



United Way Saint John, Kings & Charlotte

Strategic Planning Grants

Importance of Strategic Planning

A strategic plan or framework serves as a roadmap for non-profits to assess their progress. It helps the organization identify strategies to best advance their mission.

2020 has created many challenges for non-profits, but it has also highlighted new needs and opportunities. For some organizations this has created an ideal time for them to update their strategic plan to ensure that their current priorities are still meeting the needs of their clients.

The strategic planning process can energize the staff and the board for the future. However, the most important part of the strategic planning process is operationalizing the plan and ensuring that the day-to-day operations of your organization are adapted to meet any new goals identified in the process.

United Way Saint John, Kings & Charlotte recognizes the importance of strategic planning and the potentially increased need for updating strategic plans to incorporate lessons learned in 2020. Therefore, we are making a limited number of strategic planning grants available.

Eligibility Criteria:

All of the following criteria must be met to be eligible for a strategic planning grant.

Our organization is:

1. A registered Canadian Charity operating in Saint John, Kings or Charlotte Counties.
2. Aligned with one of United Way's focus areas: Poverty reduction, mental health, domestic violence, or helping kids achieve their full potential.
3. Is committed to operationalizing the priorities identified in the strategic planning process.
4. Is ready to commit the time and resources to a robust strategic planning process.
5. Is committed to operationalizing and implementing the resulting strategic plan.

Strategic Planning Grant:

United Way will subsidize up to 25% of the cost of your organization's strategic planning to a maximum of \$5,000. In many cases the Department of Post Secondary-Education Training and Labour will provide funding for up to 75%. Applications will be accepted on a rolling basis. Funding is limited and first come first served. Organizations must obtain at least 2 quotes for strategic planning.

Follow-Up:

Successful grant recipients will meet with United Way Saint John, Kings and Charlotte to share the completed strategic plan and help brainstorm how you will operationalize your plan.

Application Process:

Please fill out the attached application for and return to alexya@unitedwaysaintjohn.com. Applications will be accepted and reviewed on a rolling basis. Funding is limited and first come first served.



United Way
Saint John, Kings
& Charlotte

United Way Saint John, Kings & Charlotte

Strategic Planning Grant Application

Organization:	
Charitable #:	
Contact Name:	
Contact Title:	
Contact Email:	
Contact Phone:	

What is your organization's mission?
Which of the following United Way focus area(s) align with your mission?
<input type="checkbox"/> Poverty to possibility <input type="checkbox"/> Mental health <input type="checkbox"/> Domestic violence <input type="checkbox"/> All that kids can be
When was your strategic plan last updated?
Describe why strategic planning is important for you now?
When do you anticipate your strategic planning will take place?
Have you obtained at least 2 quotes for strategic planning services? (Attach both)
<input type="checkbox"/> Yes <input type="checkbox"/> No
Which facilitator have your chosen and why?

Return completed form to Alexya Heelis alexya@unitedwaysaintjohn.com