

CTTC – Checklist/Guidelines

Must be an Alberta-based charity, initiative, or group

100% of Funds Must Directly Benefit the Community

- The \$25,000 must be allocated for a specific initiative, program, or project that directly assists individuals in need.

Funds CANNOT be used for:

- General operating costs
- Salaries, bonuses, or executive compensation
- Administrative expenses (office rent, utilities, software, etc.)
- Marketing or advertising campaigns

Project-Specific Funding

- The organization must outline exactly how the \$25,000 will be used (materials, resources, program costs, etc.).
- If funds are allocated to multiple areas, the breakdown must be clearly stated (e.g., 60% for program supplies, 40% for direct services).

Must Be Spent Within 12 Months (I don't know if this is necessary but holds accountability on both sides)

- Funds must be used within a year of receiving them.
- Any unused or misallocated funds may require repayment or reallocation (might be harsh but shows we want the funds to go where they say it is)

For transparency, should organizations provide a brief follow-up report (or video update) within 3 months showing:

- The impact on the community
- Testimonies or measurable outcomes

ELIGIBILITY & ETHICAL STANDARDS

Must Serve People in Need

- The initiative must help individuals or communities facing hardship (e.g., homelessness, mental health, food insecurity, youth programs).
- Must focus on local impact (Calgary and surrounding areas).

Must Be a Registered Charity or Non-Profit

- Must be in good standing with the CRA and provide a registration number.

No Political or Religious Agendas (this can be up for discussion – it can be tough to say this gently to the masses...)

- Funds cannot be used for religious proselytizing, political campaigns, or lobbying efforts.

Commitment to Inclusion & Equity

- Programs should be accessible and inclusive

Past Winners Must Wait 3 Years to Reapply (thoughts on this since we have lots of repeat initiatives??)

- To spread impact across different organizations.