



Grant Application Guide

Bicycle Trade Association of Canada Grant Application Guide

Bicycle Trade Association of Canada Background

The Bicycle Trade Association of Canada (BTAC) was established in 1994 to address issues affecting the retail and supplier segment of the bicycling industry in Canada.

Members of the association include suppliers and retailers in Canada's bike industry. BTAC is governed by an eight member Board of Directors, four from the supplier segment and four from the retail segment.

BTAC's annual budget is funded by the following areas:

- ExpoCycle Canada's bike industry trades show
- Supplier and Retail Membership fees
- Show Directory advertising sales
- Sponsorship Sales
- Research Report Sales

Bicycle Trade Association of Canada Grant Application Guide

BTAC Grant Program Criteria Overview

1. Applications will only be considered for initiatives that advance the BTAC Grant Program mission statement forward.
2. Grants can not be the sole source of funding on any project
3. Grant Seeking organizations must be established prior to any funding (start ups will not be considered)
4. Applications must have written support by a specialty bicycle retailer
5. Applications must propose a specific program or project that is measurable.
6. Grants will not fund general operating or staff costs.
7. Who can not apply? BTAC will not consider applications that request funding for events, rides, T-shirts, stickers or promotional materials.
8. Who can apply? Advocacy, Bike Lanes, Bike Paths, Bike Trails, Education, Youth Initiatives (bike safety, programs that get kids on bikes).

Bicycle Trade Association of Canada Grant Application Guide

Grant Guidelines and Selection Criteria

BTAC accepts requests for funding of up to a maximum of \$10,000 for facility, capacity, and education projects. Grants awarded may not always receive the maximum request.

All proposals must:

Address the goals of the BTAC GRANT PROGRAM Strategic Plan (REF 101)

- o Encourage ridership growth
- o Promote bicycling
- o Build political support
- o Leverage funding
- o Support bicycle advocacy

Address the project objectives of the facility, education, or advocacy funding categories (see below).

Propose a specific program or project that is measurable. BTAC will not fund general operating costs.

Priority is given to:

- Bicycle organizations and associations - particularly those that have not received BTAC funding in the past.
- Projects that build capacity for bicycling by collaborating the efforts of bicycle industry and advocacy.

Note: One of the primary goals of the BTAC Grants Program is to support bicycling programs in as many places as possible. Because of our limited funds, we will rarely award grants to organizations and communities that have received BTAC funding in the past.

Review the specifics of the facility, capacity, and education programs (listed below) to ensure that your proposal meets our guidelines.

Facility project objectives:

“To connect existing facilities or create new opportunities; leverage federal, provincial, and private funds; influence policy; and generate economic activity.”

Eligible facility projects include:

- Bike paths, trails, routes, lanes, parking, and transit
- Mountain bike facilities
- BMX facilities
- Innovative and unique high-profile projects

Generally, BTAC will consider funding advocacy work, construction costs, and matching funds. Projects with a limited impact, such as the installation of a small number of bike racks, are unlikely to be successful.

BTAC will not fund facility applications that request funding for:

- Master plans and other policy documents
- Signs, maps, and travel
- Trailheads, information kiosks, benches, and restroom facilities
- Projects in which BTAC is the sole funder. However, BTAC will consider being the initial funder
- Bicycles and accessories
- Events

Bicycle Trade Association of Canada Grant Application Guide

Education project objectives:

“To change behavior towards cycling, thereby encouraging the public to accept cycling as a safe, fun, healthy, efficient, and practical activity.”

Eligible education projects include:

- Cycling safety programs
- Recruiting large numbers of new riders
- Innovative pilot projects

Generally, BTAC will consider funding projects that have significant potential for changing behavior, and that have measurable success. Unique projects that combine education with political effectiveness are preferred. Programs, such as Earn-A-Bike and bicycle recycling programs that are already well established throughout the country and unlikely to add to the existing body of bicycle education knowledge or have political impact are unlikely to be funded.

Applicants interested in applying for an education grant are highly encouraged to contact BTAC before submitting an application.

BTAC will not fund education applications that request funding for:

- Helmets, bicycles, stickers, and other bicycle accessories
- Travel
- Projects in which BTAC is the sole funder. However, BTAC will consider being the initial funder.
- Events

Advocacy project objectives:

“To build the strength of bicycle advocacy organizations that has the potential to increase bicycle ridership and build s with the bicycle industry.”

Eligible advocacy projects include:

- Initiatives that (a) will make a newer group sustainable, and (b) have tangible long-term goals
- Programs that make existing organizations significantly more effective at generating ridership
- Innovative pilot projects
- Projects that will have a significant political impact

Generally, BTAC will consider funding projects that have a reasonable degree of measurable success. BTAC will only fund advocacy projects where the applicant’s primary purpose is bicycle advocacy.

Applicants interested in applying for an advocacy grant are highly encouraged to contact BTAC before submitting an application.

BTAC will not fund advocacy project applications that request funding for:

- General operating
- Rides and sponsorship events
- Planning and retreats
- Organizations whose primary mission is not expressly related to bicycle
- Bicycles, equipment, and accessories

Bicycle Trade Association of Canada Grant Application Guide

REF (101) BTAC GRANT PROGRAM STRATEGIC PLAN

The BTAC Board of Directors has adopted a Grants Program Strategic Plan to ensure overall alignment with BTAC's mission. Please keep the strategic plan in mind as you develop a proposal.

Mission of the Grants Program: To increase the number of people riding bikes and the frequency of rides.

Vision: A network of communities throughout the Canada where people of all ages will have the accommodation and ability to bicycle for recreation and transportation.

Values:

- Bikes should be everywhere - on roads, trails and paths, on transit, and at the workplace, schools, and other destinations.
- Bicycling is the best activity and form of transportation in the world.
- There are diverse approaches we can take to generate more bicycle ridership. These include:
 - Building bicycle facilities
 - Promoting bicycle safety and education
 - Strengthening bicycle advocacy and advocacy/industry coordination
 - Working with other groups that have similar goals
 - Raising the visibility of bicycling
 - Supporting innovative and replicable ideas
 - Supporting retailers who sell and service bicycles in communities

Goals:

- Encourage ridership growth and increase bicycle industry sales
- Promote bicycling to the public
- Build political support for bicycling
- Leverage other sources of funding for bicycling
- Support bicycle advocacy groups that have the potential for significant impact on ridership growth

Action Plan:

- Accept and fund applications for three types of projects:
 - Facilities
 - Education
 - Advocacy
- Evaluate and coordinate with existing grantees
- Share success stories from funded projects through communications and promotional materials
- Re-evaluate grant guidelines annually to ensure alignment with BTAC's mission

Bicycle Trade Association of Canada Grant Application Guide

How to Apply and the Evaluation Process

Overview

Applicants that have projects or programs that meet BTAC guidelines are encouraged to submit applications.

The BTAC application and review process is fairly rigorous. Eligible grants are reviewed twice a year by the Board of Directors.

Applicants are also strongly encouraged, but not required, to contact BTAC to ensure the proposal's eligibility. Inquiries should be directed to:

Janet O'Connell, Executive Director
joconnell@btac.org

BTAC
17 Main St. North
Newmarket, ON
L3Y 3Z6
905-853-5031 ext. 223

Evaluation Process

Applications received by BTAC will be initially reviewed by the Executive Director to determine eligibility.

All grant proposals will receive an e-mail acknowledgement informing the applicant if the proposal is complete, eligible, and when it will be reviewed.

Applications that are complete and eligible will be considered by the Board of Directors on a bi-annual basis. The Board will recommend either approval or rejection, or request more information. If the Board

Approves; the application, and then it is sent to the full Board of Directors. The Board will vote to approve or reject the grant, and the applicant will be notified of the proposal's outcome.

Rejects; the application, then the proposal is denied and the applicant will be notified.

Requests more information; the Executive Director will contact the applicant to resolve outstanding issues, and then re-submit the proposal to the committee.

Applicants who attempt to lobby individual Board Members of BTAC will hurt their proposal's chance of success.

Incomplete, faxed, or e-mailed applications will not be considered.

Bicycle Trade Association of Canada Grant Application Guide

Deadlines

Grant Application Schedule

BTAC reviews applications on a biannual cycle. Applications must be postmarked by the due date to receive consideration for the ensuing decision date.

Application Postmarked By

November 30 2008

May 29, 2009

Decision By

January 30, 2009

July 31, 2009

Please submit your application in ENGLISH, AS ONE PDF DOCUMENT

OR

SEND NINE COPIES 3-HOLE PUNCED NOT STAPLED OR BOUND TO

Janet O'Connell, Executive Director
Bicycle Trade Association of Canada
17 Main St. North
Newmarket, ON
L3Y 3Z6

Grant Application

The following information **MUST** be submitted in the order provided below. The grant application package consists of five parts:

1. Administrative Information form.
2. Cover letter introducing your organization and proposal.
3. Grant Application Narrative that details the specifics of your proposal.
4. Budget (single page)
5. Support letters from the local bicycle industry in your area.

Please submit your application in ENGLISH, AS A ONE PDF DOCUMENT OR SEND NINE COPIES 3-HOLE PUNCED NOT STAPLED OR BOUND.

Bicycle Trade Association of Canada Grant Application Guide

Administrative Information form

Organization Information

Legal Name of Organization		Date of Application
Type of Proposal (e.g. facility, education, or capacity)		Name of Project or Program
Address		
City, Province, Zip	Telephone	Fax
Type of Corporation	Province of Incorporation, Year Incorporated	

Staff and Board Information

Contact person		Title
Direct Phone #		Email Address
Number of Staff: Full Time Paid	Number of Staff: Part Time Paid	Number of Staff: Volunteer

Financial Information

\$ Amount Requested	\$ Total Project Budget	\$ Total Organization Budget
------------------------	----------------------------	---------------------------------

Authorization

Authorized Signature		Title
Print Name		Date

Bicycle Trade Association of Canada Grant Application Guide

Grant Application Narrative

Provide the following information in narrative form. Throughout the narrative, list a reference before each section. For example, put a header that says, "Purpose of the Grant – Specific Activities – Goals," when describing the proposal's specific goals.

The narrative, excluding attachments, **should not be more than 7 pages**. Incomplete applications will not be considered.

Proposal Narrative

A. Organizational Information

1. Summary of your organization's mission, long-term goals, and history.
2. Description of successes in recent projects and programs.

B. Purpose of the Grant

1. Situation

(a) *Need - Why is your proposal necessary and important right now?*

(b) *Environment - Describe the current bicycling conditions in your proposal's market area.*

Include descriptions of infrastructure, programs, allies, and resistance that must be overcome.

2. Specific Activities

(a) *Goals of the project or program.*

(b) *Action Plan that will meet the project or program's goals. Be specific - include individuals or groups assigned to tasks, and due dates for achieving the goals.*

(c) *Personnel who will execute the plan and their qualifications.*

3. Impact of Your Work

Describe the measurable outcomes of your project. Include the projected number of new cyclists. (This is very important.)

C. Evaluation

1. Explain strategies and plans for determining success.
2. Describe how other organizations can learn from your experiences - how is your project replicable?

D. Project Budget (Separate page)

1. Describe the total budget for the project and how the funding from BTAC will be spent. Be specific.
2. Please note all other sources of funding (committed, pending, or proposed) besides BTAC.

E. Attachments

1. Financials

(a) *Financial statements from your most recently completed fiscal year. (Municipalities need send only ONE copy of their financials.)*

(b) *Organizational budget for the present year.*

Bicycle Trade Association of Canada Grant Application Guide

2. Other Support Materials

(a) List of board members and their affiliations.

(b) Map/plan of the project and area (if applicable).

(c) Media articles if available.

(d) **Support letters from the local specialty bike retailer are required.** Additional support letters are encouraged if relevant.

.....

Letter of Support

Make a strategic link between your proposal and the mission and interest of BTAC in putting more people on bicycles more often.

Additional information is not encouraged unless it is absolutely essential to our understanding of your project. We will contact you should we need further information on which to base a decision.

We will not accept e-mailed or faxed applications.

Incomplete applications will not be considered.

Send a PDF or **nine** copies of the complete application package to:

Janet O'Connell, Executive Director
BTAC
17 Main St. North
Newmarket, ON
L3Y 3Z6
905-853-5031 ext. 223

Bicycle Trade Association of Canada Grant Application Guide

Frequently Asked Questions

How does BTAC funding work? Is BTAC a foundation?

BTAC is funded by members of the Canadian bicycle industry. Suppliers, distributors, dealers, and anyone who derives revenue from bicycling within the Canada is eligible to become a member. BTAC members pay dues.

The grants program funding derives from the overall operating budget on an annual basis.

My proposal was rejected. Can I reapply?

If a proposal is rejected, it is unlikely that BTAC will fund the same idea in the future. However, on a limited basis, BTAC may ask an organization to revise a rejected proposal for the next grant cycle.

Additionally, BTAC will accept applications for other projects or programs from organizations that have had previous requests denied.

Capacity grants are only open to bicycle advocacy organizations. What is a bicycle advocacy organization?

Bicycle advocacy organizations must have a mission and activities directly relating to bicycling. They typically work to improve bicycling conditions and affect positive change on a local, regional, provincial, or national level.

Can I apply if I'm not a bicycle advocacy organization?

Yes. Non-profits and public agencies or departments at the local, regional, and national level may apply for facility and education grants. BTAC does not fund individuals.

What qualifies as a support letter from the local specialty bike retailer?

The letter can come from a retail business that meets BTAC's definition of a bike retailer as stated in the BTAC bylaws (derives over 50% of its revenue from bicycling in your area). The letter should mention the proposed project or program and describe how it will improve revenue for the local bicycle business.

Where should I focus my efforts in the grant application?

The most important part of the grant application is Section B – Purpose of the Grant. Applicants should describe in detail how they will reach the goals outlined in their proposal. The Grants Committee analyzes proposals for impacts on bicycle ridership and other measurable results.

What's my proposal's likelihood of success?

It depends on the number of applications received by BTAC. As this is the start up year for the Grant Program no quantity of grants approved has been determined.

Bicycle Trade Association of Canada Grant Application Guide

How much can I apply for?

Applicants can request up to \$10,000. In very limited cases, BTAC will consider amounts over \$10,000. Requests of over \$10,000 will generally be viewed unfavorably unless the applicant has an extremely compelling case that the proposal is of unique and/or national importance.

How many grants are awarded a year?

It depends on the level of funding for each successful grant. BTAC's objective in the first year is to average 6 grant awards per year.

If my project is approved, when will I receive the funding?

The timing of the disbursement of funds varies. It is generally between 1 and 3 months from the Board's vote to approve the grant.

How do I measure the projected number of new cyclists created by my project/program?

Use your best judgment, relying on existing census data for population and travel mode, current and future bicycling conditions, and documented examples from similar programs or projects. Whatever logic you use to determine the number, provide us with a description of how you arrived at the projection.

What is the market area for my proposal?

The geographic region where your proposal will have a measurable and significant impact. For example, if a proposed path is likely to draw a large number of visitors from surrounding towns, then those towns would be included in the market area.

BTAC awarded a grant to my organization. Can I reapply for additional funding?

Yes. BTAC will accept requests for additional funding for a previously funded project on an annual basis.

What's the difference between an "initial" funder and a "sole" funder?

BTAC as a "sole funder" means that there will be no other funding from any other source for the project or program. "Initial funder" means BTAC will be the first funder for a project, and that additional revenue for the project or program will be secured by the applicant in the future.

Have a question that's not explained in the guidelines or listed here?

Contact:
Janet O'Connell, Executive Director
joconnell@btac.org

BTAC
17 Main St. North
Newmarket, ON
L3Y 3Z6
905-853-5031 ext. 223