

Students' Union Quality Money & Sustainability Fund

Application Guidelines & Tips

Updated July 2025

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Quality Money

The Quality Money (QM) program is a partnership between the Students' Union (SU) and the University of Calgary (UCalgary) that gives the campus community a unique opportunity to bring forward ideas leading to the enhancement of the overall student experience. Each year the SU is provided with approximately \$2 million from the UCalgary Board of Governors to invest in these projects. Since 2004, over \$30,000,000 has been awarded to more than 280 Quality Money initiatives.

The Students' Union urges all applicants to review the Quality Money program guidelines and criteria outlined in the following pages before submitting a proposal. Our staff is also available to answer questions and discuss proposal eligibility at any time of the year. Please contact Laura Brooks (Coordinator, Administrative Services) at laura.brooks@ucalgary.ca for questions.

QM PROJECT APPLICATIONS

The SU invites Quality Money project applications each fall semester from all members of the campus community. Quality Money has funded physical space changes to create study and social spaces. It has enhanced sustainability by supporting the SU Sustainability Fund, the UCalgary community garden and bicycle transportation-related projects. It has increased academic opportunities through book loan and bursary programs and provided much-needed computer and laboratory equipment at both the main and Foothills campus. Quality Money has funded the Teaching and Learning Centre to assist with teacher preparedness and course redesigns.

The program has also contributed to the well-being, mental health, physical fitness, and general safety of the campus community by supporting Safewalk, the UCalgary Emergency app, fitness and stress-relief programs, and the establishment of the SU Wellness Centre. It has supported career education and development programs, Co-Curricular Records, and summer employment programs. Quality Money funding has promoted leadership through scholarship support and international experience grants that initiate student interactions. The SU welcomes all new ideas for projects that provide quality enhancements for students at the University of Calgary.

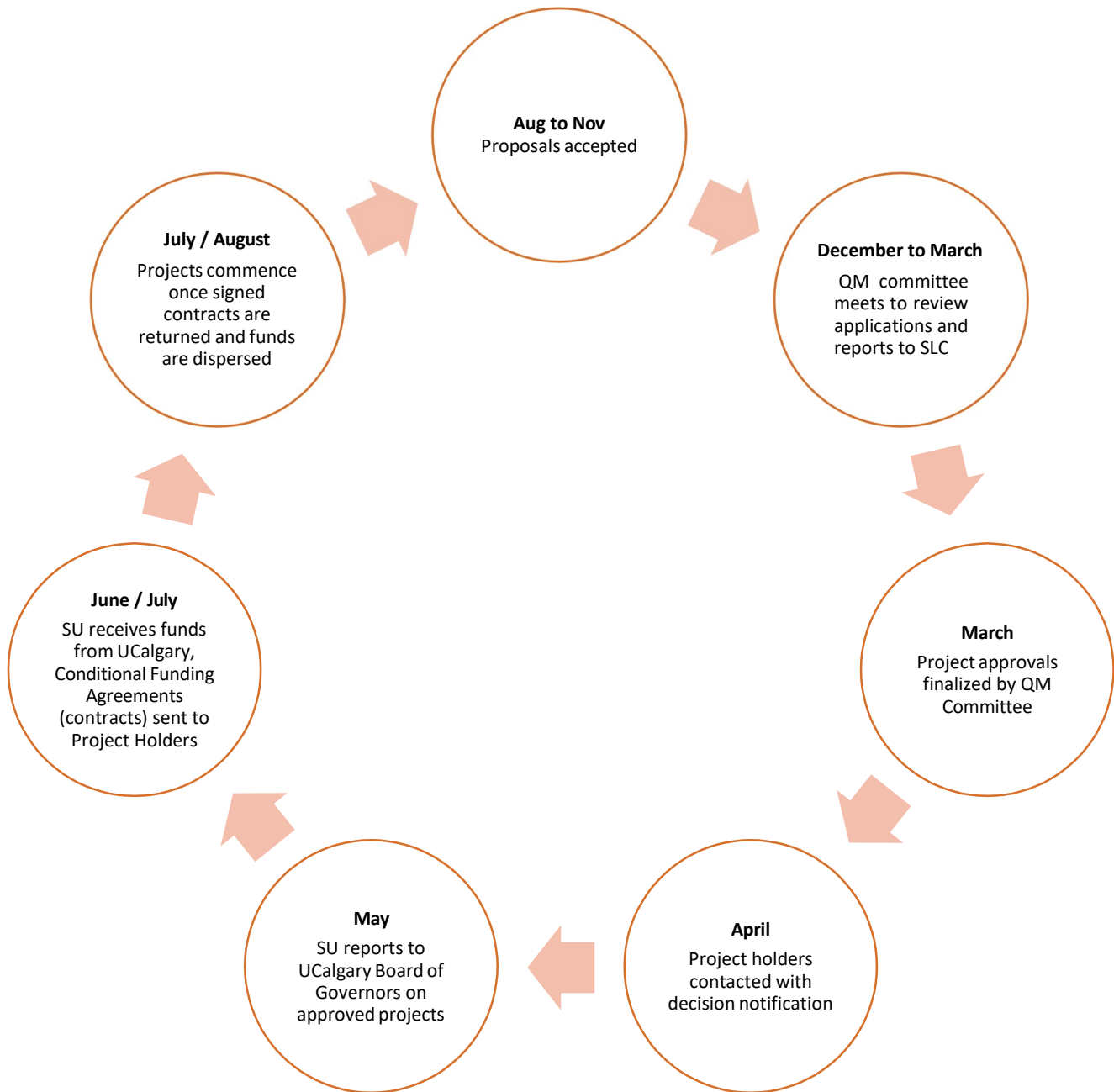
HOW TO APPLY FOR QM

1. One copy of your application must be submitted typed in MS Word (.docx format) and emailed to laura.brooks@ucalgary.ca (No PDFs please).
2. Applications are reviewed for completeness and eligibility. Incomplete or late applications will not be forwarded to the Quality Money Committee.
3. Funding approvals are made by the Students' Union Quality Money Committee.
4. Funding availability and priorities may limit the number of grants and/or the amount approved.
5. Applicants must have the support of an SU or UCalgary department. Funding agreements will only be made with permanent staff members at the SU or UCalgary.

Applications are accepted from the third Friday in August at 9:00 am until the second Friday of November at 4:00 pm

***Note:** Applicants must check the specific due dates posted on the SU website. Only completed applications, including supporting documents and budgets, will be accepted. Electronic copy must be received prior to 4:00 pm on the application deadline day. Applicants will be notified of the committee's decision on or before April 15 each year.*

QM PROGRAM TIMELINE*



**This cycle is what occurs in a typical year. Applicants are encouraged to keep timing in mind when submitting projects for review.*

QM EVALUATION CRITERIA

The Students' Union Quality Money Committee will evaluate projects based on the following:

1. The project clearly aligns with at least one sub-category of the Quality Money Funding Pillars (see below). These Funding Pillars ensure that your project will support the University's Eyes High Vision, Academic Plan, and Research Plan, the SU's mission, vision, values, and the SU Quality Money program values.
2. The project will benefit either:
 - a. A large number of undergraduate students; or
 - b. A smaller, under-represented group of undergraduate students.
3. The initial impact of the project can be seen or felt within a short time frame (i.e. less than one year).
4. Financial feasibility:
 - a. The project is proposed to be initiated with the assistance of the Quality Money program but is planned to run as a long-term or permanent program at the University of Calgary. The project application illustrates a means of reaching financial independence and stability after the Quality Money funding is exhausted.
 - b. The application is for a short-term project that could be completed if Quality Money was provided. The applicant does not foresee the need for additional financial assistance.
5. The project application demonstrates support from the appropriate university or Students' Union unit.

QM EXCLUSIONS

The Quality Money Committee will not consider projects that:

- That do not align with at least one Funding Pillar, and therefore do not advance the university's strategic, academic, and research goals.
- That aim to create a profit.
- That earmark more than half of the project budget for staff compensation (e.g. wages, honoraria, gifts, etc.) without clear justification.
- That request retroactive funding for previously incurred costs.
- That duplicate, partially or fully, another project, program, or service currently being offered at the University of Calgary.
- That assume partnership requests, or otherwise do not budget for any applicable costs related to space booking (i.e. – partnership requests for MacEwan Conference and Events Centre rooms or spaces for Quality Money projects will not be approved).
- That do not have a positive impact on campus and the campus community.

QM FUNDING PILLARS

The Students' Union (SU) and the University of Calgary (UCalgary) value the input of students and strive to make campus a vibrant, inspiring, and comfortable place to learn, grow, and succeed. The Quality Money program began in 2003 and continues to be a unique program in Canada. The UCalgary Board of Governors provides this annual tuition relief funding to be redistributed to student-directed projects. These projects enhance the quality of student experience in ways that advance the university's strategic vision, the Academic Plan, and the Research Plan. As these funds come directly from students' tuition, students (via the SU Quality Money Committee) are directly empowered to allocate these funds to campus enhancement projects proposed by members of the campus community.

The SU Quality Money Committee evaluates Quality Money project applications according to three Funding Pillars. These pillars are derived from the SU's mission, vision, and values, as well as UCalgary's 2017-2022 Eyes High strategy. The pillars outline key principles that enhance the overall student experience on campus and help focus the goals and outcomes of a project. When evaluating a project application, the Quality Money Committee will discuss how clearly the outcomes align with at least one of the pillars.

Funding Pillar #1: Quality of Education

The Quality of Education Funding Pillar focuses on projects that directly enhance University of Calgary students' academic experience.

Research and Exploration

The Quality Money program values projects that create undergraduate research opportunities and/or encourage students to explore research options in their field of interest. Strong projects may encourage the exchange of knowledge across disciplines and/or shape, address, or advance contemporarily relevant social, cultural, or technological challenges.

Collaboration and Communication

The Quality Money program supports projects that develop partnerships or initiate collaboration and focus on reaching a common academic goal. Bridges can be built between students, teams, or departments and faculties, allowing students to shape their learning journey.

Academic excellence

The Quality Money program values initiatives that enhance a students' knowledge base, their critical thinking skills, and/or their ability to learn in the classroom through innovative programming, engaging experiences, and teaching and learning supports.

Funding Pillar #2: Quality of Student Life

The Quality of Student Life Funding Pillar focuses on projects that enhance students' wellbeing, provide extracurricular/co-curricular opportunities, develop innovative environments or experiences, and/or build a sense of community, culture, and pride on campus.

Support

The Quality Money program acknowledges that education is affected by numerous factors outside the classroom. The program believes in the importance of initiatives and services that support the diverse needs of current and future students, especially those that support students' health, wellness, and safety.

Balance

The Quality Money program complements students' research, learning, and work environment by encouraging the development of social, cultural, sport, and recreational spaces, services, and programs. These initiatives promote a united campus community and encourage students to spend time on campus.

Leadership

The Quality Money program supports activities or programs that develop leadership skills and empower students to become leaders on campus, in our city and around the world. The program values initiatives that ensure that the student voice is respected and has an immediate, far-reaching, and long-lasting impact.

Funding Pillar #3: Affordability and Accessibility

The Affordability and Accessibility Funding Pillar focuses on projects that create inclusive social and/or physical environments on campus.

Affordable

The Quality Money program values projects that create a vibrant, accessible, and inclusive campus community by maintaining low costs for student programs.

Accessible

The Quality Money program believes every student should have the opportunity to participate in an activity or program on campus and be fully aware of services available, regardless of the student's background.

Environment and Design

The Quality Money program supports projects that align with the needs of current and future students by making our physical environments more efficient and inclusive. The program encourages initiatives that focus on the sustainable, effective, and long-term use of both indoor and outdoor spaces on campus.

EXPECTATIONS OF QM FUNDING PROJECT HOLDERS

All approved projects must have a *Project Holder*. This individual **must** be a senior UCalgary or SU staff member who is authorized to approve the implementation of your project. They will be responsible for managing the grant and reporting to the SU. If a Quality Money application is approved by the SU Quality Money Committee:

1. The Students' Union (SU) and Project Holder will sign a Conditional Quality Money Funding Agreement. The funding agreement will outline the approved terms and conditions, including reporting and recognition requirements.
2. The funding for approved grants will be forwarded to the applicable financial regulator (either University Finance or the Students' Union Accounting Department) once funding for the current year is released by the University of Calgary to the SU and all parties have signed the funding agreement. This generally occurs in the summer months. Once the funds have been released to the Project Holder, they are fully responsible for the management of the funding, including setting up an appropriate account and keeping track of the budget and receipts.
3. The funds will be used solely for the purpose for which the funding was granted. Any variations to an approved project, including its scope and budget, must be requested to the committee in writing on University letterhead. A maximum of two changes in scope will be considered per project.

4. If the Project Holder does not comply with the terms and conditions on which funding was made, or if the information provided by the Applicant or Project Holder to obtain the funding is determined by the SU to be false, misleading or inaccurate, the SU may require the Project Holder to repay all or part of the funds to the SU. An amount that a Project Holder is required to repay to the SU is a debt due to the SU and may be recovered by an action in debt.
5. The Project Holder will provide information as requested and allow the SU to examine any books or records that will enable the SU to determine whether the Project Holder is complying with the conditions of funding, as per the fund agreement.
6. Both the Project Holder and the SU will recognize the financial contribution made by the SU Quality Money Program toward the project. The Project Holder acknowledges that this recognition may include the name of the Applicant or Project Holder and details of the project.
7. An annual written report will be submitted to the SU prior to March 15th for each academic year that the initiative is running. Such report shall include an overview of the status of the initiative, a detailed spending report, and an assessment of the outcomes and impacts to date. An electronic template for the annual report will be provided to all Project Holders.
8. A final written report shall be provided to the SU within 30 days of the project end-date. This report shall include an overview of the initiative, a detailed spending report for all expenditures related to the life of the initiative, and a final assessment of the outcomes and impacts of the initiative. Additionally, the final report will include suggestions for the future of the initiative and, where possible, will include student feedback that measures the efficacy of the initiative. At this time, any unused funding must be returned to the SU as per the fund agreement. An electronic template for the final report will be provided to all Project Holders.
9. Failure to submit the above-noted reports within the prescribed time period and form required by the SU may result in automatic denial of future applications for funding under the SU's Quality Money program.

Sustainability Fund

In the spring of 2007, the 64th Student Legislative Council (SLC) elected to adopt the SU Sustainability Policy to guide the SU's sustainability practices. Following the approval of this policy, SLC approved the creation of the Students' Union Sustainability Board (SUSB), overseen by the SU Vice President Operations & Finance.

To achieve the ongoing goals outlined in the policy, the Students' Union applied for a grant through the Quality Money program and the SU Sustainability Fund (SF) was created. The fund is designed to provide the necessary capital required to take positive steps towards sustainability on campus. The fund is now administered through the SU Quality Money Committee.

SF PROJECT APPLICATIONS

The SU invites sustainability-related proposals from all members of the campus community. Past notable projects include:

- | | |
|--------------------------------------|-----------------------------------|
| ✓ SPY HILL GARDEN PROJECT | ✓ SEED LIBRARY |
| ✓ ANTI-IDLING CAMPAIGN | ✓ BIKE ROOT BIKE REPAIR STAND |
| ✓ PAPERLESS WAIVERS | ✓ 3D INTERACTIVE ENERGY USE MODEL |
| ✓ COMMUNITY GARDEN SOLAR PROJECT | ✓ CAMPUS COMMUNITY KITCHEN |
| ✓ REFUNDABLE BEVERAGES PROGRAM CARTS | ✓ SU CAMPUS FOOD BANK |

HOW TO APPLY FOR SF

1. One copy of your application must be submitted typed in MS Word (.docx format) and emailed to laura.brooks@ucalgary.ca (No PDFs please).
2. Applications are reviewed for completeness and eligibility. Incomplete or late applications will not be forwarded to the Quality Money Committee.
3. Funding approvals are made by the SU Quality Money Committee. Funding availability and priorities may limit the number of grants and/or the amount approved each year.
4. Applicants must have the support of an SU or UCalgary department. Funding agreements will only be made with permanent staff members at the SU or UCalgary.

The Students' Union urges all applicants to review the program guidelines and criteria outlined in the following pages before submitting a proposal. Our staff is available to answer questions and discuss proposal eligibility. Please contact Laura Brooks (Coordinator, Administrative Services at laura.brooks@ucalgary.ca for questions.

Applications are accepted from the third Friday in August at 9:00 am until the second Friday of November at 4:00 pm

Note: Applicants must check the specific due dates posted on the SU website. Only completed applications, including supporting documents and budgets, will be accepted. Electronic applications must be received prior to 4:00 pm on the application deadline day. Applicants will be notified of the committee's decision on or before April 15.

SF EVALUATION CRITERIA

The SU will evaluate proposals based on the following:

1. The project will directly benefit the University of Calgary and/or its community by addressing at least one Institutional Sustainability Strategy Guiding Principle and at least two Sustainable Development Goals related issues on campus.
2. The project has support from the general student population. Where the project may have a specific impact on a faculty or university department, support from the administration of that department is necessary.
3. The impact of the project can be seen or felt within a short time frame (i.e. – less than 1 year). Individual projects will be capped at a maximum of \$10,000.
4. Financial sustainability:
 - a. If the project proposal is a long-term initiative, requiring startup assistance of the SU Sustainability Fund, the application must illustrate a means of reaching financial independence and stability after the SU funding is exhausted.
 - b. If the proposal is a short-term initiative that can be completed through SU funding alone, the application must illustrate that there is no need for additional financial assistance.
5. The project clearly aligns with at least at least one Institutional Sustainability Strategy Guiding Principle and at least two Sustainable Development Goals (see below).

SF EXCLUSIONS AND RESTRICTIONS

The SU will not consider funding applications that:

- Do not align with at least one Institutional Sustainability Strategy Guiding Principle **and** at least two Sustainable Development Goals.
- Are aimed at gaining a profit or holding a fundraising campaign.
- Are requesting retroactive funding for previously incurred costs.
- That duplicates partially or fully, another project, program or service currently being offered at UCalgary.
- That earmark the majority (50% or more) of the project budget for staff compensation without clear justification (i.e. – wages, honoraria, gifts, etc.).
- Do not have a direct impact on our campuses.
- Do not fully disclose the cost of room/space rentals. (i.e. – Partnership requests for MSC spaces will not be approved for SU funded projects, therefore the full cost of the rental must be included in the budget).

INSTITUTIONAL SUSTAINABILITY STRATEGY GUIDING PRINCIPLES

The University has implemented an [Institutional Sustainability Strategy](#), which includes several [guiding principles](#), goals and strategies to improve our campus' sustainability. The Students' Union strives to support and work

alongside the university on sustainability initiatives, as set out in the SU's [Advocacy Framework](#). Please indicate which of the following guiding principle(s) your project seeks to emphasize on our campus.

☐ Social Responsibility

"Pressing societal challenges and the well-being of local and global communities depend on research and services in higher learning."

☐ Engagement

"Diverse and meaningful connections across academic departments and disciplines, the student body, operational units, and communities are foundational to creating an engaged community and to effective solution generation."

☐ Experiential Learning

"Applied-practice and project-based learning are foundational to developing core competencies for sustainability leadership, integrating knowledge domains and understanding the importance of place-based solutions."

☐ Capacity Building

"Building the capacity of our students — across all disciplines — will transform local and global capacity for leadership in sustainability. Strengthening the capacity of our faculty and staff for leadership in sustainability will transform our student experience."

☐ Diversity

"Sustainability is dependent upon understanding and embracing cultural and biological diversity, an appreciation of the magic and wonder of life on Earth, and respect for intergenerational equity."

☐ Entrepreneurialism

"Sustainability presents grand challenges that require bold action, innovative problem solving and tenaciousness in the face of increasingly complex and interwoven societal and planetary challenges."

*Note: All projects must align with **at least one** Guiding Principle to be eligible. All Principles are given equal weight.*

SUSTAINABLE DEVELOPMENT GOALS

The SU strives to draw upon best practices in sustainability, per the SU's [Advocacy Framework](#). The United Nations has created 17 goals for sustainable development. Please indicate which of the [UN Sustainable Development Goals \(SDGs\)](#) your project works towards. **Your project should touch on at least two SDGs.**

For more information about each goal, please visit the [United Nations' Sustainable Development Goals website](https://sdgs.un.org/goals): <https://sdgs.un.org/goals>

- ☐ No Poverty
- ☐ Zero Hunger
- ☐ Good Health and Well-Being
- ☐ Quality Education
- ☐ Gender Equality
- ☐ Clean Water and Sanitation
- ☐ Affordable and Clean Energy
- ☐ Decent Work and Economic Growth
- ☐ Industry, Innovation & Infrastructure
- ☐ Reduced Inequalities
- ☐ Sustainable Cities and Communities
- ☐ Responsible Consumption and Production
- ☐ Climate Action
- ☐ Life Below Water
- ☐ Life on Land
- ☐ Peace, Justice and Strong Institutions
- ☐ Partnerships for the Goals

*Note: All projects must align with **at least two** Sustainable Development Goals to be eligible. All Goals are given equal weight.*

EXPECTATIONS OF SUSTAINABILITY FUND PROJECT HOLDERS

All approved projects must have a *Project Holder*. This individual **must** be a senior UCalgary or SU staff member who is authorized to approve the implementation of your project and is familiar with how University Finance/the SU Accounting Department operates. They will be responsible for managing the grant and reporting to the SU. If a funding proposal is approved by the SU Quality Money Committee:

1. The Students' Union (SU) and Project Holder will sign a Conditional Funding Agreement. The funding agreement will outline the approved terms and conditions, including reporting and recognition requirements.
2. The funding for approved grants will be mailed to the Project Holder's relevant Accounts Receivable Department once all parties have signed the funding agreement. Once the funds have been released, the Project Holder is fully responsible for the management of the funding, including setting up an appropriate account and keeping track of the budget and receipts.
3. The funds will be used solely for the purpose for which a fund is made. Any variations to an approved project, including its scope and budget, must be requested to the committee in writing on University letterhead. A maximum of two changes in scope will be considered per project.
4. If the Project Holder does not comply with the terms and conditions on which funding was made, or if the information provided by the Applicant or Project Holder to obtain the funding is determined by the SU to be false, misleading or inaccurate, the SU may require the Project Holder to repay all or part of the funds to the SU. An amount that a Project Holder is required to repay to the SU is a debt due to the SU and may be recovered by an action in debt.
5. The Project Holder will provide information as requested and allow the SU to examine any books or records that will enable the SU to determine whether the Project Holder is complying with the conditions of funding, as per the fund agreement.
6. Both the Project Holder and the SU will recognize the financial contribution made by the SU Sustainability Fund to the project. The Project Holder acknowledges that this recognition may include the name of the Applicant or Project Holder and details of the project.
7. An annual written report will be submitted to the SU prior to March 15th for each academic year that the initiative is running. Such report shall include an overview of the status of the initiative, a detailed spending report, and an assessment of the outcomes and impacts to date. An electronic template for the annual report will be provided to all Project Holders.
8. A final written report shall be provided to the SU within 30 days of the end of the initiative. This report shall include an overview of the initiative, a detailed spending report for all expenditures related to the life of the initiative, and a final assessment of the outcomes and impacts of the initiative. Additionally, the final report will include suggestions for the future of the initiative and, where possible, will include student feedback that measures the efficacy of the initiative. At this time, any unused funding must be returned to the SU as per the funding agreement. An electronic template for the final report will be provided to all Project Holders.
9. Failure to submit the above-noted reports within the prescribed time period and form required by the SU may result in automatic denial of future applications for funding under the SU's Quality Money or Sustainability Fund programs.

Application Tips

Each fall the Students' Union accepts applications to the Quality Money program (QM) and Sustainability Fund (SF) for new initiatives on campus aimed at improving the quality of student life, both in and outside the classroom. Applications for QM and SF are available on our website (su.ucalgary.ca).

Every QM or SF project is unique, and your application will be as well. We've listed a few general application tips based on feedback from the students that review these applications that will help make your submission as strong as possible.

PLAN AHEAD

The strongest applications are thoughtful and well-written, which takes time. The best piece of advice we can give you is to start early and build in time for the following steps:

- ❑ **Create a list** of everything you need to help you write your application and then make a timeline for completing your application. Include buffer room in case you get writer's block or the information or approval you require is delayed.
- ❑ Before you start writing, sketch out the answers to the five W's:
 - **What** is "it" (your project)
 - **Why** there's a need for this and why QM or SF is the right fit for your project
 - **Where** will it happen
 - **Who** will make it happen
 - **When** it needs to happen

When addressing the "why" make sure to indicate why QM or SF should fund it instead of another source, why UCalgary students need this project, and why you and/or staff members should spend time and energy working on it.

- ❑ **Consult with all staff members** who need to be involved well in advance. Listen to their suggestions and ensure everyone is on board with the project before moving forward. If you're making an HR or program change (i.e., hiring new staff to run your project or delegating responsibility to current staff), you will probably need the powers above to sign off on your idea. Sometimes red tape or other challenges you weren't expecting can arise.
- ❑ If you're including **supporting materials** (e.g., letters of support, testimonials, etc.) contact individuals early. Give them a deadline that ensures you'll get copies well in advance of the application deadline. Projects involving changes to technology or updates to software require support from the university's Vice President of Finance and Services.
- ❑ Do you need **estimates for a renovation or supplies**? Any time you are making changes to a physical space, you will need to get permission from the university's Associate Vice President of Facilities Development at least 30 days before you submit your application. You are also required to submit a builder's estimate with your application, which they can help with. Contact [Facilities Development](#) directly.
- ❑ When writing about the goals and deliverables of the project, **be realistic with the timing**. If approved, your project is bound to the timeline in your application and any changes require a written request to the committee. To prevent timeline related road bumps later, be generous with the length between each stage of your project.
- ❑ **Edit!** Make sure you've read and re-read your application. You're looking for clarity, grammar mistakes, typos and good flow (e.g. – Is the timeline in the right order? Have you used consistent language/tense?). **Ensure all**

the answers make sense to someone who knows nothing about your project. Ask your second contact to read it over, as well as whoever oversees your department. If your project application is approved, they will ultimately be overseeing the project and need to be in the loop.

USE YOUR RESOURCES

[Campus Planning](#) is a great resource for applications if you are proposing any type of renovation in a university space, including furniture installation or electrical updates. Every faculty or department has at least one designated individual who can submit a work request through the university's Archibus system to Campus Planning. Get in touch with your designated staff member early and work together to create a written request, making sure to mention it is for the Quality Money program.

Once Campus Planning is involved, they can connect you to any number of university resources based on the needs of the proposal, including the university's architecture, engineering, or other groups. From there, the Project Management Office becomes involved, and estimates are developed. The PMO often consults with Facilities Management, UCIT, Risk Management and others to ensure all bases are covered and helps you see any challenges or predict unforeseeable circumstances. They may also be able to recommend additional sources of funding (or co-funding) for your project.

As the Quality Money program has been around for more than a decade, there are lots of successful applicants on campus who can also offer insight. If your project is focused on offering a new program or service, consider contacting a previous project holder to ask about their experience. As always, you can contact the SU with any questions, to discuss the feasibility of potential projects, or for feedback prior to submission of your application.

PROGRAM TIMELINE

When developing your application, it's important to understand the timeline of the QM and SF programs. The process for QM project approval spans the course of almost an entire academic year and that's something to take into consideration when creating your project timeline.

If approved, the earliest you might receive funds for a QM project is June or July of the following year. For example, if you apply for QM in November and your project is set to begin in March, we will not be able to support your project based solely on the timeline (we do not approve retroactive funding). Look at your start and end dates – you may want to adjust them to fit with the timeline of the QM or SF program to increase your chances of approval.

BUDGETS

A well-explained budget is a key part of your application. Ensure that you fill out the simple budget sheet and explain each line and why specific items are required to make your project successful. In the budget itself, give totals for each item over the course of your project timeline (not by single year).

You have the option of including detailed budget information as an addendum. This is where you can provide us with a year-by-year breakdown with additional justification for line items, if required. It's also OK to include a contingency for larger projects (typically up to 10% can be included to account for price fluctuations).

If your project is very expensive, consider giving the committee different versions of your budget, including possible additional sources of funding. For example, write a *Budget A* that is an ideal scenario and includes all the bells and whistles. Then, create a *Budget B* that is a little more conservative and includes your "needs" but not necessarily all your "wants." See if any other stakeholders, such as the university or your faculty, would be able to contribute to the project. Depending on how much funding is available, this will help the committee see how they could still support your project, even if they can't fund all of it.

MEASURES OF SUCCESS

Measures of success are the criteria that you use to show us the impact of your work, both during and after the project – these measures are also known as “outcomes.” Some things to think about when setting up your measures of success:

- a) Did we achieve the results we expected?
- b) Were there results we didn’t want or expect?
- c) What kinds of things should be continued or changed?

The measures may be quantifiable or qualitative (hopefully both) and should be observed over short and longer periods of time. Ideally your measures are set up before your project even begins because that will help you design them in a way to reflect on the purpose and mission of your project, as well as the end goals you were hoping for.

ILLUSTRATE SUPPORT

Supporting documents are always helpful because they show the committee you’ve taken time to give them “evidence” that your project is a strong idea and will benefit students. Support from students, either in the form of testimonials, letters of support, or survey data, is crucial. Petitions should not be used in place of testimonials, letters of support, or survey data. Consider adding letters of support from staff or other offices that you are collaborating with. Ensure that the letters are unique and provide enough information for the committee to understand why this person or group is supporting your idea. We recommend staying away from “form” type letters.

Drawings, designs, or other plans that explain physical space changes are also a great addition. Support from UCIT for technology-related projects (if secure access is required) is also imperative. Long-term staff support for ongoing projects should always be secured ahead of time.

IT’S ALL IN THE DETAILS

Assume the committee knows nothing about your department or project idea. Start with a strong introduction by setting the context / background and explain the “problem” you’re trying to solve, if there is one.

Be as specific as you can throughout your application and try to avoid vague wording. For example, instead of saying “We will recruit some student volunteers to assist...,” tell us exactly what you mean: “We anticipate needing 10 volunteers during October and November and will recruit students by doing the following...” Be sure to have actual quotes for items or services instead of rounded estimates and include these in your attachments.

We understand that you may not know all the details yet. However, the more you illustrate that you’ve thought about the potential steps if you receive the funding, the more the committee can picture what impact your project will have on students. Remember to explain why the Quality Money or Sustainability Fund (and not another source of funding) is the right fit!

ACKNOWLEDGING FUNDING

The greatest ideas we’ve seen come through Quality Money have come from students, many of whom have learned about the fund through another project. Acknowledging QM or SF funding raises awareness of the availability of these funds for future projects and ensures that the financial contributions of students are recognized. Having a permanent recognition and/or public announcement plan in place goes a long way in your application.

Logos for posters, banners, or websites are available for download from the SU website. We also have a plaque PDF template available for renovated spaces. The wording “A Quality Money (or Sustainability Fund) project, brought to you by your Students’ Union” is preferred for signage, websites, or verbal acknowledgements. Remember to include recognition costs in your budget!

If your project has a grand opening or other public engagement, we would love to attend. It also makes us proud to see the accomplishments of our project holders recognized in the media, and we always appreciate when students can be recognized for their contributions to your project.

EVALUATION

We often get asked “how does the committee evaluate funding applications?” The first thing they do is read each section of your application and all attached documents thoroughly. Each question from each section in the application addresses a specific criterion that the committee scores based on how well and how clearly you answered. They will use their own knowledge of students’ wants and needs, the information you provide, and data from recent SU surveys to inform their scores and comments.

Next, the committee will check that the project aligns with the evaluation criteria (these are the must-haves) and does not have any of the exclusions (these are the must-not-haves) listed earlier in this document. Applicants must make sure that they clearly show how they fit with these criteria to be eligible for funding.

Finally, the committee will discuss each application individually. They will list pros and cons of the application (i.e., whether there was enough information provided, whether the explanations provided were clear, etc.) and of the project itself (i.e., the project’s feasibility and long-term sustainability, the immediacy and scope of the impact, the alignment with funding pillars and evaluation criteria, etc.). Staff will also provide background information as required (i.e., if the applicant has not completed reporting requirements for previous projects, etc.).

For Quality Money and Sustainability Fund projects, a final list will be created and voted on in March. Projects that are not approved may re-apply in future years; however, we recommend meeting with SU staff to discuss your ideas in detail prior to re-applying. Feedback is only provided upon request and will be limited to a summary of the committee’s discussion. Specific scores will not be disclosed.

APPLYING

Specific deadlines for Quality Money and Sustainability Fund applications are available on the application templates and on the SU Website: [Quality Money](#) / [Sustainability Fund](#). Please mark it in your calendars. **No late or incomplete applications will be accepted.** To be considered complete, all applicants must submit the following before the deadline:

- ☐ One electronic copy of the Quality Money/Sustainability Fund application typed in MS Word format (.docx, no PDF applications please) sent to: laura.brooks@ucalgary.ca

BE AVAILABLE

Sometimes during the evaluation process the Quality Money committee will have questions. If this is the case, an SU staff member will contact you to respond with additional information. By including two contact names on your application and letting us know in advance if you will be unreachable for an extended period of time, we can work together to ensure the committee gets the answers they need to make their decisions within the prescribed timeline.

Feel free to contact us at any time of the year. We are available to discuss these points or other questions.
Contact: Laura Brooks – laura.brooks@ucalgary.ca