



COMMUNITY IMPACT GRANTS APPLICANT GUIDE



THE COMMUNITY
FOUNDATION
building a greater saint john

Community Impact Grants Applicant Guide

Welcome to the Greater Saint John Community Foundation's Community Impact Grant program. This guide is designed to help you navigate the application process, introduce the evaluation criteria, and provide you with important information as you work to secure funding for your community-based organization.

All applicants must contact the Greater Saint John Community Foundation to discuss your application, ensure you have all of the necessary information, and gain access to our [grant portal](#).

Spring 2025 Snapshot

Applications are accepted for requests ranging from \$10,000 to \$50,000.

The application portal will be open from February 17th to March 14th at 11:45pm

Applicants must select one funding stream based on the nature of their request.

Notifications regarding application status will be sent by the end of April 2025.

**ALL APPLICANTS MUST CONTACT THE COMMUNITY FOUNDATION TO APPLY.
CONTACT JASMINE@SJFOUNDATION.CA TO LEARN MORE ABOUT THE
PROCESS AND GAIN ACCESS TO OUR APPLICATION PORTAL.**

Introduction

The Greater Saint John Community Foundation is a public foundation and a registered charity.

Community Foundations are organizations seeking to make a sustained and meaningful impact in a defined geographic area.

Our Community Foundation builds relationships with community-minded donors, including families, individuals, businesses, and non-profit groups. Our donors establish funds for defined charitable purposes. It is through these funds that we are able to offer our granting cycles.

It is important to note that applicants do not apply to specific funds managed by our Community Foundation. Once you have submitted a Community Impact grant application and it is thoroughly reviewed by our evaluators, Community Foundation staff work with donors to align the selected applications with their funds.

Eligibility

Your organization must be a qualified donee or an incorporated non-profit that meets specific criteria:

- Be a federally or provincially incorporated non-profit organization; Must demonstrate proper financial governance, some form of external financial reporting, and be in good standing with the NB Corporate Registry;
- Be in good standing in the community, substantiated by one or more Letters of Support if requested;
- Preference is for the organization to have been operational for two years.

Before releasing any funds to an incorporated non-profit, we will complete a risk assessment and request your incorporation articles outlining your purposes to ensure they are an extension of our charitable purposes.

All applications must clearly communicate the community **need**, your unique **approach** to addressing this need, the anticipated **impact** of activities, **and future considerations**. They must also include a detailed budget.

Applications must also include a recent external financial report from your organization (e.g., audited financial statements, income statement, notice to reader, balance sheet, etc.).

All applications must align with our Strategic Plan and Vital Signs data. Through the intake process, Community Foundation staff will support you with this alignment.

[View our Strategic Plan & Vital Signs Report here.](#)

Community Impact Grants **do not** fund:

- Endowment Funds;
- Activities supporting sectarian, religious, or political purposes;
- Covering deficits or retiring debts;
- Retroactive funding for expenses incurred before approval of the application;
- Activities focused strictly in areas outside of the Community Foundation's catchment area.



Due to the nature of our funds, we can accept applications focused on various community needs. Activities proposed in applications must primarily benefit our Foundation's **designated catchment area** in the Greater Saint John region.

Application Process

All prospective applicants must contact the Community Foundation to discuss eligibility. This first step ensures applicants have the most up-to-date information, introduces your proposed application, and strengthens the relationship between our Foundation and the community organizations we seek to support. This initial conversation is also an excellent opportunity for the Community Foundation to share insights about this application intake.

Funding Streams

Depending on the nature of the request, applicants can select from two possible application streams: **Emerging Ideas or Sustaining Impact**. There is no benefit to selecting one over the other. The purpose of the two streams is to ensure applicants can communicate your ideas in a manner that reflects the request and that our review committee can evaluate different types of applications effectively.

Emerging Ideas: Applications submitted via the Emerging Impact stream will be project-based and/or focused on a new approach to addressing a specific community need. This could be a new twist on an existing program, a one-time funding request, or the opportunity to pilot a new initiative. Applications should highlight the community **need**, project **approach**, anticipated **impact**, **future considerations**, and any relevant supporting documents. You will also need to submit a project [budget](#) that showcases the breakdown of requested funds.

[View PDF of Emerging Ideas Application here](#)

[View PDF of Emerging Ideas Review Criteria here](#)

Sustaining Impact: Applications submitted via the Sustaining Impact stream will focus on supporting programs and/or projects with a proven track record of success and require financial support to sustain and/or grow their impact. Applicants will have space to articulate the specific **need** you seek to address and your planned **approach** to addressing this need, as well as highlight the **impact** and **future considerations** to sustain your work. Applicants should also include any **supporting documents** that showcase the impact your organization or program has had to date. Applications should communicate how the funds will be used both within the application and the [budget](#) template provided.

[View PDF of Sustaining Impact Application here](#)

[View PDF of Sustaining Impact Review Criteria here](#)

Each funding stream has unique application and review criteria. Applicants can explore which funding stream may be most appropriate for your request during the initial conversation with the Community Foundation.

Grant Application Portal

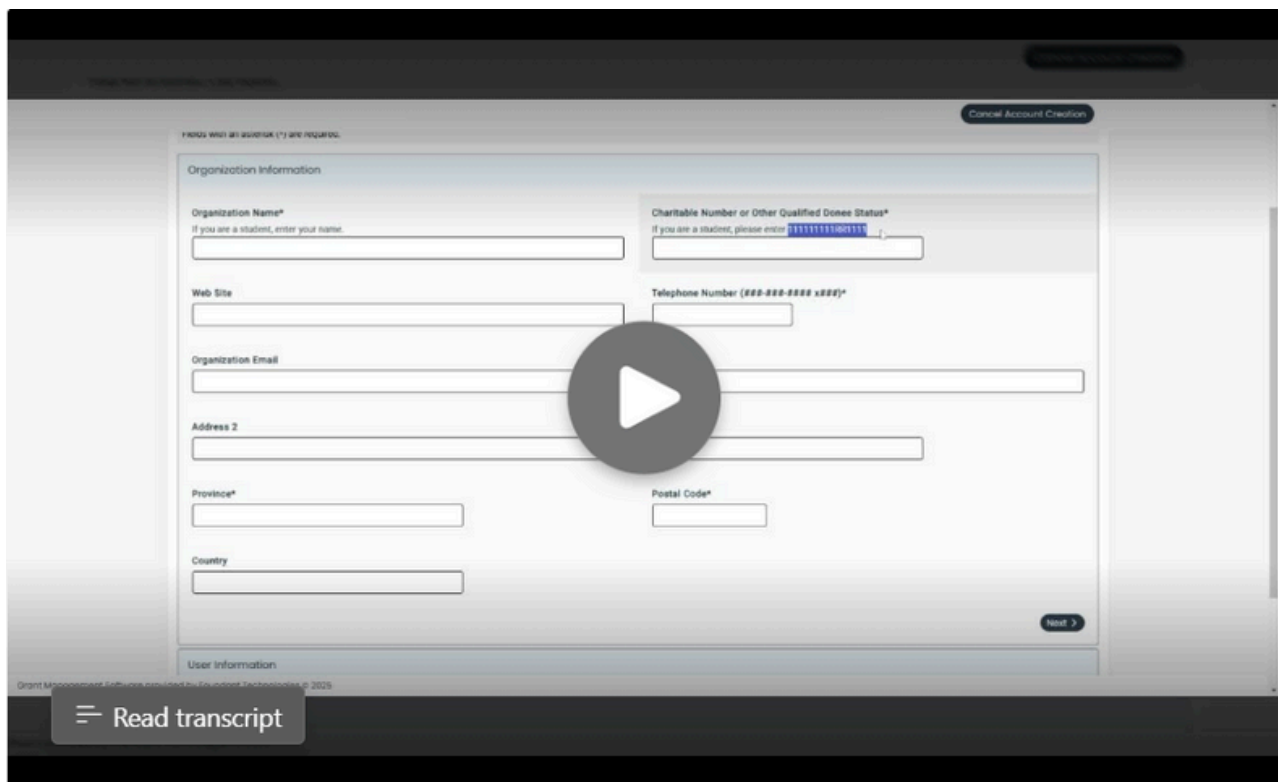
Following a conversation with the Community Foundation, you will be directed to access our [grant application portal](#). Our Foundation uses the Grant-Life Manager system (GLM), a fully integrated application, review, reporting, and communication platform.

All applicants must register an individual account with unique login credentials (email & password).

Once you have registered and logged in, you will need to input a passcode provided by the Community Foundation to access the application forms. Select the appropriate application stream to begin.

Applicants can 'Save as Draft'. This feature allows you to work on the application over time rather than requiring it to be completed in one sitting. Once saved as a draft in the portal, Community Foundation staff can see your responses and may be able to provide feedback if requested.

[Link to video tutorial with overview of GLM platform](#)



Greater Saint John Community Foundation Application Portal Overview

February 12, 2025 • Harry Daley

Review Process

The Community Foundation relies on our Community Impact Committee for all decisions related to granting. This committee is comprised of dedicated volunteers with diverse perspectives from various sectors and life experiences. We seek to be as transparent and consistent as possible throughout our review process so that applicants fully understand how decisions are made. Our review process is divided into three stages:

1. Pre-Screening

Once all applications have been submitted, members of the Community Impact Committee screen each application based on the following criteria:

- Completeness of Application
- Community Need & Alignment with our Vital Signs report
- Strategic Alignment
- Overall Impressions

Applications that advance beyond the pre-screening phase are reviewed by the full Community Impact Committee.

2. Evaluation and Ranking

Following the pre-screening, committee members are asked to evaluate and rank each application using the review criteria. These detailed criteria are provided to applicants and should help inform their applications.

The provided criteria attempt to be as objective as possible, but our committee composition is diverse by design, and each reviewer will have unique priorities and perspectives.

3. In-person Group Decision Review

Once each reviewer has submitted their evaluations, the averaged scores are used to rank the applications. This ranking list is used as a guide for the committee's in-person decision-making process. All committee members contribute to a facilitated session where consensus is built around allocating the funds.

In addition to your application's overall score, the committee often considers how to equitably distribute funds across sectors, past applications and/or funding, and other relevant contextual factors.

Notification & Feedback

All applicants will be informed about the status of their application following the ratification of the committee's recommendations by the Community Foundation's Board of Directors. We are committed to providing this update within six weeks of the application closing date.

Successful applicants will receive an update by phone. Unsuccessful applicants will be notified via email. ***Our Community Foundation encourages all applicants to contact us for insight into the review process and feedback specific to their applications.***

Information for Successful Applicants

Grant Agreement & Transfer Schedule

All successful applicants will be required to complete a grant agreement outlining the terms of the grant. The agreement can be viewed and submitted via our grant portal. Our Community Foundation prefers to transfer funds electronically and will contact you to arrange payment once the grant agreement is signed.

Grants up to \$30,000 are released in a single installment.

Grants over \$30,000 are released in two installments:

- A first installment of 75% of the total grant;
- A second installment with the remaining balance following the submission of an interim report.

Reporting Requirements

Successful applicants are asked to submit a final report within twelve months of the grant being awarded. A reporting template will be made available via our grant portal simultaneously with the grant agreement. Two months before the deadline, a reminder email will be sent to all grantees.

Our reporting template is designed to encourage reflection and learning. The template provided is only a suggested format; we welcome reporting in any medium that works for the organization. We can also accept existing documentation that adequately communicates the impact of the grant.

Interim reports for grants over \$30,000 are available on a schedule that correlates with the grant activities. Successful applicants should communicate this schedule to the Community Foundation to ensure the second installment is released at an appropriate time.

Frequently Asked Questions (FAQ's)

I have been informed about one or more of the individual funds you manage at the Community Foundation that align with my cause – can I apply directly to that fund?

No. We manage over 130 individual funds at our Community Foundation. Once our Community Impact Committee has completed their evaluations and made their recommendations, Foundation staff work with individual donors to align these recommendations with their funds.

How do I access the application portal?

All applicants must ***speak to the Community Foundation*** before gaining access to the application portal to ensure you have all the information necessary to put forward a strong application. We can provide you with the link and a unique passcode to begin the application process.

Can I submit multiple applications at the same time?

No. Applicants are permitted to submit one application per intake. However, regardless of the outcome of your submission, you are welcome to reapply during the next available intake.

How much should I request?

Requests can range from **\$10,000 to \$50,000**. Our suggestion is to request the amount that you need within this range. We do not prioritize smaller requests. We also discourage you from asking for more than is required in hopes of receiving less. Whenever possible we will try to fund the full amount requested. With this said, our reviewers will be looking for increasing detail as the requested amount increases.

Will you partially fund my request?

Whenever possible **we will try to fund the full amount requested**. In some cases, an applicant may be asked if partial funding is an option. In these cases, the committee may recommend partial funding.

Which funding stream is right for me?

There are no advantages to selecting one application stream over the other. The division is solely to support the applicant in communicating their idea and our reviewers while evaluating. Emerging Impact applications will describe a new project or service where the impact can only be anticipated. Sustaining Impact applications will speak to known impacts seen over time from existing programs and services. The Community Foundation will work with you to help determine the appropriate application stream.

Who reviews applications?

Our Community Impact Committee is comprised of volunteers who bring a wide variety of perspective and life experiences to the review process. A small number of committee members are also board members, but most are from the community at large. We require this committee to be comprised of a minimum of 50% women, girls, two-spirit, or gender diverse individuals. Learn more about this committee: [view the terms of reference here.](#)

How are decisions made?

This applicant guide outlines our three-stage approach to decision making. The Community Impact Committee is responsible for reviewing each application and putting forward their recommendations for funding to our board. Community Foundation staff facilitate intake and the review process. Staff are not involved in the selection process.

How likely am I to secure funding?

Our community impact grants are highly competitive. We generally receive 30-45 applications during a single intake period. The amount of funding available per intake can vary year-to-year but we are generally positioned to support 10-15 applications per intake. Depending on the number of applications received, the size of the requests, and the funding available, we have historically been positioned to fund approximately **30-40%** of applications received.

When will I find out about the status of my application?

We are committed to updating you about the status of your application **within 6 weeks of the intake deadline**. Successful applicants will be contacted by phone. Unsuccessful applicants will be provided an update via email.

Will I receive feedback about my application?

During the notification process **all applicants are invited to receive feedback** about your application. This is not a mandatory activity but we strive to be as transparent as possible about how the review process unfolded and specific feedback related to your application. This provides space to explore if you should reapply during the next intake with some minor adjustments to your existing application, or if there may be an alternative worth exploring. Many applicants are able to secure funding in following intakes after receiving feedback from our committee and integrating it into their proposals.

How long do I have to spend the grant?

Activities proposed in your application should aim to be completed within one year. With that said, we recognize that things do not always unfold as planned and we can work with a grant recipient to make adjustments as necessary.

How often can I apply?

Organizations are permitted to submit one application per intake. We currently have two intake periods – Spring & Fall. Organizations are permitted to apply to either or both.



Thank you.

Contact Us

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