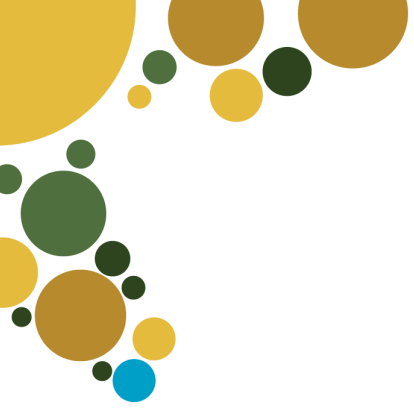




Welcome!




Granting for Impact



**What factors should you consider
when making your
granting decisions?
Which one is most important?**




Definition: Connecting grants to community priorities *(granting for impact)*

- The process of linking **community priorities**, identified through **community knowledge**, to the **grant making activities** of your community foundation.
- 



Why is connecting grants to community priorities (*granting for impact*) important?

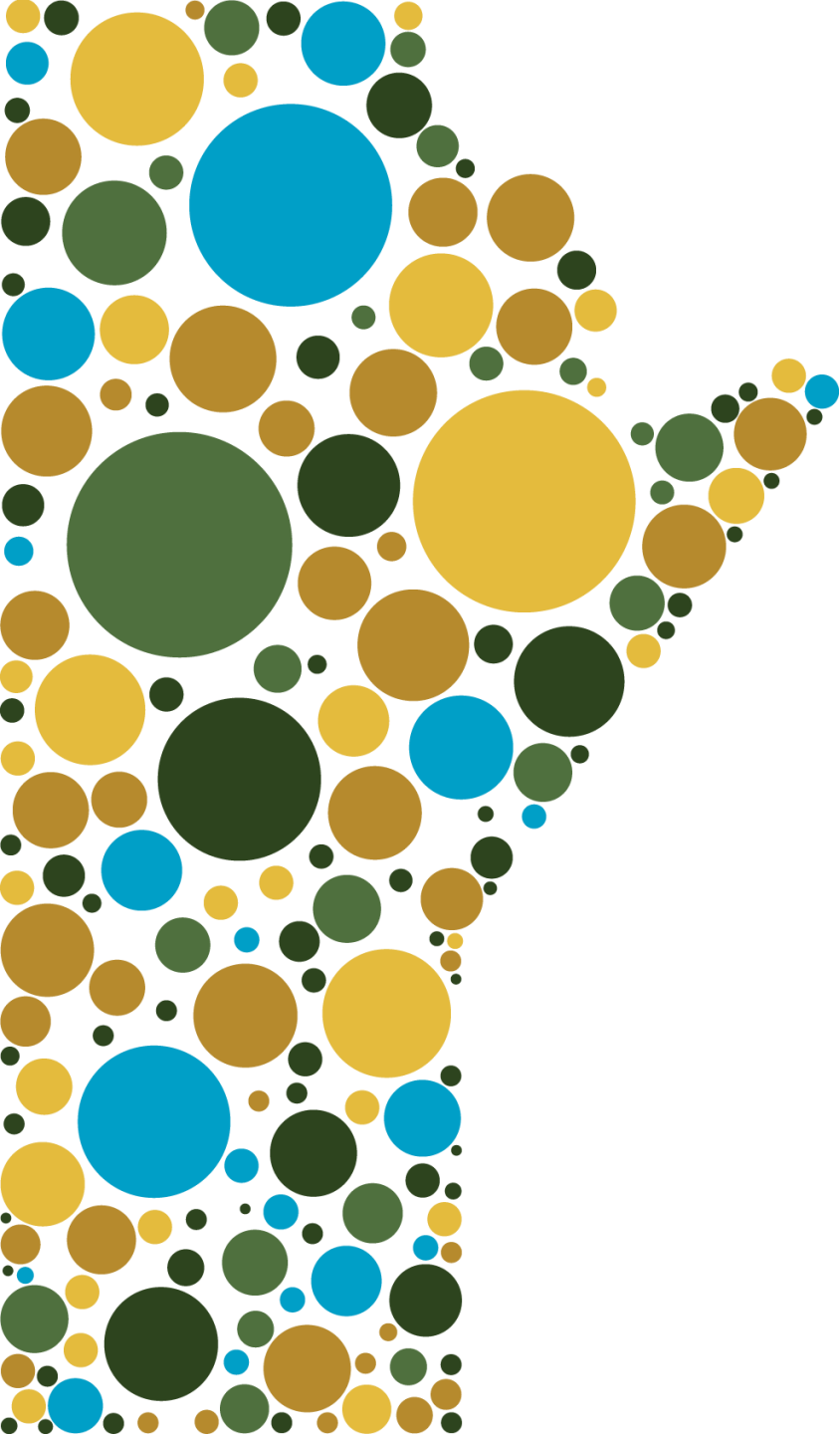
- The **community** knows its needs better than anyone.
 - Community foundations are **entrusted** by their donors to serve the needs of community.
 - Demonstrates the community foundation's **value** to the community.
- 



How to connect grants to community priorities (*impactful granting*)

- **Ground yourself** in knowledge of your community and its unique needs.
 - **Regional considerations**
- **Engage** with community to understand its needs.
 - Foster relationships with organizations eligible for grants.
 - Generate meaningful community knowledge.
 - Constantly check back with community. Do not rely on past knowledge.





How can you ensure you have a thorough understanding of your community's unique needs?



How to connect grants to community priorities *(impactful granting)*

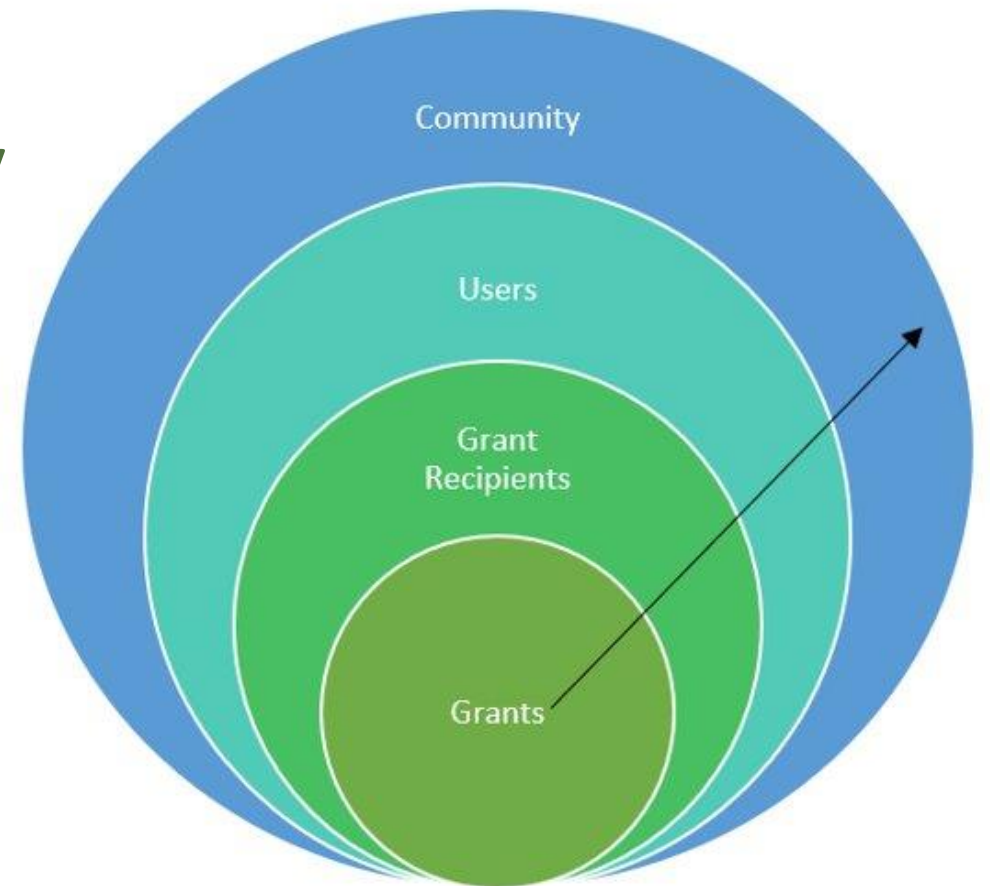
- Integrate your **community knowledge** into your **grantmaking process**
 - Application, Intake, Review, Decision, Notification, Celebration
 - Regional considerations
- 



**How can you
integrate your community
knowledge into the
grant making process?**

How to connect grants to community priorities *(impactful granting)*

- Understand what impact means for your community
 - Should be **measurable**





How to connect grants to community priorities *(impactful granting)*

- Ensure **diverse** perspectives make up the grants decision making body.
 - Reflect the full diversity of your community
- 



How can you understand and measure grant impact?



The outcome of connecting grants to community priorities

- Being confident your community foundation is serving **community need**.
- **Strategic grant making** practices providing greater community impact.
- **Deepening the connection** of the community foundation with the community.





Connecting grants to community priorities

What is a more impactful use of your limited granting pool (available funds to grant): distributing larger grants to a few community priorities or distributing smaller grants to as many community priorities as possible?



Thank you

Endow Manitoba is an initiative of The Winnipeg Foundation