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# Take Action Grant (TAG) Application

Small grants for big ideas that move social or environmental justice forward.

Take Action Grants is a program of the Arusha Centre which funds community work, demonstrates the role of complementary currency, promotes local issues, organizations and businesses, Emphasizes community-based decision-making, and educates Calgarians about social and environmental issues in our city.

**Partners**

Since 2006, funding from The Calgary Foundation’s Neighbour Grants program has allowed Take Action Grants to offer matching federal dollars. Neighbour Grants supports residents to transform their ideas into actions that benefit their neighbourhoods, encourage the involvement of other residents, and build cooperation among groups. (See [www.thecalgaryfoundation.org](http://www.thecalgaryfoundation.org/)). The Cifty of Calgary and local businesses also support TAG. Local organizations and businesses contribute C$ that they earn as participants in the system to the TAG program.

**Granting Process – please read all the way through**

**Application:** Complete and email in the application form below.

**Deadline:** 15th of each month (unless otherwise noted).

**Review Phase:** Arusha Centre staff will review the application and work with applicants to ensure all information is provided. The TAG Advisory Committee will then review the application and recommend whether or not it should be brought to the decision phase.

**Criteria -** Grants are awarded based on:

* Grants are awarded in 50% Canadian dollars and 50% Calgary Dollars digital credits
* Project fits with Arusha's mandate to move social and environmental justice forward in Calgary.
* Project is locally oriented (international projects are not our focus).
* Number of community collaborations included in the work.
* The demonstrated ability to use C$ and community resources.
* The potential long-term impacts of the issues being addressed.
* Projects that are grassroots (applicants do not need to be an incorporated not-for-profit or registered charity).
* Projects that are not for-profit.
* Projects cannot be receiving Calgary Foundation funds for the project.
* Projects that are not primarily a fundraiser.
* TAG grants are one time funds.

**Decision Phase:** The applicant will be required to record a two-minute video pitch for their project, a minute on the project being funded and a minute on the budget allocations. The video will be uploaded to the Arusha Centre social media for one week for online voting.

* **Final Report and Final Payment:** The recipient will submit a written final report along with photos within two months of the end of the project. A final Canadian dollars holdback of 25% will be issued after the final report is received.

**Application:**

1. Title of project or idea:
2. Name of community group:
3. What is the idea or project that you would like a TAG for? (25 words)
4. Main contact person:
5. Secondary contact person
6. Short biography of contact person (25 words)
7. Main Contact: Address, including postal code \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Home phone number\_\_\_\_\_\_\_\_\_\_ Cell phone number\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Email \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. A description of the group’s work in the community.
3. A description of your project. What will you do? What do you hope to accomplish? (up to 250 words)
4. How does your project/idea highlight a social or environmental justice issue?
5. What outcomes are you anticipating from this project? How will you judge whether the project is a success?
6. What is the amount you are requesting from TAG? Requests must be for equal amounts of each currency.

In Canadian Dollars \_\_\_\_\_\_\_\_\_\_\_\_\_

In Calgary Dollars \_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Who is your audience?
2. Are you or your group currently a C$ participant?
   1. If so, how have you been earning and/or spending C$?
   2. If not, please go to [www.calgarydollars.ca](http://www.calgarydollars.ca/) to learn how to earn and spend the C$.
3. How would you use the C$ portion of the TAG? Please list a) the seller, b) what you would buy, c) what percentage of C$ they accept, and d) the total amount of C$ you'd spend with them.
4. Have you completed the budget (below)?
5. Who else is supporting this project? What are they contributing? (*Calgary Foundation funds are not acceptable*)
6. By what date will you have completed the project and spent all C$ and Federal Dollars?

1. If this application is successful, who would the e-transfer be sent to (Name and email)?
2. Will you include the TAG logo on promotional materials (including social media) and post it in a visible location at any in-person events?
3. Do you understand that you will submit a final report and photos within 2 months of the completion of your project to receive the final 25% of Canadian dollars? Yes / No
4. The final report should answer the following (1page max):

1) Was the project successful? Why or why not?

2) Give a brief description of the final product (what actually occurred, ie, differences to the original project idea).

3) How many people participated in the project/event/action?

4) Please tell us how the funds were spent.

5) Please take pictures of your project; the people, the events, or the results!

Send the completed application to:  
Email: tag@arusha.org

Calgary Dollars c/o Arusha Centre

#106, 223 – 12 Ave SW, Calgary, AB T2R 0G9

Phone: 270-8002

Web page: [www.calgarydollars.ca](http://www.calgarydollars.ca/)

**TAG Application Budget**

| Total Revenue | **Description** | **Canadian Dollars** | **Calgary Dollars** |  |
| --- | --- | --- | --- | --- |
| **TAG Amount Requested** |  |  |  |  |
| Other sources of cash |  |  |  |  |
| Gifts, in-kind, donations |  |  |  |  |
|  |  |  |  |  |
| **Total** |  |  |  |  |
|  |  |  |  |  |
| **TAG Expenses** | **Description** | **Canadian Dollars** | **Calgary Dollars** | **Will TAG be**  **used for this**  **item?** |
| Examples: | Only List TAG Items Below |  |  | Yes / No |
| Supplies |  |  |  |  |
| Promotions/Marketing |  |  |  |  |
| Rental |  |  |  |  |
| Honorarium |  |  |  |  |
| Professional services |  |  |  |  |
| Permits or Insurance |  |  |  |  |
| Printing |  |  |  |  |
| Postage |  |  |  |  |
| Tents,PA, buttonmaker |  |  |  |  |
| Administration |  |  |  |  |
| food |  |  |  |  |
| Calgary Transit Tickets $3.50 each |  |  |  |  |
| Childcare |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
| **Total Expenses** |  |  |  |  |