

Endow
Manitoba



COMMUNITY FOUNDATION CONFERENCE
OCTOBER 27 • 29, 2022

Learn.
Lead.
Legacy.



Effective community grant making: Serving the needs of your community

Grant Making

Saturday, Oct. 29, 10:30 a.m.



Your facilitators

Ian Bergsma

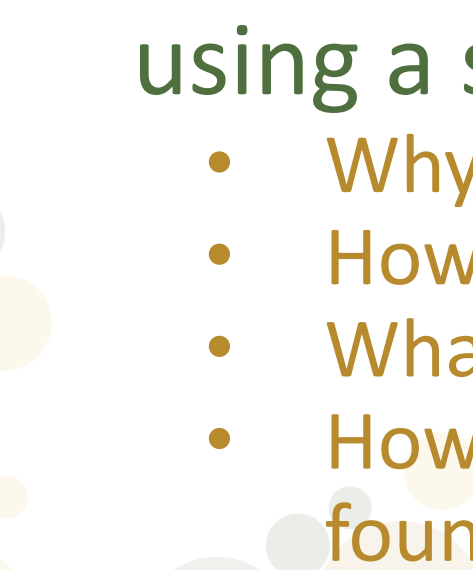
Carman Area Foundation
Board Member

Joanna Turner

The Winnipeg Foundation
Community Grants Associate



Our approach

- The fundamentals: cellphones and washrooms.
 - The goal: create a *fun, safe and engaging* space.
 - The format: share knowledge and experience using a structure of:
 - Why is this important?
 - How do you do it?
 - What is the outcome?
 - How can I apply this learning with my community foundation?
- 



Our philosophy

- *You* are the expert of your community and your community foundation.
- Please share your *thoughts, knowledge, and experiences* so that we can all learn from each other.





What is the difference between a good grant made by a community foundation and a great one?

Take a worksheet and **write** down your answer.



Ian Bergsma

Carman Area Foundation



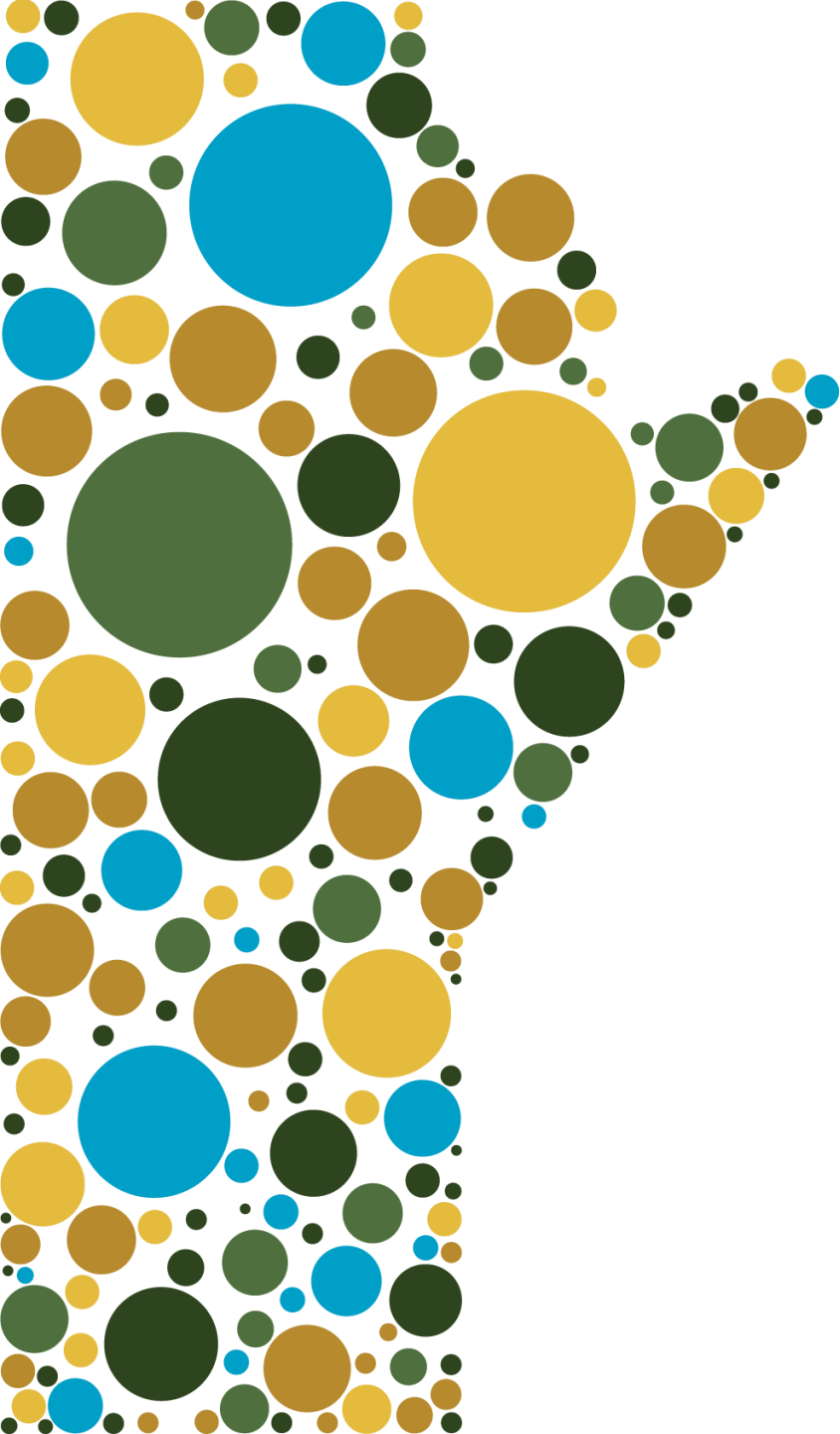
Definition: Community granting

- A **responsibility** of the community foundation to serve the needs of the community through the distribution of grants via a **transparent** and **accessible** process.
- A granting process that is **trust-based** and centered around **engagement** with organizations who are eligible to apply for grants.



Why is effective community granting important?

- Demonstrates the **relevance** of your community foundation to the broader community.
- **Strengthens** community connections and relationships (donors, grantees).
- Builds a more **robust** network of community-serving organizations.
- Provides the best **community value** with the available granting funds.



What is the difference between a good grant made by a community foundation and a great one?

Reflect on original response.

How might you adapt your
response?

How to create an effective community granting process

- Seek to **understand** the needs of your community.
 - Community research and consultations.
 - Develop "deep community knowledge" within your foundation.
- **Build relationships** with grant-eligible organizations.
 - Who are they? What are their needs?
 - How will the grant support their work?
 - Why does their work matter to us? To our community?

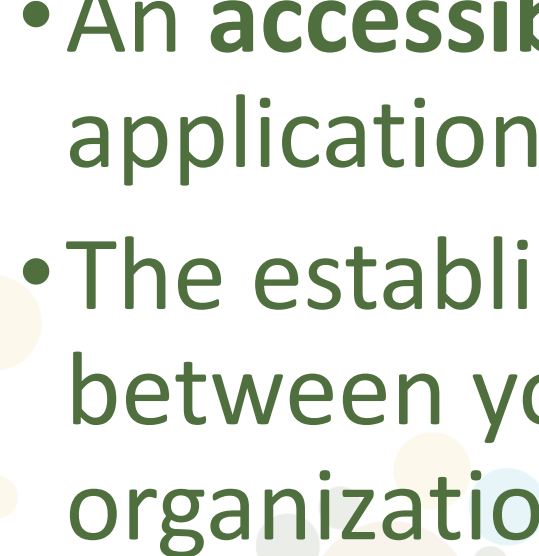
(Move from the transactional to the relational)

How to create an effective community granting process

- Manage the real AND perceived “**power dynamic**” between community foundations and grant applicants.
 - Approach the work from a place of humility, compassion, and gratitude towards the community-serving organizations.
 - View the foundation's role as a partner while balancing the need to do "due diligence" on the funds disbursed.



Outcomes of effective community granting

- Grants that address the **needs** of the community, as **defined** by the community.
 - An **accessible and collaborative** grants application process.
 - The establishment of a **peer-to-peer** relationship between your foundation and the service organizations in your community.
- 




Effective community granting

When is the best time to connect with the grant-seeking organizations in your community?



Effective community granting

Have you ever noticed a "power dynamic" imbalance between your community foundation and a grant-seeking organization? How was it addressed?





Effective community granting

Exploring YOUR challenges:

- What is your biggest challenge with respect to effective community granting?

Discuss in group. Share with all.



Shared reflections

**Effective community grant making:
Serving the needs of your community**

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**What's one key takeaway or "AHA"
that you want to remember?**

What are you curious about now?



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Thank you

Endow Manitoba is an initiative of The Winnipeg Foundation