

Grant Writing Tips

Project Description / Executive Summary

- It's important to remember that the person reading or grading your application may not be familiar with your business, and it's likely that they don't know you personally.
- So, your project description / executive summary should be written in plain language and clearly outline the following, without getting too complicated.
- The following are questions we suggest you ask yourself and record the answers to. You can then take these answers and combine them for your project description.
 - **Your current state: *what have you/your business accomplished so far?***
Rocky Mountain Climbers is an Indigenous family-run business operating near Hinton Alberta that has been offering plant walking tours for the past 3 years. To date, RMC has hosted over 50 tours and was recently featured in the Yellowhead Press as one of the top 5 tour guides in the area.
 - **Current project:**
 - ***What are you working on now?***
RMC is now expanding to offer multi-day tours where visitors can book overnight hiking experiences and spend up to four days in Alberta's wilderness with an Indigenous tour guide. These overnight tours will run throughout the year and are adapted depending on the season.
 - ***What will be the end result once the project is complete?***
Once this expansion is complete, RMC will offer 4 unique overnight tour experiences, will increase its annual days of operation by 100%, and will see a 200% in its annual revenue.
 - ***What assets do you need for this project?***
To accomplish this, RMC will build a basic lodge to act as the drop-off and pick-up location for the overnight tours, as well as an emergency shelter and communication station. RMC will also purchase appropriate camping gear and outerwear to provide visitors who do not have their own or who are traveling from out of the area, and will purchase an ATV vehicle as a way to transport supplies to and from the lodge. RMC also plans to update its website to accommodate online bookings.
 - ***What are the costs of the assets you need for this project?***
Costs for:
Basic Lodge
 - Contracting
 - Labour needed
 - SuppliesEmergency Shelter and communication station
Camping gear and outer wear costs for tents, backpacking mattress, sleeping bags, rain coat, hiking poles, hiking shoes, etc)

ATV costs

Costs of new operational manager and Indigenous guides

- **Who will you work with or hire to work on this project?**

Best Cabin Builders will lead the building of the lodge. Once that work is complete, RMC will hire one full-time operations manager and establish ongoing contracts with 3 Indigenous tour guides to lead the overnight experiences. RMC will also work with a marketing agency to develop their new website and a marketing plan.

- **What are the steps you'll take (or you have taken) to accomplish the project?**

RMC recently signed a land/lease agreement and is ready to start the ground work required for the lodge at any time. 12 work is underway, RMC will order outerwear and camping gear through Mountain Equipment Co-op and begin working on its website and marketing plan.

- **How long will it take for you to complete the project?**

It will take 12 weeks to complete this project. Work can begin as soon as funding is secured, with a desired start date of March 1, 2022 and a completion date of May 31, 2022. RMC plans to open this new experience in late June 2022.

- **Do you currently have community for other funding support for this project?**

You can now take answers from the above questions and put them together to create a project description:

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Please ensure when filling out your MicroFund Application, that you also mention how this project will help increase your market or export readiness (see the [Development Matrix](#) and [ITAC National Guidelines](#) to learn about growing your business to a market or export ready level).

Also make sure to highlight all applicable costs for this project.