

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

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

**DATE:** October 28, 2021

**RE: 2021-2022 MTS Public Relations Grants**

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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

The deadline for Internal and External applications is Friday, November 26, 2021.

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 \$20,000 available in the 2021-22 school year. Locals must submit their 2020-21 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!

Submit your completed application to [coms@mbteach.org](mailto:coms@mbteach.org).

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 \$20,000 available in the 2021-22 school year. **Locals must submit their 2020-21 year-end financial statements with the Society before receiving funds for successful grant applications.**

**This year MTS PR Grants fall into two (2) categories.**

Grant Type	Deadline	Audience	Financial Statements Required
Internal Grant	November 26, 2021	Your association members	2020-2021
External Grant	November 26, 2021	Publics outside your association	2020-2021

**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. Locals must submit their 2020-21 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:

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

## MTS PUBLIC RELATIONS GRANT APPLICATION - SUBMIT TO [COMS@MBTEACH.ORG](mailto:COMS@MBTEACH.ORG)

Date of application:

Number of teachers in Local:

Name of Local:

Name of President:

Name of PR Chair:

President email:

PR Chair email:

### PURPOSE (check one):

(1) ☐ Internal PR Grant Deadline, Friday, November 26, 2021

(2) ☐ External PR Grant Deadline, Friday, November 26, 2021

### PROPOSED P.R. PROJECT NAME:

**Detailed Description of Proposed P.R. Project:** Include total cost, start date, and purpose.  
Please attach additional pages if needed and submit to [coms@mbteach.org](mailto:coms@mbteach.org).

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%)