

PROGRAM AND APPLICATION GUIDE

This guide identifies the types of projects eligible for Buy Local Grants and provides information on how to complete an application.

WHAT ARE THE BUY LOCAL GRANTS?

Buy Local Grants support Basin organizations to create and deliver marketing campaigns and provide local buying incentives designed to encourage people in the Basin to buy, stay and play local.

The [Trust's Columbia Basin Management Plan 2020-2022](#) identifies Support for Business Renewal as a priority. The Buy Local Grants will support organizations to promote local goods and services therefore helping ensure that local dollars circulate in Basin communities, promote the retention and creation of jobs, increase economic resiliency, and encourage a sense of belonging and deeper desire to contribute and invest in community.

WHO CAN APPLY?

Eligible applicants include local governments, First Nations, and registered non-profits in the Columbia Basin Trust region (ourtrust.org/map), such as:

- Chambers of Commerce
- Destination marketing organizations
- Economic development organizations; and
- Arts and culture organizations

WHEN IS THE APPLICATION DEADLINE?

This program has a continuous intake and applications are assessed on a first come, first-served basis. The program is open until all funds are disbursed or January 4, 2022, at 2:00 p.m. PST / 3:00 p.m. MST, whichever comes first.

WHAT TYPES OF PROJECTS AND EXPENSES ARE ELIGIBLE?

To be eligible for Buy Local Grants projects must:

- Promote spending at Basin-based businesses; and
- Be broadly accessible and open to the public regardless of background or affiliation.

Some examples of eligible campaigns and events may include:

- Buy local branding and marketing campaigns that inspire local purchasing, and can include social media advertising initiatives and in-store merchandising campaigns;
- Buying incentives such as gift card programs, local business passports, and customer loyalty programs; and
- New campaigns or events to showcase, market, and recognize achievements of Basin businesses or entrepreneurs (e.g. an awards night or awards program) with the intent to promote supporting the goods and services of Basin businesses.

WHAT TYPES OF PROJECTS ARE NOT ELIGIBLE?

- Projects that primarily or exclusively provide benefits to a single or small group of

businesses including any campaign or event that is discriminative and not open to the public;

- Expenses that were incurred prior to application approval or are a part of an existing program or campaign. For example, if your campaign or event has been in place regularly for years prior to 2020 it would not be eligible;
- Fundraising campaigns; and
- Projects that do not follow all current requirements under the *Public Health Act* and the Order of the Provincial Health Officer.

HOW MUCH WILL THE TRUST FUND?

Community Campaigns and Events to support businesses in a single community are eligible for up to \$10,000.

Regional Campaigns and Events to support businesses across multiple communities and regional district areas are eligible for up to \$25,000.

HOW DOES THE TRUST SELECT PROJECTS FOR FUNDING?

The Trust uses the following selection criteria to prioritize funding; a project must:

- Demonstrate that it meets the program eligibility criteria listed above.
- The project demonstrates community support, financial commitments, and ideally, partnerships.
- Additional consideration may be given to projects that incorporate:
 - Indigenous perspectives or partnerships with Indigenous Peoples;
 - Climate resilience practices; and/or
 - A component of employment creation, mentorship and/or workplace training.

The Trust retains the right to determine campaign and event eligibility. The Trust also strives to distribute program funds equitably across communities and will consider this as part of the adjudication of the application.

WHEN WILL I HEAR THE RESULTS?

Applications that are completed fully are assessed in the order they are received. Applicants will be notified of the status of their application within 2-3 weeks. We will contact you by email, at the address on your application form, to let you know if your project has been approved for funding. Trust staff may contact you during the evaluation phase to request additional information.

If approved, we will be in touch to discuss payment and reporting schedules and begin the contracting process. The funding can only be put toward approved project expenses that occur after you receive funding confirmation.

HOW DO I APPLY?

1. Use the [Program Worksheet](#) to develop your application offline if you so choose.
2. Complete the online application form at [Buy Local Grants](#).

If you prefer to submit a paper application or if you have any questions about the application process, contact us at buylocal@ourtrust.org or 1.800.505.8998.

APPLICATION GUIDE

USING THE ONLINE APPLICATION FORM

The Trust's online application website allows you to apply to various programs offered by the Trust. You will need to create an account to access application forms, save drafts and submit completed forms. Here are some tips for using the system:

- When logged in you can only work on one draft application per program. You must submit an application before you can begin another application within that specific program.
- A copy of your submission is emailed to the email address associated with your log in for the Trust's online application system.
- Drafts and submissions can be viewed once you have logged in.
- To ensure that your edits are saved, click the **Save Draft** button at the bottom of each page often, especially before navigating away from the page.
- **DO NOT CLICK YOUR BROWSER'S BACK BUTTON**: your application form will not auto-save and you will lose your work. However, the application form will auto-save when you click the **Next** and **Previous** buttons to navigate between pages.



- Keep your entries precise and clear. It is important to note that space in some sections is limited. Space allotment is identified in each section.

COMPLETING THE APPLICATION FORM

APPLICANT INFORMATION

Organization Legal Name and Information

Enter the full legal name of your registered non-profit, municipality, regional district or First Nations community.

BC Registry Incorporation/Registration or Business Number (if applicable)

Registered non-profits must be in good standing with the BC Registry Services. Enter your number here.

Signing Authority Contact Information

This person is authorized to sign financial documents on behalf of the organization and will be the signatory of the Application Agreement found on the last page of the online application.

Check if Signing Authority information is the same as the Project Contact information.

Primary Contact Information

Identify the person who can be contacted about your project either at the application stage or if your application is successful.

CAMPAIGN OR EVENT DETAILS

Campaign or Event Title

What is the title of your campaign or event? Limit of five words.

Campaign or Event Location

You will be asked to select location(s) from a drop-down menu which represents all municipalities, regional district areas and First Nation communities in the Basin area. Identify the geographical location(s) that will benefit from this Campaign or Event.

Funding Categories (Select One only)

- **Community Campaigns or Events** to support businesses in a single community are eligible for up to \$10,000.
- **Regional Campaigns or Events** to support businesses across multiple communities and regional district areas with multiple partners in place are eligible for up to \$25,000.

Estimated Start Date and End Date

Tell us when the campaign or event will begin and end. Funds cannot be allocated to any expenses incurred before you have received funding approval.

Describe all aspects of the campaign(s) or event(s), include the specific benefits to the community or communities. (220 words)

Provide a description of your campaign or event(s).

How many businesses are expected to benefit from the campaign or event?

How many jobs will be created because of your campaign or event?

How many individuals will be trained because of your campaign or event?

How will your project adhere to public health guidelines and requirements should physical distancing and other COVID-19-related restrictions be in place when your campaign or event begins? (200 words)

If your campaign or event includes in person activities, describe your approach for meeting public health recommendations and requirements.

CASH BUDGET

List specific budget items under each heading to identify your expenses that you require cash for. Round up values to the nearest dollar. Click the **+Add** button to add another row. Do not include any items that will be provided to the program as in-kind contributions.

Budgets that contain excessive rates or unreasonable purchases will not be considered and may jeopardize approval.

Administration

Examples would include overhead costs to deliver the campaign or event such as office expenses and supplies and administrative wages. Total administrative fees should not be

more than 15 per cent of your cash budget. If you are calculating a percentage, total your expenses first and then calculate your administration amount.

Contract Fees and/or Staff Wages

Each line item should include the position's title and the hourly rate which is multiplied by the number of hours for the whole period for which you are requesting funding, if applicable. In addition, please note:

- Do not include administration wages (see above).
- Wages or contract fees must be for new positions, or a necessary increase in hours for an existing position or contract.
 - Example 1: if you have a part-time staff members who currently works 25 hours per week, and because of the campaign they will now be working 28 hours per week, the additional 3 hours are eligible.
 - Example 2: If you have a staff member who currently works 30 hours per week, and their contract position is ending soon, this funding cannot be used to fund their existing position for a longer term.

Capital Purchases, Equipment Rental and Campaign or Event Supplies

We will consider equipment rentals or supplies and minor capital purchases if they are necessary for project delivery and the costs are reasonable.

Other Costs (be specific)

If there are other campaign or event specific costs that are not included elsewhere, you may add them into this section with a specific line item description.

CASH REVENUE SOURCES

Source

In the first line labelled *Columbia Basin Trust*, indicate what you are requesting in this application.

Identify your other sources for cash revenue. This may include sources such as other grants, cash donations, partner contributions or participation/entry fees. Campaign or events that have additional funding sources, not including participation/entry fees, may be prioritized for funding.

Confirmed (Y/N)

Indicate whether or not the contribution is confirmed at the time you submit the application to the Trust. If the funder and/or partner has confirmed that they will be committing resources to your campaign or event, select *yes*. If you have requested funding, but have not yet heard back, select *no*.

Amount

Indicate the dollar amount you will receive from each cash funding source. The form will automatically calculate subtotals for you.

Total Cash Budget and Total Cash Revenue Budget

These boxes will auto-fill. *Total Revenue* must equal *Total Budget* to show you have enough funds to complete your campaign or event. If the numbers are not equal, recheck your entries as the form adds them automatically.

IN-KIND SOURCES & CONTRIBUTIONS

In-kind Sources & Contributions (200 words)

Describe what contributions are being made other than cash. In-kind contributions are goods or services donated to your campaign or event from another organization or individual that you would have otherwise had to pay for.

PARTNERS

List all partners and provide a contact name and information for each.

SUPPORTING DOCUMENTS

Supporting documents are not required, but if you would like to provide additional material to explain or support your application, please list what you are submitting below.

List what you are submitting:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

You may upload up to six supporting documents.

- Before uploading your supporting document, ensure the file name is clear and identifies the content.
- File size may not exceed 3MB per document, and a total of 10 MB for all uploads.

ADDITIONAL INFORMATION

Is there anything else you would like to add that has not already been mentioned? (220 words) Include anything else you would like to add. Be sure it is something that is not already addressed in this application.

FINAL STEPS AND SUBMISSION DECLARATION

Read this section. Click the box next to I agree, then type in your name and title.

SUBMISSION

Click Submit. You will receive an automatic reply from the Trust shortly after clicking submit, confirming that your application has been received.