

**Proposal**

**to provide**

**Grant Writing & Fundraising Services**

**To**

**XYZ College**

**From**

*Tino Sequeira*

**Tino Sequeira**

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## Executive Summary of My Proposal

### Introduction

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My name is Tino Sequeira. I've built my career as a technical writer and proposal specialist, preparing business requirements, funding applications, RFPs, and technical briefs for organizations across IT and non-profit projects. Over time, I realized that my strongest skills—researching, writing persuasively, and organizing complex information—are the same skills that drive success in grant writing and fundraising. What excites me about XYZ COLLEGE is the mission: helping people gain training and workforce opportunities. I'm passionate about using my writing and relationship-building abilities to secure funding that directly supports people and communities.

#### **“Why should you hire me?”**

I believe I bring the right mix of proven writing ability, funding knowledge, and relationship-building skills. I'm detail-oriented and deadline-driven, which means I can manage multiple proposals at once without missing opportunities. I'm also proactive—I don't just write applications; I research the funder's priorities and tailor every proposal to highlight the impact XYZ COLLEGE is making. Beyond grants, I know how to approach corporate sponsors and community partners with fundraising strategies that align with their values. In short, I can help XYZ COLLEGE diversify its funding, grow its capacity, and continue delivering impactful programs.

In my work, I am often tasked with preparing complex proposals and funding applications under tight timelines. One example was a funding application where I had to research eligibility criteria, draft the proposal, and coordinate supporting documents with different teams. I made sure to tailor the application to the funder's stated objectives and used clear, evidence-based writing.

**I even had to develop a Model that would show the funder that the school was serious to come up with a solution to align with the terms of the funding. This was for Micro-credential funding where the schools were expected to provide micro courses to meet the needs of the employers. The school did not have the resources to come up with a solution.**

**I believe that is my strength to think outside the box and come up with a solution when I meet with obstacles.**

The proposal was approved, and the organization secured funding that helped them expand services. What I learned from that experience is the importance of aligning the proposal with both the organization's goals and the funder's priorities—a principle I would bring to **XYZ COLLEGE**.

As you know, Canada is experiencing a significant shortage of skilled construction workers, with high demand across housing, infrastructure, and industrial projects. This shortage is driven by an aging workforce, declining interest in skilled trades, and high vacancy rates, creating a critical barrier to meeting housing and infrastructure needs. To address this, the government and industry are focusing on increasing immigration, improving training programs, and encouraging more diverse groups to enter the trades.

## Key Factors Contributing to the Shortage

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- **Aging Workforce:**

Many experienced construction workers are retiring, creating a large gap in the skilled labor pool.

- **Declining Interest in Trades:**

Fewer young workers are entering the trades, and apprenticeship completion rates are low, preventing the pool of new talent from growing sufficiently.

- **High Project Demand:**

Canada is facing a severe housing crisis and has ambitious infrastructure goals, which require a massive increase in construction activity and, therefore, skilled workers.

- **High Vacancy Rates:**

The construction sector consistently reports high job vacancy rates, with positions staying open longer than the national average, indicating a struggle to fill roles.

Impact of the Shortage

- **Housing Affordability:**

The shortage directly impedes efforts to build enough homes to address the housing crisis, making it harder to restore affordability.

- **Increased Project Costs and Timelines:**

A lack of skilled labor leads to longer construction times and higher project costs.

Addressing the Shortage

- **Increased Immigration:**

Immigrant workers with construction skills are seen as essential to meeting demand, especially as federal immigration targets are revised.

- **Improved Training and Apprenticeships:**

Strengthening and promoting apprenticeship programs is crucial to training a new generation of skilled workers.

- **Diversifying the Workforce:**

Employers are encouraged to recruit from underrepresented groups, including women, Indigenous peoples, and newcomers, to expand the talent pipeline.

- **Technological Innovation:**

Exploring and implementing technological solutions can also help improve efficiency and alleviate some labor pressures.

## “How would you approach fundraising for XYZ COLLEGE?”

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My first step would be to map out potential funding sources—government programs that support workforce development, foundations with an interest in training and employment, and corporate partners in the construction industry. Then, I'd work on building tailored sponsorship packages for industry partners, showing them, how supporting XYZ COLLEGE directly benefits their sector by creating a skilled workforce. I'd also focus on building and maintaining relationships—regular updates, impact reports, and recognition go a long way in keeping funders engaged. Over time, this approach not only brings in funding but creates long-term partners who see XYZ COLLEGE's success as their own.

## **“Do you have experience with the Canadian funding landscape?”**

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Yes. I'm familiar with how federal, provincial, and municipal programs support training and workforce development. For example, Employment and Social Development Canada (ESDC) funds skills and training initiatives, provinces often have workforce development and retraining grants, and municipalities can support local employment programs. I also know that industry associations and private foundations in Canada are increasingly interested in skills development and equity in employment. While each funder is unique, I'm confident in my ability to research opportunities, understand the eligibility requirements, and craft strong applications.

Federally, Employment and Social Development Canada (ESDC) funds workforce development and skills training. At the provincial level, there are retraining and skills initiatives, while municipalities often fund local employment programs. Beyond government, I'd also target construction companies, unions, and industry associations who want to support workforce growth. I'm confident I can research and pursue the best opportunities for XYZ COLLEGE.

**In fact, I have a pool of federal, provincial, municipal & regional as well as Companies, Industry & Foundations (examples active in GTA/Ontario) who would be my target operators to seek funding.**

- **Federal (Canada-wide)**
- **Provincial (Ontario)**
- **Municipal & Regional (GTA examples)**
- **Companies, Industry & Foundations (examples active in GTA/Ontario)**

I would be delighted to share details with you at a later date.

## Answering your Questions:

	Your Questions	My Responses
1.	“What do you believe is your role?”	<p>This job blends two key areas:</p> <ul style="list-style-type: none"> <li>• <b>Grant Writing</b> → Finding and winning funding opportunities (government, corporate, foundation).</li> <li>• <b>Fundraising &amp; Partnerships</b> → Building relationships with sponsors, donors, and industry partners. This involves someone who is <b>strategic, persuasive, and relationship-driven</b> who can bring money and partnerships into the organization.</li> </ul>
2.	“Tell us about your grant writing experience.”	<p>My grant writing experience includes:</p> <ul style="list-style-type: none"> <li>• Technical writing skills (proposals, funding applications, RFPs, business requirements).</li> <li>• My ability to <b>research eligibility, align proposals with funder priorities, and submit on time.</b></li> <li>• My familiarity with the Canadian funding landscape (federal programs like ESDC, provincial workforce grants, municipal skills initiatives) and <b>Companies, Industry &amp; Foundations (examples active in GTA/Ontario).</b> Details available separately.</li> </ul>
3.	“How would you approach fundraising for XYZ COLLEGE?”	<p>This would be my <i>modus operandi</i>:</p> <ul style="list-style-type: none"> <li>• I would start by <b>mapping potential funders &amp; sponsors</b>: construction companies, unions, equipment suppliers, industry associations.</li> <li>• I would package <b>XYZ COLLEGE’s</b> impact (training people for jobs, building workforce skills) into compelling sponsorship opportunities.</li> <li>• I would stress relationship-building: regular communication, appreciation of sponsors, reporting impact clearly.</li> </ul>
4.	“How do you handle deadlines and multiple proposals at once?”	<p>This would be my plan of action:</p> <ul style="list-style-type: none"> <li>• I am <b>highly organized</b>: using grants calendars, task trackers, checklists.</li> <li>• I would <b>prioritize urgent applications</b> but also nurture long-term opportunities.</li> <li>• I am deadline-driven but flexible when funders request last-minute details.</li> </ul>
5.	“What makes you a good fit for this role?”	<p>I believe that:</p> <ul style="list-style-type: none"> <li>• I combine <b>strong writing &amp; research skills</b> with <b>relationship-building ability.</b></li> <li>• I am proactive, detail-oriented, and mission-driven.</li> <li>• I have transferable skills (from technical writing &amp; proposal work) that apply directly to grant writing/fundraising.</li> <li>• I have been a <b>Technical Writer &amp; Proposal Specialist</b> — this is almost the same skill set as grant writing.</li> <li>• I have the ability to <b>research, structure, and write persuasively</b> that translates directly into <b>winning grants and attracting sponsors.</b> Paired that with my <b>empathetic nature and relationship-building skills,</b> and I am a very strong candidate.</li> </ul>

# Appendix A – My Profile

## Business Skills

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- I have looked after mediations at the Government of Ontario and have facilitated and coordinated conferences between various ministries of the government.
- I have successfully played a key role in managing memberships and coordinated professional Development at the Institute of Chartered Accountants of Ontario.
- I have worked in various technological environments and am sufficiently familiar with technical processes to have discussions with funding providers.
- I am well organized and possess an aptitude for business analysis.
- I have good communication skills, both verbal and written, and am able to create clear and concise documentation using MS Office tools.
- I am able to ensure that the funding documentation is completed and filed in accordance with the established quality controls.
- I have excellent facilitation skills and above average interviewing skills to elicit information to assess needs and to identify issues.
- I have experience working in a project management background and understand the principles and practices of sound project management.
- I am focused on customer service and have been successful in solving customer problems by having empathy for the clients' situation.
- I am able to obtain commitment and results from others.

I have a university degree in Economics & Statistics. I have completed the two-year Technical Writing Certificate program from Humber College of Arts & Technology, Toronto, and am able to write and prepare a wide variety of documentation including grant applications, proposals, preparing business requirements, funding applications, RFPs, and technical briefs for organizations across IT and non-profit projects. I have attended other business-related courses including a specialized course on Client Relations Skills (S.M.B.O) at the Executive Development Institute. I have also completed professional development courses on Conflict Management and Negotiation Skills.

My portfolio tells the whole story: <https://right2write.ca/2024/09/07/remote-technical-content-writing-portfolio/>

## Technical skills and software used:

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- Strong Project Management and Technical Documentation Skills
- Experience with Microsoft Office, MS Project, Visio V.5.0
- Windows, Client Server Technologies
- FrameMaker, Adobe Acrobat, FormFlow, CompuSet, DAP

## Educational qualifications and professional development courses taken:

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- B.A. (Economics/Statistics)
- Executive Development Institute's Self-Management by Objectives
- Essentials of Project Management (Initiation, Planning, Executing & Controlling, and Closing)
- Powerful Presentation Skills
- Completed two-year Technical Writing Certificate program at Humber College
- EDI Standards Implementation Workshop at CSIO
- ISO 9000-2000 Lead Auditor training at SGS

## What is Next?

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After reading this document in its entirety, please send an email to [Tino8466@Right2Write.ca](mailto:Tino8466@Right2Write.ca) with responses to the following questions, if you believe that I could be an asset to you at this time when government funding is at a decline and the demand for constructions workers is rising:

1. What are <b>XYZ COLLEGE's</b> top funding priorities right now?"	
2. If you decided to use my remote Grant Writing and Fundraising Services, would I be building relationships from scratch or managing existing ones?	
3. How do you define success for this role in 6–12 months?"	
4. Do you believe that this document resonates with the need for more to be done for providing funding to institutions who are seeking to continue training and education for construction workers – based on the current shortage of construction workers?	
5. Do you believe I could make a difference in applying for grants and funds to continue or even expand on your training programs?	
6. What is your list of items you would like to see happen for the benefit of construction workers which is currently missing?	
7. Your Comments please	
8. Your Name and Contact Information to receive updates:	