not registered Canadian charities that wish to submit an application should refer to the information sheet "Who Can Apply?" for additional application requirements. The information sheet can be found on the Community Foundation's website at www.tcf.ca in "Community Organizations" under "Eligibility".

HOW TO APPLY

The application must be complete for consideration, and should contain one four-page letter (Profile and Request) and required attachments as described below. One copy of the complete submission should be delivered in person or by mail to the Community Foundation at the address below. It must also be provided digitally by e-mailing it to ngodkewitsch@tcf.ca

Both the e-mailed and hard copy of the application must be received by the Community Foundation no later than:

5:00 pm on December 1, 2009

PROPOSAL FORMAT

The initial application consists of two sections: a Profile that outlines details about your organization and Vital Idea program, and the Request that details the Vital Ideas grant request. In total, these two sections must be **no more than 4 pages** plus required attachments. Please use the headers and sub-headers for each question in your submission.

The profile and request should be brief, clear and concise, keeping in mind that volunteer reviewers and donors reviewing them for funding consideration may have varying levels of

familiarity with the work of your organization. The profile and request present your argument for why your Vital Idea program should be funded and should emphasize the track record, impact and philanthropic opportunity presented by the initiative.

PROFILE

1. Contact Information:

- i. Name of the applying organization (and charitable partner/trustee with attached signed agreement, if necessary).
- ii. Charitable registration number.
- iii. Contact name, address, phone number, e-mail address.
- iv. Organization's web site address.
- v. Name and signature of the lead staff or volunteer (Executive Director or Chair of the Board) authorizing the application and anyone else who can be contacted for further information.

2. Organizational Track Record:

- i. **Mission statement**
- ii. **Total operating budget for current fiscal year**
- iii. **Programs and services** - Describe your organization's main programs and services (150 words, maximum).
- iv. **Toronto's Vital Signs issue area(s) addressed by organization** - From an organizational perspective, please select one or two of the eleven Toronto's Vital Signs® issue areas that best fit with the issues and trends that your organization addresses (see www.tcf.ca for more information on the issue areas).
- v. **History of organization** - Provide a brief (200 words, maximum) history of your organization.
- vi. **Accolades and accomplishments** - Provide information (200 words, maximum) on any awards and successes, including how long the organization has been working and any relevant impact statistics.

3. Program Impact and Quality:

- i. **Program** - Name of the Vital Idea program and one-sentence descriptor of program.
- ii. **Target populations** (i.e. people, neighbourhoods and communities) served by the program. Please select all that apply to this particular program:

<u>Demographics served:</u>	<u>Ages served:</u>	<u>Neighbourhoods:</u>
Newcomers	Children up to 11	Toronto – Central
Families	Youth 12-18	Toronto – North
Women	Young adults 19-29	Toronto – West
Aboriginals	Adults 30-64	Toronto – East
Animals	Seniors 65 and up	Toronto – City-wide
	All ages	
- iii. **Program impact** - one-sentence description of the Vital Idea program's impact and past success including numbers served, etc. (e.g.: "Since 2001, the XYZ program has worked with X# of youth in ABC neighbourhood, to help to decrease the high-school drop-out rate by 75%").
- iv. **Program description** - Describe the Vital Idea program objectives and outcomes, providing any relevant statistics (200 words, maximum).
- v. **Toronto's Vital Signs® issue area addressed by program** - Please select one or two of the eleven Toronto's Vital Signs® issue areas which best fit with the issues and trends that this Vital Idea program addresses (for more information, www.tcf.ca).
- vi. **Toronto's Vital Signs® indicator addressed by program** - Please review the Toronto Vital Signs® Report and find the indicator (statistic) that your program addresses. If you don't see a good fit with the statistics in the short version, please look at the full report.

- vii. **Participant vignette** - In 250 words or less, please supply a simple description of one person's experience with your Vital Idea program, identifying the issue/challenge they face and how your program has made an impact on their quality of life. Quotes and the words of those impacted make these stories stronger. You may add a photo of the participant.

REQUEST

4. Vital Ideas Giving Opportunity

- i. **Requested amount** - What is the amount of funding you're requesting and how will it be used strategically to grow and sustain the Vital Idea?
- ii. **Grant impact statement** - one-sentence description about the potential impact of the Vital Ideas grant (e.g.: "With an investment of \$30,000 in 2010, organization XYZ will be able to revise our communications materials and embark on building partnerships and replicating the ABC program into X# new communities in ultimately serving an additional X# new participants in 2011").
- iii. **Potential to grow impact** - What evidence can you provide (research or statistical backup of need, interest or opportunity) to demonstrate the potential for your Vital Idea to grow its impact and further improve Toronto's quality of life?
- iv. **Qualified principals** - Who is responsible for the development and operation of the Vital Idea and what particular qualifications (knowledge, skills, and experience) do they bring to the initiative that makes it successful?
- v. **Best practices** - What is uniquely effective about your approach or how does your initiative differ from or improve upon other practices in the community addressing the same issues?
- vi. **Collaborations** - Are there partnerships and/or unique collaborations that are involved in the Vital Idea? If so, what are they and what are their involvements?
- vii. **Cost/benefit** - Not including initial research and development costs, what does the initiative cost to operate to achieve the benefits or results described above? (Example: program cost per person).
- viii. **Telling the story of impact** - In the interest of building your organizational capacity as well as sharing compelling stories about grantee successes, between 10-15% of each grant must be earmarked to undertake a documentation/evaluation process. Please identify a plan that will encompass the following: document process/best practice of organization/project funded; collect and share stories of impact (quotes, photographs, video, etc.); increase capacity of the organization to engage in future communications and/or fundraising.
- ix. **Budget**: Provide a simple project budget for Vital Ideas activities requested, identifying costs and revenues secured (if any). Please note: all funded activities must occur between April 1, 2010 and March 31, 2011.

ATTACHMENTS

- **Financials** - Provide in hard copy and PDF format the latest signed audited financial statements including notes.
- **Board** - Provide in hard copy and PDF format a list of your board of directors, the terms for each, and the total number required according to your organization's by-laws.
- A copy of the organization's most recent annual report or newsletter.
- **Up to three digital photos and up to three You Tube videos** (either on DVD or as a digital link) of the program/project illustrating action and impact, along with photo credit (if necessary) and written permission for the Community Foundation to use the photos/video to tell your impact story.

ALL APPLICATIONS MUST BE RECEIVED BY: 5:00_p.m. on December 1, 2009

HOW WILL APPLICATIONS BE ASSESSED?

Applications will be assessed based on the following priorities:

- The impact to date of the Vital Idea presents a compelling opportunity for the Community Foundation's donors to make a significant difference in Toronto's quality of life.
- The Vital Idea demonstrates solid understanding of current good practice in the issue(s) it addresses and may also advance knowledge in that field.
- The Vital Idea is at a stage of its development that justifies the support requested.
- The funding requested presents a strategic approach to strengthening the impact and sustainability of the Vital Idea.

Applicants short-listed for funding consideration will be requested to provide an expanded application in January 2010. Those not short-listed will be contacted by letter in April.

PLEASE NOTE:

- Incomplete applications will be declined.
- Only one application per organization will be accepted.
- A full hard copy of the application should be delivered in person or by mail to the Community Foundation office at the address below.
- The application must also be e-mailed to ngodkewitsch@tcf.ca
- The Vital Ideas program does not fund:
 - Initiatives that have not yet been fully developed, researched or tested.
 - Initiatives that have not been evaluated for impact or benefit.
 - Ongoing program expenses.
 - Activities that have already been fully funded.
 - Budget deficits.
 - Retroactive costs before request has been approved (all funded activities must occur between April 1, 2010 and March 31, 2011).

FOR MORE INFORMATION, PLEASE CONTACT:

Nadien Godkewitsch, Program Officer
Toronto Community Foundation
33 Bloor Street East, Suite 1603, Toronto ON M4W 3H1

Tel: 416.921.2035 ext. 204
E-mail: ngodkewitsch@tcf.ca

To review descriptions of previous grant recipients please visit the Community Foundation's web site at www.tcf.ca.