



## 2017 Grassroots Grant Application Frequently Asked Questions

**Q: What are the most important factors ScottsMiracle-Gro uses in its decision-making process for the GRO1000 Grassroots Grants?**

**A:** ScottsMiracle-Gro evaluates a number of critical factors based on the information provided in the application form, including, but not limited to:

- The project's positive influence and impact on a community.
- The project's alignment with the mission of ScottsMiracle-Gro and its Give Back To Gro philanthropic program, including involvement of area youth, health and wellness benefits, and environmental enhancement.
- The organization's commitment to the maintenance and sustainability of the project, including its plans for growth, community involvement and additional funding opportunities.
- The organization's commitment to creating or maintaining gardens that serve a beneficial purpose such as:
  - Producing food for those in need
  - Pollinator-friendly habitats
  - Educating or addressing underserved youth, or
  - Therapeutic horticulture.
- The organization's willingness to share progress and success stories with us.

**Q: What is the timeline for grant submission?**

**A:** For 2017 funding, ScottsMiracle-Gro will accept applications for grants starting on January 4, 2017. The application deadline is 11:59 p.m. EST, February 20, 2017.

**Q: How many GRO1000 Grassroots Grants are awarded each year?**

**A:** ScottsMiracle-Gro awards approximately 8 Grassroots Grants throughout Canada each year. It also awards grants in the United States and in Europe.

**Q: How much can we expect to receive if we are successful in obtaining a GRO1000 Grassroots Grant?**

**A:** Grants come in denominations of \$1500, \$1000 or \$500. Grants may be awarded as a combination of dollars and in-kind product donation.

**Q: We are not classified as a CRA registered charity. Can we still apply?**

**A:** Organizations that are not registered charities can still apply if they have a fiscal sponsor, that is a non-profit organization (such as a municipality or a school), that acts as a sponsor for a project or group that does not have its own charity organization status.

**Q: We are not a participant of Communities in Bloom, Plant a Row • Grow a Row or Nutrients for Life. Can we still apply?**

**A:** Yes! We welcome any application that meets the criteria stated above.

**Q: Our organization has received a GRO1000 Grassroots Grant previously. Can we apply again?**

**A:** At this time, ScottsMiracle-Gro wishes to help build and enhance as many new and unique gardens and green spaces as possible. With this in mind, each year a new group of worthy organizations will be selected and awarded with **GRO1000** funding.

**Q: Are there specific guidelines for how the grant funds should be used?**

**A:** ScottsMiracle-Gro does have terms and conditions under which a grant will be awarded. These conditions include, but are not limited to:

- Ensuring funds are used to directly establish a garden / green space or its expansion.
- Expending funds in the year they are awarded.
- Committing to the garden / green space being functional within the year the grant is awarded.
- Not expending funds for any political or lobbying activity.
- Returning unexpended funds that are not used for the purposes of the project.

**Q: When will applicants be notified?**

**A:** All applicants will be notified in April or earlier.

**Q: What is the timeline for receiving the grant?**

**A:** Grants will be awarded shortly following notification of the winners. Grant payments are typically awarded in late April / early May.

**Q: What is the timeline to complete the project if we are awarded the grant?**

**A:** Projects need to be completed in 2017. In the case of a community garden, all construction and preparation for planting needs to be completed. It is not essential to have a harvest in 2017 but it is encouraged.

**Q: Our project was not awarded funding. Why wasn't my application chosen?**

**A:** There has been an extremely positive response to the **GRO1000** Grassroots Grants Program. This makes the selection process very competitive. We cannot comment on individual entries, but we do encourage you to apply in future grant cycles.

**Q: Our project was not awarded funding. Can we reapply?**

**A:** Yes! **GRO1000** is an annual program that will continue through 2018. You can continue to apply each year. All applicants from previous years will be informed by email of the application process for the next grant cycle. We hope you consider applying again and sincerely thank you for your submission.