Grant Writing Made Simple

Innovative Nonprofit Solutions
(The INS Group)
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Welcome

- Background
  - The INS Group & Services
  - Participants Introductions
- Agenda

Objectives

- Today you will learn how to:
  - find grant resources
  - build relationships with funders
  - write the essential components of a well written grant proposal
Flow of Charitable Gifts

- Giving USA reports that $298.42 billion was contributed in 2011 by individuals, foundations and corporations
- Total charitable giving increased by 3.9 percent in 2011
- Money came from:
  - Corporations 5%
  - Bequests 8%
  - Foundations 15%
  - Individuals 73%

Flow of Charitable Gifts

- Where the funding went:
  - Religion 32%
  - Education 13%
  - Foundations 12%
  - Human Services 9%
  - Public Society benefit (United Way, etc.) 7%
  - Health 8%
  - Arts, culture, humanities 4%
  - International affairs 8%
  - Environment and animals 3%
  - Grants to Individuals 1%
  - Other 3%

Foundations

- Definition
  - Non-governmental
  - Nonprofit organization
  - Funds
    - Single source or corporation
    - Individual or family
    - Program managed by its own trustees/directors
  - Established to support religious/charitable causes
Foundations

- Motivation for Giving
  - Community support
  - Sociopolitical/philanthropic interests
  - Tax advantages
  - Seed money for new projects
  - Innovation of nonprofit

Foundations

- Motivations for Giving
  - Professionalism/reputation/expertise of nonprofit
  - Geographic location
  - Ability to garner matching funds

Types of Foundations

- Private/Independent
  - Managed by trustees/directors
  - Support social/educational/religious/cultural or community activities
  - Regulated by the IRS
  - Assets are a gift of a family/individual
  - Grants from revenue produced by investments
Types of Foundations

Community
- For/by a specific community
- Assets are from a pool of funds created by many donors instead of a single source
- Geographic area of grant making is evident in the foundation name

Special Interest
- Grants restricted to specific field of interest
- Narrow focus and good source of information

Family Foundations
- Facilitate contributions of a family
- Similar to independent/private foundations
- Family influence - donors sit on the board
- Giving patterns tied to interests of family
- Smaller level of grant making
- Often funding for general operating funds
Types of Foundations

- Corporate or Company-Sponsored
  - Derive funds from a donor profit-making corporation bearing same name
  - Represent visible form of corporate giving
  - Grant making focused on educational, cultural, and social needs of communities
  - Exist to enhance corporate image

What do you think is the first step in the grant writing process?

- Draft your proposal
- Establish grant writing team
- Conduct your research
- Develop your strategic plan

Getting Started

- Determine your funding needs (strategic plan)
- Conduct your grant research based on strategic plan
- Establish a grant writing team
- Begin drafting your proposal (core proposal)
- Contact any potential partners to be included in proposal (MOUs, MOAs)
Grant Resources

- Foundation Center www.fdncenter.org
- Fundsnet Services www.fundsnetservices.com
- The Philanthropy Journal Online: www.philanthropyjournal.com
- Grantsnet.org
- Guidestar.org (IRS Form 990)
- The Chronicle of Philanthropy www.philanthropy.com

Grant Resources

- Department of Health and Human Services http://www.os.dhhs.gov
- Department of Housing and Urban Development http://www.hud.gov
- www.fedworld.gov

Grant Resources

- www.grantsgov.org
- www.cfda.gov --Catalog of Federal Domestic Assistance—announcements of federal grants and application process
- www.foundations.org/grants.html
- www.free-government-grants.com
When conducting your grant research, what information are you seeking?

Your Research
- mission and focus areas of the foundation
  - (review website, annual report, publications)
- eligibility requirements
- grant application process and deadline
- grantee list and descriptions of projects/programs funded
- grant amount range

Your Research
- board of directors/trustees and staff (networking strategy)
- acceptance of unsolicited requests or solicited
- geographic location
- amount of funding distributed annually
- descriptions of specific initiatives supported
Who from your organization should participate in the interviews with funders?
- executive director and Board member
- financial director/treasurer of Board and program director
- executive director and client or consumer
- executive director and grant writer

Building Relationships
- Interviews with funders (in-person/phone)
  - request a meeting with foundation representative
  - familiarize team with the program/services for which funding is requested
  - share information about funding source including persons participating in interview

Building Relationships
- Interviews with funders
  - incorporate team into presentation
  - identify roles for team members
  - demonstrate team’s knowledge and commitment
  - rehearsal or role-play
**Building Relationships**

- Connect with funders through social media
- Attend community events hosted by funders
- Attend technical assistance sessions
- Request to be added to their mailing lists and email distribution list
- Join professional network such as Association of Fundraising Professionals (AFP)
  - [http://www.afpnet.org/](http://www.afpnet.org/)

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**Building Relationships**

- **Site Visits**
  - Takes place during the grant application process or after the funding is given
  - Give the grantor more hands-on data about the program/agency/people
  - Nonprofit has the opportunity to verify information, clarify issues, and answer questions

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Building Relationships

Interviews with funders
- Incorporate team into presentation
- Identify roles for team members
- Demonstrate team’s knowledge and commitment
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Components

Letter of Inquiry (first step in application process for some funders – online and mail-in)

- Introduce program/project
  - Briefly describe purpose, methods, personnel, financial support requested, evaluation methods, plans for sustaining programs/services (found in core proposal)
- Make a request to submit formal proposal
- Describe how organization’s mission aligns with funders’ mission

Components

Cover Letter

- Introduces your organization
- Describes the specific request of the organization (include amount requested)
- States how mission of organization aligns with mission of funder
- Should be signed by the highest official
- Expresses enthusiasm

Components

Introduction – mission and history

- Establish who is applying for funding
- Summarize briefly the purposes and goals, programs and activities, clients or constituents
- Provide evidence of accomplishments and qualifications
- Offer statistics, quotes and or endorsements to in support of accomplishments
- Logically lead in to the problem statement
Components

Need Statement

- Define the problem
  - What is the need?
  - Why the need occurs?
  - Who are the people with need?
  - Consequences of broader community?
- State need in terms of community
- Show that problem is solvable
- Provide evidence to support claim

Sources for Statistics

- Census Bureau
- Bureau of Labor Statistics
- Centers for Disease Control and Prevention
- Substance Abuse and Mental Health Services Administration
- Dept. of Health and Human Services

Components

Goals - Broad based statement of the ultimate result of your project

Sample Goals:

- To reduce HIV rates among adolescence in X community
- To reduce obesity rates in young adolescents in X state
- To improve cardio-vascular fitness in youth participating in X program
Components

A strong goal statement...
1. Focuses on a specific expected program effect
2. Identifies the population being served
3. Is short, concise and easily understood
4. Frames outcomes in positive terms
5. Provides a framework for identifying strategies and objectives for achieving the goal

Components

Objectives (measurable outcomes)
- Description of what will be what will be achieved
  - Specific, Measurable, Achievable/attainable, Realistic and Time-phased (SMART)
  - Stated with action verbs

Components

Types of Objectives
- Behavioral—human action
- Performance - statements which identify the specific knowledge, skill, or attitude the learner should gain and display as a result of a training or instructional activity
- Product—tangible item
- Process – what you are doing and how you will do it; activities and interactions
Components

Baseline data - basic information gathered before a program begins

Examples of Baseline Data
- Achieve 20 percent literacy
  - Assessment of current literacy rates
- Train 100 teachers
  - Information on the number of trained teachers already available
- Ensure that all literacy program graduates read something at least once a day
  - Data on current reading habits of participants prior to participation

Component: Sample Objectives

- Of the 300 high risk youth targeted, 80% will complete all 10 prevention education sessions by the end of the school year.
- By July 31, 2013, increase (from 10-20) to the number of community health centers that have implemented X curriculum to adolescents in their community.
- By the end of the project, of the 800 youth participants 80% will indicate an 80% increase in knowledge regarding how to access health services, as measured by pre-post surveys.

Methodology

- Describe activities that will take place to achieve your objectives
- Explain how the funder’s money will be spent
  - Personnel, training, facility, use or resources
- Justify why particular methods are used
  - Site best practices used, proven models
Components

Methodology (activities)
- Include a timeline followed by a step-by-step explanation of proposal
- Describe staff and qualifications needed to carry out the goals
- Outline collaborative opportunities to achieve objectives
- Participants involved in decision-making

Methods:
- Hire a project director within the first month
- Develop training materials
- The project director will recruit 25 volunteers
- The tutors will receive 25 hours of training and receive certification by December 1, 2014
- Match participants with tutors
- Hold monthly tutor/parent conferences
- Awards banquet for participants completing program will be held

Evaluation
- Purpose
  - Determine how effective the project/program is in reaching objectives
  - Provide information to make changes in program as it is in progress
Components

Evaluation

- Subjective (Qualitative)
  - How people feel about the program
  - Seldom gives concrete results
- Objective (Quantitative)
  - Professionally prepared
  - Outside organization conducts evaluation

Components

Evaluation

- Did the project meet intended objectives?
- How will data be collected and analyzed?
- Describe how the evaluation report will be used
- Who will conduct evaluation?

Components

Evaluation Example

The evaluator will perform on-site evaluations at the clinic three times a year. The evaluator will collect qualitative and quantitative data through observation, record analysis, interviews with counselors, parents, youth staff, law enforcement personnel and students.
Creating a Budget

**Direct costs** are those for activities or services that benefit specific projects, e.g., salaries for project staff and materials required for a particular project. (project staff, publications, supplies)

**Indirect costs** are those for activities or services that benefit more than one project. Their precise benefits to a specific project are often difficult or impossible to trace. (utilities, rent, audit/legal, administrative staff)

Components

**Budget**

- Is the program/services cost effective? (ROI)
  - Project costs (line item budget)
  - Costs paid for by other sources
  - Includes consultant fees
  - Personnel and Fringe benefits
  - Non-personnel costs (printing, postage, legal, travel)
- Include budget narrative with explanation of future funding

Sources for Statistics

- Census Bureau
- Bureau of Labor Statistics
- Centers for Disease Control and Prevention
- Substance Abuse and Mental Health Services Administration
- Dept. of Health and Human Services
Components
- Summary
  - Identifies grant applicant
  - Shows credibility
  - Incorporates the problem addressed
  - Includes overall goals and objectives
  - Includes methods and evaluation and how project/program will be sustained
  - Include total cost of project and total amount requested

Most requested attachments
- Audited financial statement
- I.R.S. determination letter
- Board roster
- Project budget
- Organizational budget

Other Attachments
- Letters of support or endorsement
- Resumes
- Job descriptions
- Brochures
- News clippings
- Annual report
Compliance and Reporting

Understand the compliance obligations of your grant award (regulations)
- Have proper accounting systems in place
- Understand the proper use of grant funds
- Provide updates and acknowledgements to the grant maker

Follow-up

- Managing a funded proposal
  - Relationships
    - Development officer’s/executive director’s role
    - Ongoing relationship between funding personnel and project personnel
    - Keep funding-source staff and board members aware/involved in your project
    - Encourage site visits
    - Ask funders to serve on an advisory board
- Reporting Procedures
  - Financial systems in place to properly monitor the use of grant funds
    - Reports
    - Annual report on progress
### State Grants
- Know who oversees the grant
- Know type of accounting process required
- Attend workshops
- Be aware of required record keeping
- Read the contract

### Federal Grants
- Notice of Funding Availability (NOFA)
- 80 hours to compose
- Get help from Federal staff (technical assistance workshops)
- Get feedback
- Consider coalitions/potential partners
- Apply again
- Include executive summary

### Tips
- Criteria funders use to judge proposal
  - Is there compelling need?
  - Consistent with funding priorities?
  - Expertise with subject? Believable objectives?
  - Is project compatible with the organization’s mission and program?
  - Program cost-effective?
  - How many people are served? At what cost?
  - Participants/clients involved in decision-making?
Tips

- Preparing and writing a winning proposal
  - Do your homework
  - Make personal contact with foundation staff
  - Share foundation board list
  - Establish committee to review proposal

Tips

- Preparing and writing a winning proposal
  - Use plain English
  - Use action verbs. Be clear and concise
  - Use effective layout
  - Don’t bind documents

Tips

- Preparing and writing a winning proposal
  - Sent correct number of copies
  - Limit backup documents
  - Include annual report
  - Use US postal delivery mail receipt when sending proposals to ensure arrival
  - DON’T GIVE UP!
Tips

- Do your homework:
  - Develop your strategic plan
  - Develop your core proposal
  - Conduct thorough grant research
- Make personal contact with foundation staff
- Share foundation board list
- Establish committee to review proposal
- Use plain English

Tips

- Use action verbs. Be clear and concise
- Use effective layout
- Send correct number of copies
- If application mailed request receipt of delivery for postal service
- DON'T GIVE UP!
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