



**Atlantic Edge**  
CREDIT UNION

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# **Community Grant Program Application Guide 2025**



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## About the Program

As a member-owned and democratically controlled financial co-operative, Atlantic Edge Credit Union (AECU) believes that our shared success is deeply connected to the strength and well-being of the communities we serve. That's why we're proud to invest both financial and non-financial resources to help build sustainable, thriving communities.

Through our Community Grant Program, we're excited to support local initiatives that make a meaningful difference. Whether you're launching a new project or growing an existing one, we invite you to apply and join us in creating lasting impact together.

The Community Grant Program will provide funding to community stakeholders whose values and activities align with our efforts to deliver social, economic, and environmental benefits to our members and their communities.

- The total value of the grant program will be approximately \$40,000 annually; a total of five grants, valued at \$8,000 each, are available to be awarded.
  - **Four Regional Grants** – One grant is available in each of our four regions.
  - **One Co-operative Grant** – One grant is available to a new or existing co-operative in any grant region.
- Applications will open on Monday, September 1, 2025.
- The deadline to submit applications is Friday, October 10, 2025.
- Successful applicants will be notified no later than Friday, November 21, 2025.
- Funds will be distributed by cheque.
- Recipients will be required to complete detailed follow-up project impact reporting.

## Grant Regions

If possible, one grant will be awarded in each of our operating regions. Regions are defined as:

- **Western Region** (Port aux Basques, Doyles, Jeffrey's, St. George's, Corner Brook, Deer Lake, and vicinity)
- **Northern Peninsula/Labrador Region** (Port Saunders, St. Anthony, L'Anse au Loup, Mary's Harbour, Happy Valley-Goose Bay, and vicinity)
- **Avalon Region** (Mount Pearl, St. John's Metro, and vicinity)
- **Central Region** (Gander, Triton, Carmanville, Fogo Island and vicinity)

## Evaluation Criteria

Applicants must complete all sections of the online application, which focuses on both applicant and project information. Applicants must be prepared to answer questions concerning the following areas of consideration for their proposed projects:

- Purpose and Objective
- Partners
- Beneficiaries
- Planned Activities
- Timeline
- Results and Impacts
- Community Investment Category



## Community Investment Categories

To ensure projects align with our commitment to delivering social, economic, and environmental benefits to our members and their communities, we ask all applicants to identify which of our Community Investment Categories their project supports. While we've provided examples to guide you, applications are not limited to these suggestions. We welcome innovative ideas that reflect the spirit of each category. You may select multiple categories if applicable to your project. A strong application will also demonstrate a connection to the co-operative principles and values.

### **1. Community Enhancement**

We support initiatives that contribute to the social and economic well-being of our communities. Eligible projects may include:

- Local food security and accessibility
- Youth programming
- Affordable housing
- Community care and development initiatives

### **2. Environmental Sustainability**

We are committed to protecting our environment and promoting sustainable practices. Eligible projects may include:

- Clean energy solutions
- Waste reduction and recycling programs
- Community farming or small-scale agriculture
- Environmental education and awareness

### **3. Co-operative Development**

We believe in the power of co-operatives to create sustainable, community-driven change. Eligible projects may include:

- Launching or expanding a co-operative enterprise
- Co-operative education or capacity building efforts
- Projects that strengthen the co-operative sector in our regions

### **4. Education and Lifelong Learning**

We support educational initiatives that build knowledge, skills, and opportunities for all. Eligible projects may include:

- Financial literacy programs
- Community-based courses or workshops
- Skills training and capacity building

### **5. Indigenous Knowledge, Culture, and Community**

In the spirit of Truth and Reconciliation, we are committed to supporting Indigenous-led or co-created initiatives that honour Indigenous knowledge, cultures, and community priorities. Eligible projects may include:

- Language revitalization and cultural preservation
- Land-based education and traditional knowledge sharing
- Community healing and wellness initiatives
- Programs that advance Reconciliation



## Project Impact Reporting

As a member-owned co-operative, AECU values openness, transparency, and celebrating the success of our community partners. To help us share the impact of your work with our membership, all approved projects will be subject to follow-up reporting.

Grant recipients must commit to:

- A **3-month** progress update on the status of the project, including details and photos if possible.
- A **6-month** final report detailing outcomes and impact, including but not limited to:
  - Total project cost
  - Updated project timeline (if the project is ongoing or not completed)
  - Summary of project success, including key impacts and community benefits
  - Photos and other relevant media or documentation.
- Timely and responsive communication with AECU throughout the project period.

**Note:** All content submitted in project reports may be shared publicly at the sole discretion of AECU to highlight the positive impact of the Community Grant Program and report to our membership.

## Eligibility and Rules

To qualify for the program, applicants must adhere to the following:

- Applicants are **not required** to be members of AECU to apply; however, **active membership may strengthen an application and be considered an asset during the evaluation process.**
  - AECU is proud to offer free account packages for local nonprofits, charities, and community organizations. To learn more, visit <https://www.aecu.ca/community> or use the QR code.
- All projects, initiatives, and purchases funded by the Community Grant Program must be for the benefit of community stakeholders in proximity to an AECU branch community.
- All organizations, non-profits, co-operatives, social enterprises, etc., must be registered in Newfoundland and Labrador, and operate in proximity to or for the direct benefit of an AECU branch community.
- Grant recipients are not eligible to apply for the Community Grant Program for three years following a successful application.
- Funds are distributed for the projects for which they were rewarded; if funds are not used for the intended project, AECU must be contacted to see how funds may be redirected to other initiatives and/or returned.
- If the scope of the successful project changes significantly from what was outlined in the application, AECU must be contacted to reassess the eligibility of the applicant.



The Community Grant Program **will not** support:

- Private or personal events.
- Loss or debt of an individual, group, or organization.
- Travel expenses and long-term operational costs.
- Individual or group pursuits that do not have a broader community scope (ex: sports teams).
- Parties, organizations, or interest groups advocating a political or religious ideology.
- Religious groups, events or initiatives that are not open to all members of the community.
- Initiatives or projects that do not provide direct benefit to AECU branch communities.



- Organizations previously convicted of fraud or involved in illegal activity.
- Applications that go against AECU's values and purpose or that could compromise its ethical standards and integrity.

## How To Apply

Applicants who meet the criteria outlined are eligible to apply. Please [click here](#) or use the QR code to access the online application. Incomplete, unsubmitted, or late applications will not be considered.



To complete the online application, applicants must create a **Do Some Good** account. This platform connects individuals, charitable organizations, and companies to make a meaningful impact in their communities – [click here](#) or use the QR code to learn more.

- An account is required for several reasons:
  - Ensures information security and credibility of the form and weeds out spam.
  - Allows the applicant to save their application progress.
  - Allows the applicant to view their submission afterwards and ensures privacy of information.
  - Allows for ease of communication with the applicant.
  - Allows us to track submissions quickly and securely.



### Questions about the program?

Contact [info@aecu.ca](mailto:info@aecu.ca) for more information.



## Disclaimers

- Recipients will be announced on the AECU website and social media channels.
- Recipients may be announced through press releases and other media outlets, at the sole discretion of AECU.
- Applicants may be contacted to verify identity and eligibility prior to processing applications.
- All information provided must be accurate, complete, and in no way misleading.
- Content submitted in project reports may be shared publicly at the sole discretion of AECU to highlight the positive impact of the Community Grant Program and report to our membership.
- AECU will not be responsible for any lost, delayed, misdirected, illegible, incomplete, damaged, or undeliverable applications, or any delay or failure to transmit, process, receive or consider applications, or technical failures of any kind.
- If for any reason AECU cannot run the program as planned, AECU reserves the right to cancel, modify, extend, or suspend without notice.
- AECU may at any time, at their sole discretion, disqualify any applicant who: does not meet the eligibility criteria, fails to comply with the rules, attempts to apply in any manner or through means other than described in these rules, or attempts to circumvent these rules.