



Survivor 101

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Share your passion and invite your funders to join your dream!

Know your Funder

■ Mandate

- Our community investment strategy is anchored in the belief that the key to keeping our communities healthy is ensuring today's youth are educated, empowered and inspired to create positive change and reach their full potential.
- Funding in three pillars: Arts & Culture, Education & Sport, and Health & Well-being in our environment
- 11 TELUS Community Boards across Canada & 3 International

■ Budget

- Since inception in 2005, over \$35.75 Million to 2,800 projects
- \$800,000 in the Lower Mainland and Fraser Valley through the TELUS Vancouver Community Board, grants up to \$20,000 for one year

■ Process

- TELUS Community Boards are internal & external community leaders
- Quarterly applications and board meetings
- Board members present cheques in person and conduct site visits





Six Fundamental Components

Application	Review
1. Summary	<ul style="list-style-type: none">- Is this a credible organization?- Does the project/program meet the mandate of the organization?
2. Case of Need	<ul style="list-style-type: none">- Does this project address an important need in the community?
3. Objectives and Outcomes	<ul style="list-style-type: none">- Are the objectives and outcomes clear and reasonable to achieve?- Does the organization make a strong case to support this project/program?
4. Method	<ul style="list-style-type: none">- Will the project/program's activities lead to the intended outcomes?- Do the key personnel involved in the project/program have the required expertise?
5. Metrics	<ul style="list-style-type: none">- Is there an appropriate plan for evaluating the project/program?
6. Budget	<ul style="list-style-type: none">- Is the budget reasonable and sufficient to accomplish the outcomes?
Decision	<ul style="list-style-type: none">- Do you recommend this project/program for funding?



Expand the Funding Opportunity

- Profile the funder, i.e. press releases, on website, social media
- Leverage the funder to raise your profile and create further awareness of your organization
- Update on amendments to a project/program, i.e. extended timelines, remaining funding
- Check with the funder to ensure branding guidelines are followed for proper logo usage
- Network and collaborate with other charities that have been funded by the same funder
- Stand out of the crowd in your final project/program evaluation
- Invite the funder to performances or events related to the funded project/program
- Share your powerful impact-stories
- Stay connected with the funder by providing updates

Caring for our kids.

At TELUS we believe all kids deserve a safe and supportive home. The TELUS Vancouver Community Board is proud to support the Adoptive Families Association of BC with a \$20,000 grant for their Speak-Out Youth Group program.

Every customer helps us give where we live.
Thank you.

telus.com/community



Overview of TELUS' Community Affairs



Employee Charitable Giving



Community Ambassadors



Dollars for Doers



TELUS Day of Giving



\$6.6 million donated to charities in 2012



21 volunteer clubs & over 62K care items



550K hours in 2012



12,500+ TELUS volunteers on May 26, 2012



Thank you





the future is friendly®

