

Servus Feel Good Fund

How We Evaluate Applications

We want you to feel confident and supported when applying to the Servus Feel Good Fund. That's why we're sharing the key criteria we use to review each application. This can help you understand how your application will be assessed—and what makes a strong proposal. Please note that community contexts and the uniqueness of each application are also taken into consideration.

Core Scoring Criteria

A. Alignment with Our Priorities

We fund projects that align with at least one of our three key impact areas:

- **Mental Wellness**
- **Financial Fitness**
- **Community Access**

Strong applications clearly connect their work to one or more of these priorities.

B. Impact

We're looking for projects that make a meaningful difference. The stronger the positive outcomes for the people you serve, the better. Successful applications clearly describe:

- Who benefits from your work
- What specific change or improvement will result
- How you know the impact is needed
- How the benefits will last or continue over time

C. Scope of Reach

We consider the scale of your project—how many people or communities it will reach. While we support both small and large initiatives, strong applications will:

- Clearly define who will benefit
- Demonstrate a strong connection to the community
- Show how the project's impact extends beyond a single group, where possible

D. Community Presence and Brand Recognition

We look for opportunities to build strong community relationships. Strong applications will show:

- How your project helps raise awareness of our partnership
- Opportunities for shared storytelling or community recognition
- Alignment between your organization's values and ours

E. Opportunities for Deeper Engagement

We strive to show up beyond a cheque. We love being involved beyond funding when it makes sense. Strong applications include:

- Opportunities for Servus staff to volunteer or attend events
- Ways we can work together beyond the initial funding (e.g., workshops, awareness campaigns, member engagement)
- A spirit of collaboration and long-term relationship building