



# Ontario Music Investment Fund

## 10+1 Grant Writing Tips

### 1. Start well in advance

Give yourself adequate time, especially if it's your first time applying. We know that the grant writing process can be daunting and some material, such as Financial Statements, may require additional time to prepare. It also allows time for #2 & #3.

### 2. Read the guidelines and application requirements thoroughly

Ensure that your company & activities are eligible and are a strong fit for the program.

### 3. If you have questions – Ask!

The Ontario Music Office is here to help. You can reach us directly at [omo@ontariocreates.ca](mailto:omo@ontariocreates.ca).

### 4. Be realistic with your funding request

Build an activity budget that aligns with your company capacity and the objectives of the Ontario Music Investment Fund. Just because you can ask the maximum amount, doesn't necessarily mean you should.

### 5. Sell your unique business case

Tell us how you stand out from the crowd. This is your [Value Proposition](#) or [Unique Selling Point](#). Remember that the OMIF is a comparative and competitive program.

### 6. Don't underestimate support material

Include relevant documents such as letters of support, market research, sales histories, artist profiles, supplier quotes and press clippings. Such material can help build your business case, provide clarity and strengthen your overall proposal.

### 7. Include measurable targets/outcomes/results

Include quantitative & qualitative outcomes that are likely to result from your proposed activities. OMIF is an economic development fund so it is critical to include information that demonstrates your return on investment. Pro Tip: Pay special attention to Appendix 1 or 2 (depending on OMIF stream) entitled "Measurable Outcomes".

**8. Be concise and specific**

Remember that the OMO reviews numerous applications for multiple program streams. Please write clearly, succinctly and directly. Longer doesn't necessarily mean better. Avoid repetition – if you have stated something in one section, there is no need to repeat elsewhere.

**9. Double-check your work**

Proofread your application thoroughly for spelling, grammar, and completeness. Ensure that no red flags appear in your activity budget. If possible, have someone else read the application prior to submission.

**10. Don't Assume**

Don't assume that we know who you are or what you do. We can only assess the material that has been submitted in your application.

**11. Submit well in advance**

Ontario Creates' applications must be submitted by **5pm ET** on the published deadline date. Submit early to avoid last minute bottle-necks and/or staff being unable to assist should you have an issue.