



## **COMMUNITY GRANTS 2021 APPLICATION INSTRUCTIONS**

RTOERO is a bilingual trusted voice for healthy, active living in retirement. With members in Districts across Canada, we are the largest national provider of non-profit group health benefits for education community retirees. We believe in the power of our community to secure a better future, and are committed to helping secure better futures for each other, and for the communities we've served.

### **1. Purpose of the RTOERO District Community Grants**

RTOERO Community Grants are designed to encourage all RTOERO Districts to support and partner with local organizations to promote projects that will help our organization to meet our strategic goals of:

- to improve the lives of members and seniors;
- be the trusted voice for the broader education communities;
- and broaden our membership base.

Successful applications will exhibit many of the exemplary traits articulated in the RTOERO values of:

- Diversity, Equity & Inclusion
- Community Connection
- Commitment to healthy, active living
- Environmental Sustainability
- Service
- Wellbeing
- Accountability

### **2. Who may apply for Community Grants?**

All Districts are eligible to receive a Community Grant. Those interested will serve as the project sponsor and will submit the application for a Community Grant in partnership with a community organization that has a demonstrated successful record of service which helps to advance the strategic goal(s) of RTOERO.

The project applications may include wide ranging topics that have a direct and positive impact on the community, including our members and seniors, and/or demonstrate environmental stewardship.

### **3. Value of the grant**

Successful Community Grant applicants will receive a grant of up to \$2,500. Multiple Districts may submit a joint application for a shared project, making them eligible for funding up to \$2,500 per District involved.

### **4. Application Process**

Districts, in partnership with a community organization, will complete an application, which may only be entered in point form in the spaces provided, and that includes the following information:

- Name, address and contact information of the sponsoring District member and the

- representative of the community partner organization
- Title of the project
- Brief description of the project and expected outcomes
- Clear description of how the project will positively impact the community
- A detailed implementation plan and timeline
- A communication plan – outlining how the project will be positively highlighted for members of the community and the District
- An outline of a post-implementation evaluation of the project

Applications must be completed via the RTOERO website (<https://rtoero.ca/giving-back/grants/>) by midnight of June 1, 2021.

Applications will then be reviewed by the Community Grants and Scholarships Committee (CGSC; formerly PSTO) to ensure they meet all criteria (see accompanying rubric, downloadable via <https://rtoero.ca/giving-back/grants/>, for more details). The CGSC will recommend all applications that meet the criteria outlined within the rubric be approved for grants by the Board of Directors. Any applications that do not meet the criteria outlined in the accompanying rubric will not be forwarded to the Board of Directors of approval. In this circumstance, the CGSC will provide the District with detailed feedback indicating how the application could be strengthened for the next granting cycle.

## 5. Project Evaluation Criteria

A detailed breakdown of the project evaluation criteria can be found in the accompanying rubric (downloadable via <https://rtoero.ca/giving-back/grants/>). Please use the rubric as a guide when developing your grant application.

## 6. Important Information

- RTOERO Community Grants may only be awarded to a specific project once within a District.
  - Similar projects submitted by different Districts would still be eligible
- RTOERO Community Grants are intended to support local, community-based projects
- Districts may combine with another District in order to create a larger community project
  - Multi-District projects are eligible for funding up to \$2,500 per District involved
  - In other words, if three Districts are involved in a project, they are eligible for funding up to a total of \$7,500
- All funded projects require a Final Report submitted to the RTOERO Office
  - Final reports for 2020 projects must be received by **May 14, 2021** in order for a District to be eligible for funding in 2021
  - Final reports for 2021 projects are due May 13, 2022
  - If the 2020 project is not complete and all funds have not been utilized, the District cannot apply for a new grant in 2021

## Appendix A

### *Examples for consideration when completing Questions 7 and 8 of the Community Grants Application*

#### **7. Please indicate how your District and your community partner will publicize this project.**

##### **Examples/ideas:**

##### **Community relations**

- Cheque presentation at District or partner organization event
- Guest speaker from your District at recipient organization event
- Unveiling of funded initiative

##### **Donor recognition**

- Co-branded materials
- Recognition of the donation in recipient newsletter
- Recognition in recipient organization annual report

##### **Media relations**

- Recipient organization issues news release to local media highlighting RTOERO donation
- Marketing & Communications Team will provide a template/sample news release for Districts to send to local media
- Send pictures and follow-up stories about the project to local media

##### **Digital and social media**

- Video (1-2 minutes) for use at events and on social media
- Recipient organization posts information on its website and/or social media accounts, recognizing the donation

##### **Member communication**

- Marketing & Communications Team will provide a sample newsletter article you can adapt for your District newsletter
- Feature the donation on your District social media accounts
- Guest speaker from recipient organization at District event
- Write a story for the District newsletter about the results/impact of the funded project

*For other communication support, contact Danielle Norris, Manager, Marketing & Communications Coordinator - [dnorris@rtoero.ca](mailto:dnorris@rtoero.ca)*

**8. Please outline a post-implementation evaluation plan which details the methods you will use to evaluate the impact of this project.**

In this section we are looking for (a) your process for evaluating/measuring the outcomes of your projects and (b) your plan to assess your project's impact. In other words, identify indicators of the success of your project and develop a plan for how you will measure them.

**Examples/ideas:**

- Surveys
- Interviews
- Testimonials
- Focus groups
- Summary of Media Coverage
- Collection of Social Media Output
- Measuring implementation and utilization rates
- Assess final project costs
- Exit interview with partner organization
- Analysis of whether project goals were met