

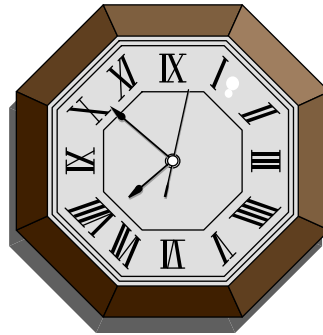
Grant Writing 101

Grant Writing

- ▶ **The most significant barrier to successfully finding funding for your organization:**
 - a. Your organization is unaware of potential funding sources
 - b. Your organization does not have an organized and coordinated approach to researching and submitting competitive proposals

Best Advice You Will Ever Receive

- ▶ Start Early!



Best Advice You Will Ever Receive

- ▶ General Information for all grants
 - Mission and vision
 - Half page description of your agency
 - Document existing partners
 - Document successes
 - Promote your story

Two Biggest Mistakes Applicants Make

- ▶ **1. CHASING FUNDING:**
 - ▶ - e.g. “How can we spend the \$200,000 that is available?”
- ▶ **2. IGNORING THE PURPOSE OF THE GRANT:**
 - ▶ - e.g. “We want a school nurse.”

Key Initial Questions to Ask Yourself:

- ▶ What is the purpose of the grant?
- ▶ Why would the funder want to fund our project?

Different Types of Funding

- ▶ Foundation grants
- ▶ Corporate giving
- ▶ Government grants

Foundation Grants

- ▶ Fewer guidelines, usually want short narratives.
- ▶ Set their own priorities.
- ▶ Built on relationships

Corporate Giving

- ▶ Usually targeted to where the employees are located.
- ▶ Funding can be tied to marketing.
- ▶ Priorities are set internally and can change when management changes.

Government Grants

- ▶ Funding is set by a public agenda.
- ▶ Clear RFP, usually with points assigned.
- ▶ Requires more reporting and evaluation.
- ▶ Learn the “lingo”.

Planning and Project Development Tip

- ▶ Schedule an inclusive “brainstorming” meeting at least six weeks before the proposal is due and develop a comprehensive “to do” list.
- ▶ Your proposal should be so well planned that an individual who knows nothing about your community and this type of program can use it as a “blue print” for implementing operating and evaluating the program.

Planning and Project Development Tips

- ▶ Read the RFP several times while writing the grant.
- ▶ Follow the RFP directions in detail.
- ▶ Attend TA sessions if offered.

Needs Assessment Tips

- ▶ Your needs assessment should provide the justification as to why funding this particular project is so important.
- ▶ Make the funder feels obligated to fund your program.

Needs Assessment Tips continued

- ▶ Involve your partners in the needs assessment- survey parents, businesses, school, CBOs
- ▶ Collect data from local, state and national sources

Community Assessment Mistakes

- ▶ Assuming the funder is familiar with your area.
- ▶ Relying on previous community assessments.
- ▶ Using old data.
- ▶ Ignoring your “target population”
- ▶ Ignoring the existing services in the community.

Goals and Objectives Mistakes

- ▶ The goals do not relate to the needs identified in the community assessment.
- ▶ The objectives do not provide a clear means of measuring whether or not the goals have been achieved.
- ▶ The objectives are not stated in precise quantified terms.
- ▶ The goals and objectives do not relate to the RFP.

Goals and Objectives Mistakes (continued)

- ▶ The objectives are not time sensitive.
- ▶ The objectives can not possibly be obtained by the end of the project.
- ▶ Process and outcome measures are not included.
- ▶ Objectives and outcomes are not measurable.

Goals and Objectives Tip

- ▶ Keep it SIMPLE !
- ▶ Keep it REALISTIC !
- ▶ Keep it PRECISE !

Time Line Tip

- ▶ Include a chart that identifies each project related activity, responsible staff and community partner who is responsible for accomplishing each objective.

Time Line Mistakes

- ▶ A concise chart, which includes each project related activity is not included.
- ▶ If a time line is not requested, you can include one in the appendix to show evidence of planning.

Organizational Capability and Project Management Tip

- ▶ The funder must believe that the applicant (individually and the partners as a group) is the best possible entity to receive this funding and has determined appropriate responsibilities and lines of authority.
- ▶ An organization chart is helpful, especially when you have several partners.

Organizational Capability and Project Management Mistakes

- ▶ Does not justify why the applicant is qualified to receive funding.
- ▶ Does not adequately describe the day to day program management.
- ▶ Does not explain how the partners will work together (responsibilities and lines of authority)
- ▶ Very general regarding coordination and communication

Community Partners Responsibility and Commitment Tip

- ▶ The roles and responsibilities for each partner must be evident and in line with the information contained in the letters of commitment.
- ▶ **RELYING ON GENERAL LETTERS OF SUPPORT IS INADEQUATE !!!!**

Community Partner Responsibility and Commitment Mistakes

- ▶ No tangible evidence of partner commitment.
- ▶ No tangible evidence of general community commitment.

Evaluation Tip

- ▶ Describe a comprehensive evaluation process that provides periodic feedback (at least quarterly). This feedback will be used to:
 - Modify the program during the current year.
 - Generate additional funding.
 - Plan program modifications for future years.

Evaluation Mistakes

- ▶ Is not realistic (requires too many resources for a grassroots initiative).
- ▶ Too general.
- ▶ Does not identify a process for periodic feedback and subsequent program modification.

Budget Tip

- ▶ Provide a narrative of the budget by category, be as specific as possible.
- ▶ Include a matching funds summary table that documents partner's commitment.
- ▶ Delineate funding sources- in-kind, fees, other funding.
- ▶ Show the cost per person and compare to costs of more serious interventions.

Budget Mistakes

- ▶ Does not provide a detailed line item summary
- ▶ - Common Example:
 - Does not break out salary and benefits (including each component).
 - Requests \$5,000 for travel but does not include a per mile calculation.
 - States that there is \$10,000 in local matching funds but does not provide specifics.

Sustainability Tips

- ▶ Do not simply state that “you will continue to apply for all available grants”. You must also include other options such as: billing for some services rendered and/or local organizations providing funding for part of a position.
- ▶ This is where agency experience and commitment of community partners is particularly important.

Sustainability Mistakes

- ▶ Does not include a realistic and feasible plan to ensure continued funding of the project.
- ▶ Plan only addresses issue continuing to seek grant funding.
- ▶ Does not phase in this future during the grant period.

In Conclusion

- ▶ Start early !
- ▶ Involve “everyone”
- ▶ Settle all of the planning issues before submitting proposal.
- ▶ Follow the directions.
- ▶ Spend a great deal of time on your budget.
- ▶ Include a believable sustainability plan.