

## Community Grants Video Application Guidelines

For our Fall 2018 cycle, the Community Grants program will pilot the option of submitting a **video/multimedia application** instead of a written application. If you would like to submit a video/multimedia application, complete the following sections of the online application: Step 1, Step 2 (1a, 1b, 2, 3, 9 & 10).

### DURATION

Up to a MAXIMUM of 5 minutes.

### ASSESSMENT CRITERIA

Evaluation of your video/multimedia submission will focus on the content rather than the production quality. Make sure to address all the questions mentioned below as applicable.

### UPLOADING YOUR VIDEO

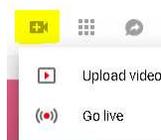
To share your video with us, upload your video to YouTube. Then paste the link to the video into **Section 3: Video/Multimedia Submission** of the Community Grants Online Application.

To get started uploading your video on YouTube, follow the steps below:

1. Sign in to YouTube.
2. Click on **Upload video** at the top of the page.
3. Before you start uploading the video, choose “**Unlisted**” [video privacy setting](#) from the drop down menu.
4. Select the video you'd like to upload from your computer. You can also import a video from Google Photos.
5. As the video is uploading, you can edit both the basic information and the advanced settings of the video. You can have a title up to 100 characters and a description up to 5,000 characters.
6. Since you set the video privacy setting to Unlisted, just click **Done** to finish the upload.
7. Once the upload is completed YouTube will send you an email to notify you that your video is done uploading and processing.
8. Copy the link to the video provided in the email. Paste the link into **Section 3: Video/Multimedia Submission** of the Community Grants Online Application.

Privacy settings:

- **Public** videos and playlists can be seen by and shared with anyone.
- **Private** videos and playlists can only be seen by you and the users you choose.
- **Unlisted** videos and playlists can be seen and shared by anyone with the link.



## CONTENT

Your video should cover the following content, in any order:

### INTRODUCTION

- Introduction of any speakers in the video
- Name of your organization
- Name of your initiative
- Initiative overview
- Start and end dates
- Amount requested from the Calgary Foundation

### NEED

- What need will you address through this initiative? How did you identify this need? Did you conduct research or consult with stakeholders (internal/external) to determine this need?
- Why are you the right organization to do this work? Is this need currently being addressed and, if so, how? What have you done to date on this issue? How does this initiative build on the previous work? Why is this the right time to undertake this work?

### ACTIVITIES

- Provide an overview of the primary activities, events or milestones of this initiatives.
- Describe the activities and provide their estimated timeline.
- Explain whether they are pre-grant approval (before December 15<sup>th</sup>) or post grant approval (after December 15<sup>th</sup>).
- How do you know these are the right activities?

### IMPACT

- At the end of the funded timeline, how will you know you have made a difference? If your initiative includes an evaluation plan, please describe here.
- Do you hope to sustain this initiative after the contribution from the Calgary Foundation? If so, what steps will you need to take (consider financial, HR requirements, additional partners, etc.)?
- How will you share your success and learnings within your organization? Within the sector?

### ALIGNMENT

- The two Community Grants Program objectives are described below. Please choose the most appropriate (we recognize that your initiative may fit both criteria, please choose the primary purpose) and describe how your initiative aligns with the objective(s).

#### **Objective 1 - Engage Citizens supports initiatives that:**

- Enhance the ways that volunteers participate in a charity's work
- Create new opportunities for community problem solving
- Develop, test or enhance initiatives that focus on the meaningful participation of marginalized populations

#### **Objective 2 - Strengthen Charities supports initiatives that:**

- Conduct strategic activities that expand an organization's reach, share experiences or sustain impact
- Evaluate the effectiveness of an organization, programs, or services
- Invest in tools, technology and specialized equipment that are essential for effective work or for meaningful community engagement

### VITAL PRIORITIES

- If applicable, explain the alignment with one or more of the Calgary Foundation's [Vital Priorities](#):
  - [Reducing poverty](#)
  - [Encouraging mental health](#)
  - [Living a creative life](#)
  - [Strengthening relationships with Indigenous communities](#)
  - [Pursuing a sustainable future](#)



## OVERSIGHT AND READINESS

- How does this initiative relate to your organization’s strategic plan, your mission and mandate?
- Describe your level of readiness to start this work. Which resources do you have in place and which do you need to get (e.g. planning, HR, equipment, research, etc.)?
- What partnerships have you already established to work on this initiative? What other partnerships are necessary to do this work? How will you engage volunteers, citizens, and/or community partners in this initiative?
- Describe the challenges/barriers that may prevent you from implementing your initiative or accomplishing your desired impact. What are your plans to prepare for or overcome these challenges/barriers?
- Will your initiative need the services of an external consultant? If so, what skills or qualifications will that consultant require? What is the selection process? How many hours will the consultant work and at what rate? If your initiative requires additional HR, is this an external hire? How many positions? Full or part time?

## QUESTIONS?

Our staff are available to provide input on your video prior to submission to ensure you have addressed all the required questions. Please contact Djaka Blais-Amare, Community Grants Associate, for further information ([dblais-amare@calgaryfoundation.org](mailto:dblais-amare@calgaryfoundation.org) or 403-802-7310).

