

A-Z of HEALTHY COMMUNITIES



For most social benefit (nonprofit) organizations, writing grant proposals is a necessary chore required for their survival. While writing an excellent proposal is no guarantee of funding, writing a poor proposal certainly increases the odds that it will be declined. To achieve the best return on your investment, consider the broad range of factors that contribute to a winning proposal; e.g.

- Alignment with your organization's values, goals and mission
- Strong knowledge base of the services or issues to be addressed
- Collaborative relationships with others working in the area
- Compelling evidence of need
- Strong rationale for intervention and anticipated benefits
- Proposal appropriately tailored for the funder
- Timing - Are there other pressing issues that will divert funders' attention? Is there sufficient political will to support the work?

A Few Words About Sustainability

Sustainable Development Goals

Consider embedding [Sustainable Development Goals](#) (SDGs) into your grant proposals

SDGs are 17 universal aims set by the United Nations that represent three areas of sustainable development: economic, social and environmental. SDGs are becoming embedded in government and philanthropic strategies. Read [Imagine Canada's](#) blog on [How Sustainable Development Goals Will Impact Your Fundraising](#) and, more recently, [Connecting Charities to the Sustainable Development Goals](#).

What happens when the grant expires?

One of the most challenging questions on a grant application form is "How will your organization sustain the work following the end of the grant period?"

If the work is finite in nature, such as a research study or event, this question can be addressed by identifying longer-term benefits of the knowledge gained and the relationships established. For work will be ongoing, you might identify fund development activities to be pursued.

For an interesting perspective and humorous advice, read [Vu Le's](#) blog posts in [Nonprofit AF](#) on "[The Sustainability Question, Why it is So Annoying](#)" and "[Standardized Answers to the Sustainability Question](#)".

SOME USEFUL RESOURCES FOR GRANT-WRITING

[Ontario Healthy Communities Coalition](#) produced a workbook on [Strategies for Effective Proposal Writing](#).

[Charity Village](#) offers funding resources for charities; e.g. [The Knowledge Centre](#) and the [Charity Village Funder Directory](#)

[Imagine Canada](#) offers programs and provide resources that help strengthen charities

[Grant Connect](#) is a directory of grants; paid subscription required

[Grants Ontario](#) provides information about Government of Ontario community grant programs

[The GrantsmanshipCenter](#) is a U.S. organization that provides resources related to proposal writing and grant seeking

[Charity Channel](#) has many books and articles for nonprofit sector practitioners



Ontario Healthy Communities Coalition
Coalition des communautés en santé de l'Ontario



BC Healthy Communities
People. Place. Potential.

