

## About the Program

The MVP Community Grant Program supports local organizations, groups and initiatives that contribute to a strong, connected and vibrant community.

The program has supported a wide range of local projects, and the updated approach builds on that success by providing clearer guidance for applicants and encouraging projects that create meaningful community benefit.

The goal is to make it easier for applicants to understand what the program is looking to support while leaving room for creative, community-led ideas.

## What We're Looking to Support

The program includes six funding areas to help guide applicants:

### ***Community Connection***

Projects that bring people together, build relationships and strengthen participation in community life.

### ***Winter & Seasonal Vibrancy***

Projects that add activity, interest and opportunities for people to enjoy Olds throughout the year.

### ***Youth & Future Leaders***

Projects that engage young people, develop leadership skills and create opportunities for youth to contribute to the community.

### ***Placemaking & Downtown Revitalization***

Projects that activate public spaces, support a vibrant downtown and create places where people want to gather, visit and participate.

### ***Culture, Heritage & Story***

Projects that celebrate local culture, history, creativity and the stories that help define our community.

### ***Community Spaces & Amenities***

Projects that enhance community spaces, amenities or shared facilities and provide lasting benefit to residents.

These areas are intended to provide direction, not limit ideas. Projects may fit within more than one area, and applicants are encouraged to bring forward ideas that reflect the needs and opportunities they see in our community.

### What Makes a Strong Application?

We are interested in projects that demonstrate meaningful community benefit and make good use of available funding.

Applications will be considered based on factors such as:

- Community Impact – Who will benefit and how?
- Alignment – How does the project connect to the program's funding areas and community priorities?
- Place-Based Impact – Does the project contribute to the vibrancy or experience of a community space or area?
- Lasting Benefit – Can the project create benefits that extend beyond a single event or activity?
- Collaboration – Does the project bring people, organizations or community partners together?
- Creativity – Does the project offer a new idea, approach or opportunity for the community?

Not every project needs to meet every consideration. The evaluation process helps assess the overall community benefit of each proposal.

### Examples to Inspire Ideas

The program includes examples of potential Signature Projects to help applicants think about the types of initiatives the program could support.

These examples are intended to inspire ideas rather than set requirements. We welcome new and creative approaches from community organizations and groups.

Applicants should focus on the opportunity they see in the community and how their project could make a meaningful difference.

### How Applications Will Be Evaluated

A consistent evaluation process will be used to review applications. Each proposal will be considered against the program criteria, with funding decisions based on the overall strength and community benefit of the application.

The evaluation approach provides applicants with a clearer understanding of what we are looking for and helps ensure applications are considered consistently.

### What's Changing?

The updated program is designed to:

- Provide clearer direction for applicants
- Encourage a broader range of community ideas
- Support collaboration and community participation
- Encourage projects with meaningful and lasting benefits
- Connect funding more closely to community priorities

The program will continue to support a variety of local priorities and initiatives. The updated approach provides more guidance around the types of community benefits we are hoping to encourage.

### Applying for Funding

Updated application materials will provide more information about the funding areas, evaluation criteria and application process.

Applicant support may also be available to help groups understand the program and develop their proposals.

We encourage community groups to think creatively about what could make a difference in our community and bring forward ideas that reflect the needs, interests and opportunities they see in Olds.

Visit the website [www.olds.ca/mvp](http://www.olds.ca/mvp) to learn more and apply.