



100In1Day

Calgary • 2018

Funding Toolkit



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About 100in1Day

100in1Day Canada is part of a growing global movement that is changing how people interact with their cities.

Imagine hundreds of people united together, each taking one small action to improve their city, all on the same day. That is what 100in1Day is all about.

Calgary will be part of the movement for the first time on June 2nd, 2018 powered by Green Calgary and Future Cities Canada in partnership with Evergreen.

Green Calgary's 100in1Day project aims to lead a network of urban Actions that are focused on environmental sustainability. Our goal is to educate, inspire, and empower Calgarians like you to improve our city through positive environmental action.

We are inviting you to take on an urban Action project to make Calgary a more sustainable city. We'll help you develop the idea, provide information, and support you taking action on June 2nd, 2018.

This will be the first year that 100in1Day comes to Calgary and the first year that Green Calgary is organizing this network of sustainability focused action so we welcome your feedback and support!

100In1Day Calgary Principles

100In1Day is all about your ideas; however we ask that you follow these guiding principles when designing your Action.

100In1Day is a **platform** for action – where citizens, residents, neighbours, communities and organizations (aka: *you!*) are the catalyst for change. 100In1Day invites individuals and organizations to showcase active citizenship, and encourages distributed leadership.

As Action leaders and participants, you should assume responsibility for the Action. This includes the personal and public welfare in creating and launching the Action, and in the care and clean-up of the Action.

100In1Day Calgary Actions should:

- Focus on improving our city through positive environmental action
- Inspire inclusive actions that respond to community needs and make our city better a better place to live, work and play
- Build and foster community networks
- Be non-partisan and non-commercial
- Have free Participation. A 100In1Day Action is a people-powered act in which no fees or charges are to be collected, nor should an Action be tied to commercially-driven activities.

Funding

1. Review this Funding Toolkit

If you have any funding questions please contact Gabriela Pino, Fund & Business Development Manager with Green Calgary at gabriela@greencalgary.org

2. Host a local fundraiser

- Get your local media involved
- Talk to community leaders and get a formal endorsement
- Use social media to help spread the word

3. Find local Sponsors

- Local business owners can be a great source of support for community Actions
- Before approaching any business, do your research
- Be clear and transparent on how the funds will be used and how donors will benefit
- Write a formal letter asking for support
- Follow up with all your donors and attendees after your Action/project to thank them and give them an update on your project – good relationships are key

4. Start a crowd-funding campaign

5. Apply for a grant

100In1Day does not provide any grants for June 2nd or to scale your Action beyond June 2nd but there are agencies that do provide funding for community projects. Check them out if you are interested in finding funds for your project (see page 6 for complete list).

Things to check:

- Does your project meet their criteria?
- What do they not fund? i.e. Salaries
- When is the application due?
- What is the turnaround time?

General tips

Know your message.

Can you explain who you are, what you are doing and why someone should support you?

Network:

- Tap into existing networks – who do you already know in your community?
- Spend some of your planning time on recruiting potential donors and volunteers

Grants

- Calgary Foundation Grassroots Grants
<https://calgaryfoundation.org/grantsawards-loans/types-of-grants/grassroots-grants/>
- Calgary Dollars Take Action Grants
<http://calgarydollars.ca/grants/>
- CO-OP Community Spaces Grants
<https://www.co-op.crs/communityspaces/>
- First Calgary Financial Community Grants
<https://www.firstcalgary.com/community-impact/grant-applications>
- Mountain Equipment Co-op's Community Contributions Program
<https://www.mec.ca/en/explore/granting>
- TD Friends of the Environment
<https://fef.td.com/funding/>
- TreeCanada Grants for Tree Planting
<https://treecanada.ca/plant-with-us/apply-for-a-grant/>

100In1Day Calgary

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**But ultimately – 100In1Day is created by and for
people like you!**