



**Ayr Farmers
Mutual**
Insurance Company

AFM Community Shaping Grant

Business Plan Template

Applications open July 1 – August 31, 2026

How to use this template

Complete each section below in as much detail as you can. There are no word limits — give us as much detail as is needed for us to understand your project, and make a fair decision. If you have questions at any point, contact our team at community@ayrmutual.com.

When you're done, save this document as a PDF or Word file and upload it through the application form.

About Your Application

This information should match exactly what you entered in the application form.

Organization name

Applicant name

Project title

Grant amount requested



Project Description

Describe your project in plain language

Tell us what you're doing, how you're doing it, and when. Write as if you're explaining it to a neighbour — no jargon needed.

What community need or opportunity does this project address?

What gap exists? Who is affected, and how do you know this is needed? Share any data, feedback, or lived experience that informs your answer.



3. What makes this project new, expanded, or elevated?

This is one of our key criteria. Be specific about what would not happen without this funding. If this is an expansion of existing work, tell us what changes and why that matters.

4. How does this project align with AFM's values?

AFM's values: relationships, communication, teamwork, enthusiasm, integrity, and stewardship. You don't need to address every value — tell us where you see the strongest connection.



Impact

5. Who will this project directly serve?

Describe the people or groups who will benefit. Include any relevant details about their circumstances or why this project matters to them specifically.

6. How many people do you expect this project to directly impact?

An estimate is fine. If your reach is hard to quantify, tell us how you're thinking about it.

7. What cities, towns, or regions will be directly impacted?

8. How will you measure success?

What does a successful outcome look like for this project? How will you know it worked? You'll be asked to submit an impact report after the project wraps up — this helps us understand what you'll be tracking.



Budget and Readiness

9. What needs to happen between receiving funding and your project start date?

Are there any outstanding approvals, agreements, permits, or resources you're still securing? We want to understand how ready your organization is to move once funding is confirmed.

10. What is the anticipated total cost of this project?

Include all costs, not just what you're requesting from AFM.

11. Full project budget breakdown

List all projected costs for the project line by line, regardless of funding source. Include quotes or estimates where you've obtained them.

Item/Expense	Estimated cost	Funding Source	Quote obtained?	Amount from AFM CSG Grant

Add additional rows as needed.



12. Tell us more about other funding sources, if the budget isn't fully funded by AFM.

Tell us about any confirmed or pending grants, donations, or in-kind contributions.



Sustainability

13. Will this project continue after this initial round of funding?

If yes, tell us how you plan to sustain it — both financially and from a people and resources perspective. If this is a one-time project, tell us why it doesn't need to continue, and what lasting impact it will leave behind.

Thank you in advance for submitting your business plan with your application. We'll review all submissions and be in touch by mid-October 2026.

Questions? Contact our team at community@ayrmutual.com.