

# MEMORANDUM

**TO:** Local Presidents/Public Relations Chairpersons

**FROM:** Raman Job, Public Relations Facilitator

**DATE:** August 21, 2017

**RE:** **2017-2018 MTS Public Relations Grants**

---

This year, The Manitoba Teachers' Society offers two different Public Relations Grants to locals wanting to launch a new public relations project. They are:

- 1 Internal Public Relations Grant
- 2 External Public Relations Grant
- 3 Trustee Elections Grant (Oct. 24, 2018 is election day)

The deadline for Internal and External applications is **Wednesday, November 8, 2017**.  
The deadline for Trustee Election grants is **Wednesday, November 8, 2017**.

We would request locals that make applications to ensure they intend to carry through with their project. In past years, some locals applied for funds but did not launch their PR project. As such, the money withheld for these projects was never used while other locals were declined support due to lack of uncommitted funds. It is important that if approved, your project is completed in the school year it was authorized.

There is a total of \$18,500 available in the 2017-18 school year. Funding is subject to the 75% local reserve limitation as per Policy I, Part V, 5.3. Locals must submit their 2016-17 year-end financial statements with the Society before receiving funds for successful grant applications.

Wishing you the best in your local public relations efforts. We're always here to help!

If you have any questions about the MTS Public Relations Grant Program, please contact:

Raman Job  
Public Relations Facilitator  
The Manitoba Teachers' Society  
PH: (204) 831-3057 or 1-800-262-8803, ext. 221  
Email: [rjob@mbteach.org](mailto:rjob@mbteach.org)

### MTS Public Relations Grant Program for Teacher Associations

The Manitoba Teachers' Society is once again offering a Public Relations Grant Program aimed at helping associations that want to initiate a new PR project.

There is a total of \$18,500 available in the 2017-18 school year. Funding is subject to the 75% local reserve limitation as per Policy I, Part V, 5.3. **Locals must submit their 2016-17 year-end financial statements with the Society before receiving funds for successful grant applications. (In the case of Trustee Election grants, we need your 2015-2016 financial statements.)**

This year MTS PR Grants fall into three (3) categories.

Grant Type	Deadline	Audience	Financial Statements Required
Internal Grant	November 8, 2017	Your association members	2016-2017
External Grant	November 8, 2017	Publics outside your association	2016-2017
Trustee Election Grant	November 8, 2017	Internal or External	2017-2018

Your project must meet the following criteria:

1. Money cannot be used to fund a third-party initiative (e.g., a Divisional event).
2. Any teachers' association may apply.
3. The maximum grant is \$2,000.
4. Internal PR grant projects must enhance the image of the association to its members.
5. External PR grant projects must enhance the image of teachers to the public.
6. Computer hardware, digital cameras, release-time, and travel expenses are not eligible.
7. Funding will not be provided to the same or similar project for more than 2 consecutive years.
8. There must be an evaluation component for your project, and you must submit a **Report/Evaluation** once the project is completed – **along with your receipts**.
9. Funding is subject to the 75 % local reserve limitation as per Policy I, Part V, 5.3.
10. Locals must submit their 2016-17 year-end financial statements with the Society before receiving funds for successful grant applications.

The funding for associations will be allotted for each project as follows:

- 1 – 50 teachers ..... funding 4:1**  
(MTS pays 4/5 or 80%, your association pays 1/5 or 20%)
- 51 – 150 teachers ..... funding 3:1**  
(MTS pays ¾ or 75%, your association pays ¼ or 25%)
- 151 – 500 teachers ..... funding 2:1**  
(MTS pays 2/3 or 67%, your association pays 1/3 or 33%)
- 501 + teachers ..... funding 1:1**  
(MTS pays ½ or 50%, your association pays ½ or 50%)

**MTS Public Relations Grant Program for Teacher Associations – Application Form**

Fax to Loretta Carroll at (204) 831-0877 or 1-800-665-0584, OR email [lcarroll@mbteach.org](mailto:lcarroll@mbteach.org)

Date of application: \_\_\_\_\_ Number of teachers in association: \_\_\_\_\_

Name of association: \_\_\_\_\_

Name of President: \_\_\_\_\_ Name of PR Chair: \_\_\_\_\_

President email: \_\_\_\_\_ PR Chair email: \_\_\_\_\_

Purpose (check one): (1) \_\_\_\_\_ Internal PR Grant Deadline, Wednesday, Nov. 8, 2017  
 (2) \_\_\_\_\_ External PR Grant Deadline, Wednesday, Nov. 8, 2017  
 (3) \_\_\_\_\_ Trustee Election Grant Deadline, Wednesday, Nov. 8, 2017

Proposed P.R. Project name: \_\_\_\_\_

**Detailed Description of Proposed P.R. Project:** (Include total cost, start date, and purpose of project. If room allotted is not sufficient, please attach additional pages.)

---



---



---



---



---

How will this project be evaluated?

---

Total cost of project: \_\_\_\_\_

Funds requested from MTS (see funding ratio below): \_\_\_\_\_

- 1 – 50 teachers ..... funding 4:1**  
(MTS pays 4/5 or 80%, your association pays 1/5 or 20%)
- 51 – 150 teachers ..... funding 3:1**  
(MTS pays 3/4 or 75%, your association pays 1/4 or 25%)
- 151 – 500 teachers ..... funding 2:1**  
(MTS pays 2/3 or 67%, your association pays 1/3 or 33%)
- 501 + teachers ..... funding 1:1**  
(MTS pays 1/2 or 50%, your association pays 1/2 or 50%)