



The City of Saint John

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Ethnocultural Small Grant Guidelines



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Disclaimer: The purpose of this document is to serve as a summary of the Ethnocultural Small Grant Policy. Please review the Policy before submitting an application.

The City of Saint John **Ethnocultural Grant Program** was established to further the City's goal in becoming the most welcoming community in Canada. The program provides financial support in the form of small grants for the **establishment** or **support** of further development of an **ethnocultural community group** in Saint John. An ethnocultural organization is defined by the shared characteristics of the members of the group, specifically country of origin, or ancestry.

This Grant opportunity started with a successful pilot program in 2021/22. In 2023, the Saint John Common Council ratified this particular granting initiative to be an annual Ethnocultural Small Grant Program.

The grants are obtained on a 'first come, first served' basis. The applications are reviewed on an ongoing schedule meaning that from the opening day, applications can be accepted, and grants will be allocated as the application is reviewed. Applications will be eligible to be received continually and granted as they are moved through the distribution cycle from January – September each year.

Awarding of grants will be one-time opportunities with grants being awarded once the application is received, reviewed and awarded, a grant term of reference is signed by the applicant.

Applicants may complete the on-line form in English or French, located on the City of Saint John website under the Community section found at <http://saintjohn.ca/en/community> or <http://saintjohn.ca/fr/community>





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Options of ethnocultural small grants are:

Ethnocultural Establishment Grant:

Funding up to \$1000 or In-Kind Support

This is designed for new groups in their first year of applying for Ethnocultural Grant monies and is designed to groups that want to become formally established and incorporated as a not-for profit.



Types of eligible Support:

Name Search; Not-for-profit-incorporation fees; form filling guidance; completing terms or reference; establishing a board of directors; room rentals for initial meetings including small catering expenses; setting up a bank account; purchasing cheques and necessary office materials. The allotment is capped at up to \$1000 CAD.

* Once approved, the funds must be billed directly to the Growth Department and will not be allocated in cheque or funds.

Ethnocultural Awareness Grant:

Funding up to \$2500

This is designed for groups that are already formally established as a not-for-profit and want to promote their association or help potential new members find them.



Types of eligible Support:

Creation of a website; web hosting fees; logo design, tradeshow booth materials (pop-upstands/tablecloth), branded apparel, support for creating social media platforms, promotion, or advertising expenses to attract new members and build brand awareness.



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Expenditure examples for Establishment Grant:

The following are examples of expenses and activities that **would be eligible** for funding:

- payment for incorporation
- to assist in cost of name search
- assistance in creating a terms of reference
- guidance on setting up a bank account
- purchasing cheques
- cost of domain name for professional email address
- costs associated with setting up social media pages
- setting up a group chat group (Whats App, We Chat)
- creation of a logo or design to represent the group
- branding, design, advertising and marketing materials
- purchase of national flag
- room rental fees for initial meetings
- purchasing office supplies for initial set-up

Expenditure examples for Awareness Grant:

The following are examples of expenses and activities that **would be eligible** for funding:

- creation of a group website and website development
- costs associated with promotion of social media pages
- setting up a group chat group (Whats App, We Chat)
- creation of a logo or design to represent the group
- branding, design, advertising, and marketing materials
- welcome or arrival signage
- purchase of national flag
- rental fees for select events or ceremonies (especially when the general public is invited to engage with your ethnocultural group) ***please check on eligible options with staff***
- promotion/advertising expenses



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Application Requirements:

- an application completed in full answering the main questions such as if your group is incorporated or not, and identifying how much money your group is seeking.
- include a document showing your budget and in-kind ability your group may have available already
- if you have previously received an Ethnocultural Grant, we require that you complete the **Outcome Report** before applying for a new grant. These Outcome Reports will be available to the public. You may find the Outcome Report template at [Ethnocultural Grant Outcome Report.pdf \(saintjohn.ca\)](#)
- submit your web application and additional documents via email to life@saintjohn.ca or print out and submit paperwork via the ONE STOP customer service desk at the front entrance of City Hall on King Street (address listed at the bottom of the application).
- Please review the **Ethnocultural Policy** for full details (located at www.saintjohn.ca under Community then on the Ethnocultural Small Grant page).

Application Timeline:

Applicants can apply anytime between **1 January to 30 September** when the process closes each year. Applicants can apply once per funding cycle and can only apply to one type of City of Saint John Grant, so if applying to the Arts & Culture Grant, Community Grants, ProKids or Ethnocultural Grant – you must choose one.

The Ethnocultural Small Grant Jury will assess applications based on merit matrix via a ‘first come, first serve’ basis and distribute grants to eligible applicants until the funding is exhausted. This will be a continual open application opportunity over the duration of the time period between January and September.

Questions & Clarifications:

Questions and Clarifications can be sent to life@saintjohn.ca

