



Gro for Good™

Grant Application - FAQs

Q: What are the most important factors Scotts Canada uses in its decision-making process for the *Gro for Good* Grants?

A: Scotts Canada 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 Scotts Canada and its GroMoreGood philanthropic program, including involvement of area youth (up to 24 years), health and wellness benefits, and environmental enhancement for the benefit of the community;
- 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:
 - Promoting good health through healthy eating and/or gardening activities;
 - Addressing community food security;
 - Pollinator-friendly habitats;
 - Educating or addressing underserved youth (up to 24 years); or
 - Therapeutic horticulture.
- The organization's willingness to share progress and success stories with Scotts Canada, Communities in Bloom, Plant • Grow • Share a Row and Nutrients for Life.

Q: What is the timeline for grant submission?

A: Scotts Canada will annually invite submissions in January of each year. The application deadline is 11:59 p.m. EST, February 28, of each year of the program.

Q: How many applications will be accepted/considered for the 2022 Gro For Good program

A: Due to the overwhelming interest in the program, only the first **300 applications** will be accepted/considered for the 2022 Gro for Good program. Once we have received the first 300 applications, the application window will be closed.

Q: How many *Gro For Good* Grants are awarded each year?

A: Scotts Canada will award 6 *Gro For Good* Grants throughout Canada each year.



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Q: How much can we expect to receive if we are successful in obtaining a *Gro For Good* Grant?

A: Grants come in denominations of \$2500. Grants may be awarded as a combination of dollars and in-kind product donation.

Q: I understand that each recipient will be eligible for an additional grant. How will these be awarded and how many grants will be awarded?

A: One additional grant of \$2,500 (in cash) will be awarded to one of the recipients based on a social media voting process. Each recipient will submit a video that is up to 3 minutes long. Each video will be posted on Scotts Canada's GroMoreGood Facebook page. The recipient's community, along with Scotts Canada's, Communities in Bloom's, Plant • Grow • Share a Row's and Nutrients for Life's social media friends will be invited to vote for the best project.

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

A: Non-Profit organizations (including municipalities and schools) may also apply.

Q: We are a Profit Organization, do we need to involve other organisations in our project?

A: Only projects led by Non-Profit or CRA registered charities may apply. This does not preclude other for-profit organizations from participating in the project. However, grants will only be paid out to Not-for-Profit organizations.

Q: We are not a participant of Communities in Bloom, Plant • Grow • Share 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 or a *Gro For Good* grant previously. Can we apply again?

A: Yes, you may apply.

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

A: Scotts Canada 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;



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- 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, recipients and non-recipients, will be notified in the Spring (April/May) of each granting year.

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 May / early June.

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

A: Projects need to be substantially completed in the year the grant is awarded. 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 the year the grant is awarded but it is encouraged.

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

A: We receive many applications for the *Gro For Good* Grants. 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! *Gro For Good* will continue next year, thus you will be able to apply again. 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.

If you have any further questions or seek clarification, please do not hesitate to contact the Communities in Bloom team at communication@cib-cef.com