



Community Initiatives Grant

Tips and Tricks

Purpose of the Grant

- Provide financial support to organisations that support Edmonton's innovation ecosystem.
 - Training
 - Mentorship
 - Information and other resource sharing
 - Industry engagement

The Old Model

- Events
 - Networking and engagement
 - Single and multi-sessions
- Targeted to Service Providers and Non-Profit Organisations
- Funding Limit
 - \$10,000



The New Model

- Events (single and multi)
 - Networking and engagement
 - Fireside chats
 - Luncheons and breakfasts
 - Industry meetings
 - Pitch competitions
 - Conferences & Hackathons
 - Funding Limit \$10,000
- Small Scale Programs
 - Initiatives with a learning or entrepreneur support component
 - Masterclasses
 - Mentorships
 - STEAM promotion
 - Implement pilot programs (requiring validation)
 - Funding Limit \$35,000



Who can access

- Service Providers (Non-Profit and For-Profit)
- Entrepreneurs can be lead applicant but must partner with a Service Provider or Post-Secondary Institution.

Key Considerations

- The applicant must be a member of ERIN.
- The applicant must not be receiving funding from Alberta Innovates.
- The initiative must benefit the wider ecosystem or a hard-to-reach community.
 - Targeting a hard-to-reach community does not grant exclusivity of participation in the spirit of building communities and bridging divides.
- The initiative must be geared to the innovation community in Edmonton.
 - Social innovation (technology driven)
 - Technology innovation (does not have to be new)

- The budget must align with the outcomes for the community.
- The initiative must have another funding source.
- A detailed budget must be provided.
- Applicants must engage with other stakeholders.
- There must be a demonstrated need for the initiative.
- There must be a quantifiable value in funding the initiative.

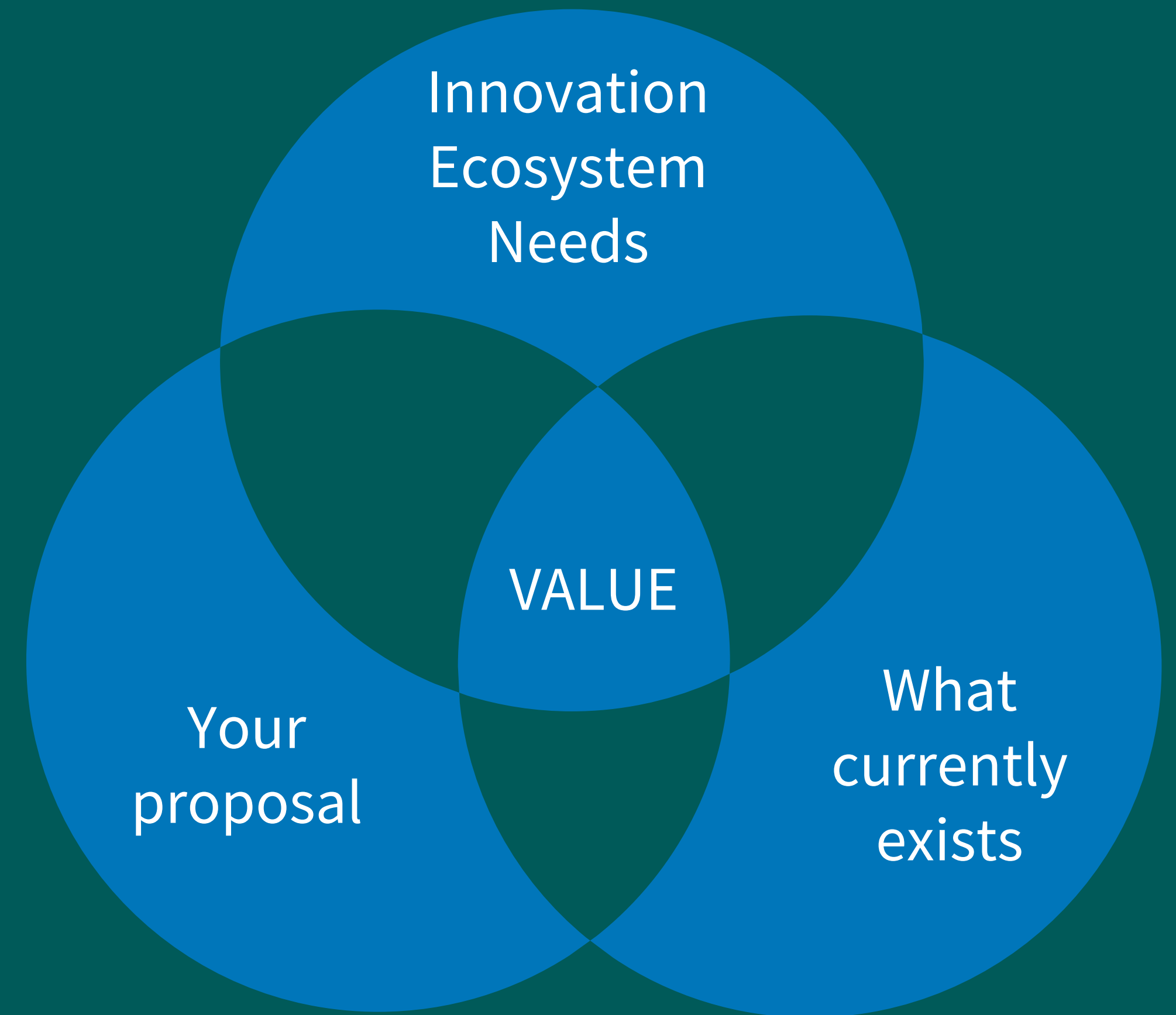
Tips to Prepare a Strong Application

- Understand the audience (funder and target) and what matters to them.
- The need is supported by facts (Go the extra mile to evaluate what currently exists).
- The value to the wider community is clearly communicated.
 - Example: A student pitch event at a single university has low value to the community in and of itself; however, if all Edmonton-based post-secondary students were involved, then the value to the community increases as the touch point increases.

- Craft strong KPIs that meets with the RIN's mandate and make sure you can report on them.
 - Job creation; revenue growth opportunities; increased access to resources (including investments); increase interest in entrepreneurship; increase inclusivity from minority groups; and increase investment in Edmonton based entrepreneurs.
- Explain how you will measure success.
- Share your track record.
- Quantify the return on investment for the community.

Providing Value

Filling Gaps



What is not funded?

- We cannot fund the following:
 - Business development and self-promotion.
 - Salaries. Only 25% of the amount funded can be used to augment salary.
 - Travel expenses.
 - Alcohol.
 - Program/ curriculum development.
 - Initiatives that do not support the innovation ecosystem.





Questions