Families Arising
Resource Centre Edmonton

FREE WOMEN IN BUSINESS GUIDE

Funding Readiness Guide

Understand your funding options, gather the documents funders ask for and write applications that stand out.

Funding opportunities often open with short deadlines. The founders who succeed are usually not the ones with the best idea, but the ones who are **ready**: clear about their numbers, organized with their documents and able to show their impact. This guide helps you get ready before the next opportunity opens.

Know your funding options

Type	What it is	Best for
Grants	Money you do not repay, from governments, foundations or companies, usually for a specific project.	Mostly non-profits and charities. Some programs fund businesses.
Loans	Money you repay with interest, from banks, credit unions or programs such as BDC and Futurpreneur.	Businesses with a clear plan to earn revenue.
Pitch competitions	Cash prizes or support for the best business pitches.	Early-stage founders with a strong story.
Investors	Money in exchange for part-ownership of your company.	Businesses planning to grow quickly.
Sponsorships	Companies support your event or program in exchange for recognition.	Events, community programs and non-profits.
Crowdfunding	Many people give or pre-buy online.	Products and causes with a strong community.

Women and Black founders: look for programs designed for you, such as those funded through Canada's Women Entrepreneurship Strategy and the Black Entrepreneurship Program. Check eligibility carefully, as programs and intakes change.

Document checklist

Gather these now and keep them in one folder, so you are ready when a deadline appears.

- [ ] Registration or incorporation documents, and your Business Number
- [ ] A short business plan or program plan
- [ ] A budget and, if you have them, financial statements
- [ ] Recent bank statements
- [ ] For non-profits: bylaws, board of directors list and annual return
- [ ] Your story, mission and the problem you solve, in one page
- [ ] Impact numbers: people served, sales, outcomes
- [ ] Testimonials, photos and letters of support from partners
- [ ] Resumes or bios for you and your key team

Seven tips for stronger applications

1. **Read the guidelines twice.** Check eligibility, deadlines, word limits and what costs are allowed.
2. **Match the funder's goals.** Use their language and show how your work meets their priorities.
3. **Be specific.** Who will you serve, how many, when and with what result?
4. **Make the budget tell the same story.** Every activity in your plan should appear in your budget, and the numbers should add up.
5. **Show proof.** Past results, testimonials and partners build trust.
6. **Ask a friend to review it.** Fresh eyes catch gaps and errors.

7 **Submit early.** Portals slow down near deadlines.

My funding tracker

Opportunity	Amount	Deadline	Status

Ready to go further? The Mom Accelerator Program (MAP), powered by Mom Youniversity, is a six-month accelerator for women launching and growing businesses and non-profits. Open to all women. Visit familiesarising.ca/accelerator to join the waitlist.

This guide is general information, not legal, tax or financial advice. Rules change, so please confirm with the official source or a qualified professional.

Families Arising is here to help

Families Arising Resource Centre Edmonton is a registered non-profit that supports Black, immigrant, newcomer and multicultural families with programs for mothers, fathers, children and teens.

- **Mom Youniversity:** mentoring, peer support and coaching for mothers and women
- **Intentional Parenting Course:** summer cohorts for parents
- **Junior Youniversity:** Royal Tots, Royal Readers and Teen Pulse for kids and teens
- **Free webinars, guides and events** for families

Visit familiesarising.ca · Email info@familiesarising.ca · Call 780-900-1450 · Instagram @familiesarising.edmonton

This guide is general information for families and is not legal, medical or financial advice. Programs, rules and contact details change, so please confirm details with the official source. Information current as of November 2026. © 2026 Families Arising Resource Centre Edmonton.