Growth Grants Application

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**Your Name\*** (both first and last name)

**United Church/Organization’s Name** (Payee)\*

**Full Mailing Address\***

**E-mail\***

**Phone**

# Overview

**How much money are you asking for?**

**Please describe your initiative in 250 words (this is to be used in The United Church of Canada’s communications about your initiative)**

**URL (Web address or social media to reference in communications)**

# The Opportunity

**What is the problem or opportunity that you are addressing?**

**How big is this problem?**

**How are you going to solve this?**

**What is unique about the idea that you are proposing?**

**Does this fully address all of the needs of the stakeholders? How?**

**How will this make a difference in the neighbourhood? What is the social, financial, ecological, and spiritual impact?**

**Is this a good fit with your current mission? Why? How will this initiative impact what the community is saying about your church?**

**Where do you see your idea in five years from now?**

**What do the next three to six months look like?**

# Market Analysis

**What were some initial indicators that this was a good idea for your neighbourhood?**

**Who are the people that need this? How many people need this?**

**Who are your competitors? Is anyone else doing this?**

**What market research have you done in order to validate that this idea will work?**

**What are some potential risks? And how would you mitigate or overcome these?**

# Leadership/Management Team

**Who is the manager? What is their background and experience?**

**Who is part of the team?**

**Are there volunteers?**

**What other management/staff are required?**

**Who are your strategic partners? What type of relationship do you have?**

# Spiritual Impact

**How will this increase the meaning and purpose of participants’ lives in a way that reflects the church’s theological foundations?**

* **Faith**
* **Justice**
* **Ecological integrity**
* **Radical hospital**
* **Inclusive intercultural**

**How will this increase the engagement of the community in partnership with the faith community?**

**How many people will be impacted by this both with and without the faith community?**

**How are the values of The United Church of Canada reflected in the project?**

**Which of the UN’s Sustainable Development Goals (SDGs) are being impacted by this idea (select all that apply)? Learn about the SDGs:** [**https://sustainabledevelopment.un.org/sdgs**](https://sustainabledevelopment.un.org/sdgs)**.**

* + No poverty
  + Zero hunger
  + Good health and well-being
  + Quality education
  + Gender equality
  + Clean water and sanitation
  + Affordable and clean energy
  + Decent work and economic growth
  + Industry, innovation and infrastructure
  + Reduced inequalities
  + Sustainable cities and communities
  + Responsible consumption and production
  + Climate action
  + Life below water
  + Life on land
  + Peace, justice and strong institutions
  + Partnerships for the goals

# Marketing

**How will you let people know about your organization? What marketing tools will you be using?**

**How, when, and where will it be delivered?**

**Is there a price? What is the price?**

# Operations

**What do you need to get started? Equipment? Resources? People?**

**What are you going to partner for?**

**What else are you planning to do to get started?**

**How does the project connect with the environment?**

**Is this project scalable? How well can the venture sustain growth?**

# Financials

**What are some ways that you could generate revenue?**

**What are your start-up costs?**

**What are your ongoing costs?**

**How do you plan to become sustainable?**

**How will you measure success? Consider financial, spiritual, ecological, and social impacts.**

**Have there been donations for this initiative? Or is there potential for donations?**

**Has another organization provided funding for this initiative?**

**What do you need from Embracing the Spirit to get this off the ground financially?**