SMALL CHANGE FUND
Bring your change here.

Writing Letters of Intent (LOIs) with Small Change Fund

One of the many benefits Small Change Fund brings to our joint projects is access to donor funds as a result of our charitable status. As the charitable partner, grant applications are submitted under Small Change Fund's name, so please remember it is important to engage with Small Change Fund before approaching foundations directly.

Furthermore, our established relationships with many foundations help us to navigate these connections thoughtfully, which enhances the chances of success for our applications together. Because foundation applications are made in Small Change Fund's name, the questions need to be answered on our behalf. For example, if the application asks for an "About Us" statement, Small Change Fund's "About Us" should be provided. This does not mean you cannot include information about your organization, however that information must be presented as that of a partner. For example, after describing Small Change Fund, you could introduce your "About" statement with language such as: "Our partner on this project [Name] is (Partner Name) “ Then provide your description.

Details about our project together should go in the description of the proposed work. In most cases, our partners have a particular background and/or expertise on the topic and we encourage you to include this expertise using the partnership language.

Please remember that Small Change Fund must review all applications, LOIs, EOIs and reports before they are submitted to funders; please ensure that you give us 5 to 7 business days for our review. If you are completing the submission, please also send a PDF of the final copy to your Project Lead for our records. If Small Change Fund submits the proposal, we will provide you with a final version. If you have any questions, don't hesitate to reach out to your project lead or to Kim. We're here to support you every step of the way.

LOI Tips

- LOIs should be written on a Small Change Fund letterhead with our address on the left and yours on the right; include the date of submission below.

- The application must be written from the perspective of Small Change Fund as the lead applicant. This means that organizational information should pertain to SCF. You can use our About Us information for these sections of the application.

- Keep it concise and to the point – one to two pages

- Proposals must be focused on the project. The text should reflect that funding goes directly to the project. Appropriate language would be that your organization is partnered with Small Change Fund on our joint project.

- Start with the problem, followed by the solution you are offering through the proposed project. Then offer proof of the impact that you can achieve, either through work you've done previously or similar work that's been done by another group.

- Include the ask early on in the proposal – both the amount of money needed, and what it will be used for

- Connect the work of the project to the objectives of the funder

- Use reliable statistics and data, make sure to reference your sources

- Find a balance between being too vague and too detailed – too much detail overwhelms, and too little raises doubts about your credibility

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747 Manning Avenue
Suite 200
Toronto, ON
M6G 2W5

Recipient Name
Recipient Address
Recipient Address

Date of submission

Dear LOI Recipient name,

Start your letter of intent with a compelling opening to hook the reader. The first line might be the most important - it should be a concise summary that provides enticing information to inspire the funder to continue reading. Include the name and description of the project, the grant you're applying for, and the amount of money being requested.

[Problem Statement]

What issue(s) are you addressing with this project? Provide examples of how the issue has impacted communities, so that you can start to paint a picture of the solution the project will bring.

[Solution we are bringing with this project]

Present your proposed project plan and a brief overview of the project goals and major activities to achieve them. Include information about your project that shows how it fits the funder's guidelines and funding interests.

[Proof that this will work]

Explain how you know the project will result in the desired outcome. You can use examples from previous work your organization has done, or look to other organizations that have done similar work. Use statistical facts to generate interest, validate your claims and demonstrate the project's impact.

Include a brief overview or outline of how you'll use the funds, and ensure it aligns with the funder's guidelines. Transparency builds trust, and funders love to see a clear allocation plan.

[Closing]

Express gratitude and invite the funder to reach out if they have any questions.

[Sign off]

Sincerely,

Burkhard Mausberg
President
Small Change Fund