

# Building a Winning Application

There is **\$1 billion in funding** currently available to organizations and communities across Canada through the Canada Mortgage and Housing Corporation (CMHC) Rapid Housing Initiative–Projects Stream to develop new, affordable housing for vulnerable populations.

The application process is extremely competitive. To successfully secure funding, project owners are approaching their applications strategically and seeking guidance from partners familiar with process.

Based on our experience working with First Nations communities and local governments to secure funding under previous program rounds, a focus on three of the 10 broad evaluation categories can help put your application in a winning position. Here are tips for developing effective responses.

## Needs (25 points)

CMHC scores this category incrementally during the application assessment period, so building a clear and compelling narrative around your community's long-standing affordable housing needs is critical. Strong responses in this category will also include:

- Identifying all efforts to address the existing housing gap
- Detailing efforts to manage existing housing stock
- Identifying your vulnerable populations
- Describing how your community is currently impacted by the lack of affordable housing
- Articulating why your community need is equal to or greater than other communities
- Including supporting letters from other organizations that will be positively impacted





### Cost-Sharing (30 points)

Your demonstrated ability to cost share your housing project is likely to be the differentiating factor, which is why CMHC has weighted this category accordingly. In our experience, having 30% of the total project cost in place will earn you a high score, while 40% is often considered a gold standard.

### Expediency (20 points):

CHMC is looking for projects that can be completed expediently – it is the rapid housing initiative after all. Applicants must be able to demonstrate how they will achieve building occupancy within 12 months of the contribution agreement date, or 18 months for communities with specific access challenges (fly-in, winter roads etc.), such as remote or Northern communities.

To score well in this category, your community should consider factors including:

- Ensuring land is serviced and ready for construction
- Ensuring existing infrastructure is able to support the project
- Creating a transition plan for future tenants
- Sharing any planning or design work already completed

Project owners have from **December 12, 2022, to March 15, 2023**, to submit their applications for this third round of CMCH's Rapid Housing Initiative. Need assistance? Contact our Colliers Project Leaders team by filling out the form on [this page](#), or by [emailing us directly](#).

### Helpful Links:

Use CMHC's official [Product Highlight Sheet](#), [Documentation Requirements](#) and [Applicant Guide](#) for more information on the application process.



Project  
Leaders

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