Funding of your institutions and sustainable practices go hand in hand. There are a number of programs in Canada that provide funding for museums and science centres. Among them, some fund the introduction of sustainable technologies, such as the purchase of materials for renovation projects. Before starting a renovation or energy-efficiency project, discuss priorities with subject matter experts. Consider other financing methods (such as partnering with local entrepreneurs, sponsorships). Creativity and originality allow for diversified sources of financing. However, it is important that there be strong links among sustainable development, the institution's mission statement, and opportunities to incorporate sustainable development criteria into daily operations. This can help ensure its viability, protect resources, and certainly contribute to the health, quality of life, and well-being of employees and visitors.

No matter what your institution's sources of funding, criteria or requirements concerning sustainable development can be included in fundraising campaigns. During financing campaign, an institution must collaborate with organizations sharing the same philosophy; avoid awkward alliances. Programs for training & labour development are also available; you may get involved in your community with YMCA program or others. Part of the annual operational budget should be invested in sustainable development initiatives.
1. Government funding

A. Federal

• **Museums Assistance Program (MAP)**
  Museums Assistance Program (MAP) includes the Exhibition Circulation Fund (ECF), which helps reduces the environmental footprint of travelling exhibits, since it will be shared between institutions. [http://www.pch.gc.ca/pgm/pam-map/index-eng.cfm](http://www.pch.gc.ca/pgm/pam-map/index-eng.cfm)


• **The Department of Canadian Heritage** is responsible for national policies and programs that promote Canadian content; foster cultural participation, active citizenship and participation in Canada's civic life; and strengthen connections among Canadians. [http://www.pch.gc.ca/pc-ch/org/sectr/cp-ch/p-h/publctn/psoopc-pshoc/index-eng.cfm](http://www.pch.gc.ca/pc-ch/org/sectr/cp-ch/p-h/publctn/psoopc-pshoc/index-eng.cfm)

• **Federation of Canadian Municipalities**
  FCM's Green Municipal Fund™ (GMF) is a unique program that supports municipal initiatives across Canada that benefits the environment, local economies and quality of life. GMF grants and below-market loans directly support municipal initiatives, while GMF education and training resources help, municipal governments share expertise and strengthen their ability to set and surpass their sustainable goals. The Government of Canada endowed the Federation of Canadian Municipalities (FCM) with $550 million to establish GMF. [http://gmf.fcm.ca/GMF/](http://gmf.fcm.ca/GMF/)

B. Provincial

**Québec**

• **Le Fonds d'action québécois pour le développement durable (FAQDD)** offers programs that aim to support projects concerning public awareness so that it adopts environmental practices. The chosen projects will be able to promote behavioural changes, contributing to help the Québec population to take part in protection and the respect of the environment. (French only) [http://www.faqdd.qc.ca/02_3_actionclimat.asp](http://www.faqdd.qc.ca/02_3_actionclimat.asp)

• **The ministère de la Culture, des Communications et de la Condition féminine (MCCCF)** offers financial program to promote sustainable development. (French only) [http://www.mcccf.gouv.qc.ca](http://www.mcccf.gouv.qc.ca)

**Manitoba**

• **The Sustainable Development Innovations Fund (SDIF)** provides funding for the development, implementation and promotion of environmental innovation and sustainable development projects. The SDIF is focused on the sustainability of Manitoba's environment, economy, human health and social well-being. SDIF supports environmentally sustainable economic growth. [http://db.cht.gov.mb.ca/GrantsDir.nsf/61ec977d81ffe9a86256d20005438d0/6d7dca366ed2c48186256d1100652083?OpenDocument](http://db.cht.gov.mb.ca/GrantsDir.nsf/61ec977d81ffe9a86256d20005438d0/6d7dca366ed2c48186256d1100652083?OpenDocument)

**Other sources**

• **Fiducie du Chantier de l'économie sociale**: The Trust invests exclusively in social economy enterprises, especially not-for-profit organizations and cooperatives pursuing social and economical mission. Their capital is a tool for the community or its members. [www.fiducieduchantier.qc.ca](http://www.fiducieduchantier.qc.ca)
C. Municipal

Contact your local government to find out the opportunities for sustainable development funding.

2. Private subsidies

In regards with private subsidies, there is a multitude of possibilities. We suggest you contact local companies, located near your institution as well as the banks, the state owned utilities companies (BC Hydro, Hydro Quebec, etc.) and large companies such as petrochemical and mining companies. A large number of them have programs to support environmental initiatives. The banking institutions also have interesting programs of subsidies to support initiatives concerning the promotion of sustainable development.

Example: Air Transat program

Transat A.T. Inc. contributes to the welfare of the communities in which it operates through its business activities and the direct and indirect jobs it creates. On behalf of its shareholders, employees, and customers, Transat goes a step further by supporting causes that it deems particularly important through donations or corporate commitments made through its personnel and resources. Transat has developed a policy to efficiently channel its efforts, focusing on the following priorities:

- Program 1: International Humanitarian Aid
- Program 2: Sustainable Tourism
- Program 3: Advancement of Knowledge and Expertise in Tourism


3. Non-profit organizations

In order to know which non-profit organizations promote initiatives related to sustainable development in your community, we suggest contacting your municipal and provincial governments. These two levels of governments often have a list of active organizations in their regions.

4. Foundations

Your institution can set up a fund or approach a foundation to raise money for sustainable development initiatives:

- The David Suzuki Foundation
  http://www.davidsuzuki.qc.ca/accueil
- Le Parc Jean-Drapeau in Montréal has a sustainable development policy and has set up the Fonds Oxygène to offset greenhouse emissions (GHG) associated with events held in the park (French only)
  http://www.parcjeandrapeau.com/developpement_durable.html
5. Sponsors

The selection of a sponsor is highly important as it affects the institution's reputation. It can be a winning situation when the sponsor has integrated sustainable development into its practices and has publicly said so. Choose sponsors that will recognize your sustainable development practices in their promotional materials. We are now seeing a trend toward zero-waste or carbon-neutral press conferences and events.

As well, more and more socially responsible Canadian businesses and institutions are incorporating social, environmental, and economic concerns into their values and activities in a transparent and responsible manner. Contact your sponsors to find out about their commitment to social responsibility.

6. References and tools

- The Canadian Directory to Foundations & Corporations is Canada's largest and most accurate bilingual fundraising database
  http://www.imaginecanada.ca/node/22

- Shell Canada
  http://www.shell.ca/home/content/ca-en/society_environment/commitments/directory/our_commitments.html

- Canada Virtual Museum
  http://www.museevirtuel-virtualmuseum.ca/index-eng.jsp

- Partnership between Alcoa and the Musée de la Civilisation in Quebec City [French only]

- Alberta Museums Association's Awards Program