

Our Goal is to Help Nonprofits



Grant Writing Basics Workshop

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Meet and Surpass Their Goals

Our Goal is to Help Nonprofits



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Meet and Surpass Their Goals

Grant Writing Basics

- Overview of today's program
- Ask questions at *any* time!

“It is not the will to win that’s important. Everyone wants to win! It is the will *prepare* to win that makes the difference.”

Bobby Knight

Why grants?

- Stimulates change
- Commitment to planning and organizational responsibility

Should you apply?

- Is the organization ready for a grant?
- Is grant/project consistent with the organization's mission?

Types of Funding

- Public
 - Federal
 - State
 - County
 - City
- Private
 - Foundations
 - Corporations
 - Professional Organizations
 - Private Industry

Types of Applications

- Solicited
 - Grant Announcements
 - Call for Proposals – notice of an opportunity to submit a proposal on a specific topic.
 - Request for Proposal (RFP)/RFA
- Unsolicited
 - Letter of Intent (LOI)

Language of Grantsmanship

- Research Grants
- Training/Education Grants
- Demonstration?/Pilot Grants
- Call for Proposals
- Competition
- Matching Grant
- Preferences/Priorities and Special Considerations
- General instructions and supplemental instructions
- Principal Investigator or Project Director

Language of Grantsmanship

- Program Officer
- Peer Review Panel
- Funding Cycle
- Catalog of Federal Domestic Assistance (CFDA)
- Dings

Locating Funding Sources

- Foundation Center www.foundationcenter.org
- Federal Government Grants www.grants.gov
- PA State www.state.pa.us or www.newpa.com
- Internet
- Journals
- Electronic mailing lists
- Newspapers

Letter of Intent

- Advantages
 - Short
 - Submit to multiple funders easily
 - Efficient
- Disadvantages
 - Lengthens the process
 - Extra Step

Letter of Intent

- Introduction – Who, What, When, Where, Why
- Organizational Background, Profile & Mission
- Problem Statement / Needs Assessment / Statement of Need
- Demographics
- Administration & Budget
- Project Team
- Closing

Vetting Funding Sources

- How many grants will be awarded?
- How much funding is available?
- Who has been funded before?
- IRS - 990s
- Calling the Program Officer
- Freedom of Information Act (FOIA)
- Matching requirements?

What to say on the phone...

- Briefly describe your general idea and the strengths you would bring to the project
- Does the agency support this type of project?
- Application kit/Proposal Package

What to say on the phone...

- Can/will the program officer review a draft or abstract?
- Can you review a copy of a funded proposal?
- What is the ratio of proposals funded to proposals submitted?

Visiting a Program Officer

- Before the visit
 - Review materials, websites and legislative priorities
 - Learn the kinds of projects usually funded
 - Recently funded projects

Visiting a Program Officer

- During the visit
 - What are the common strengths/weaknesses of proposals submitted?
 - Major areas of emphasis in current funding cycle?
 - Future interests?
 - Can unfunded proposals be resubmitted?

Congressional Offices

- Help identify current and new funding sources
- Letters of Support
- Earmarks- www.opensecrets.org

Gathering Information

- Hard Data
 - Facts
- Soft Data
 - Anecdotal information, quotes, stories
- Who in your organization has authority to sign and/or commit the organization?
- Boilerplate Information

Boilerplate Information

- Mission Statement
- “Organization in a nutshell”
- Brief history, founding, etc.
- Population served, clientele, etc.
- Accomplishments
- Annual Reports, marketing materials, press clippings, fundraising materials, etc.
- Board of Directors

Boilerplate Information

- Résumés/Biographies of Key Staff
- Job Descriptions of Key Positions
- Calendar of Events
- 501(c)(3) letter / Tax Exemption Documentation / Charter

Boilerplate Information

- Employer Identification Num. (EIN) or Taxpayer Identification Num.(TIN):
- Dun & Bradstreet Number (DUNS #):
- Congressional District
- PA Bureau of Charitable Organizations Registration #

Basic Format

- Summary/Abstract
- Introduction (credibility, qualifications, description of applicant, background, organizational capability)
- Problem/Need Statement
- Objectives
- Methods
- Evaluation
- Future Funding/Sustainability
- Budget

Basics

- Neat, easy to read
- USA Today style
- Free of jargon
- Charts and graphs
- Anticipate questions
- “Friend Test”

Create “buckets”

- Begin gathering information
- Headings/subheadings
- What research is needed?
- What points are emphasized by the funder? (e.g. underrepresented groups)

Buckets

- Descriptive information
- Differentiating information
- Evaluative information (what are the results of your work)

Descriptive Information

- When/why founded
- Mission
- Founder – quote from founder
- What do you do
- Clients
- Qualifications of board/staff
- Recognition awards
- Highlights

Descriptive Information

“WOW” stuff

- Evaluation results
- Growth of capacity/services
- Waiting list
- Success stories
- Strong community support
- Awards
- Social/Economic Impact Analysis

Credibility

- Mission
- Key people
- Authorizing legislation
- Nonprofit status
- Programmatic information
- Legislative testimony

Credibility of Individuals Project Director or PI

- Degrees, licenses, certifications
- Publications
- Research
- Past grants
- Conferences
- Service to community
- Previous grant experience

Abstract or Executive Summary

- Umbrella statement of your case and summary of the entire proposal
- Often used by funder in official documents or public relations
- Problem to be solved/response to problem
- How many people will benefit, how long, where, funding requirements
- Organizational expertise

Framing the Problem

- What is the problem?
- This is an important issue and your organization has the expertise to address the problem
- Determines the logic of the proposal

Problem Statement/Needs Assessment

- Identifies an undesirable condition
- Consequences if not solved
 - Who has the problem?
 - What is the evidence
 - Hard/soft data
 - National to local

Problem Statement/Needs Assessment

Check list

- Proof your project is unique
- Why you are best suited to do it
- A compelling statement the project will address
- A clear description of the population to be served
- A list of factors that indicate why the idea should receive priority for funding

Problem/Needs Statement

- Facts and statistics to support the project
- Literature review
- Does the project address the need in a way different from others?
- Give the reader hope – there is a solution!

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Literature Review & Documenting Need

- Professional Journals
- Census Reports
- Newspapers
- Surveys, focus groups
- Surgeon General, Healthy People 2010, Strategic Plans of federal and state agencies

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Literature Review & Documenting Need

- County-wide/Regional Needs Assessments
- Foundation Needs Assessments/Annual Surveys
- Helpline Statistics
- Call Log / Waiting List

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Demographic & Statistics

- Pennsylvania State Data Center (www.pasda.psu.edu)
- NEPA Alliance Data Center
- PA Department of Health Statistics (County Health Profiles)
- Standard & Poor's School District Information (www.Schoolmatters.com)
- www.infoUSA.com
- Brookings Institution (www.brookings.edu)

Introduction/Background of Organization

- Mission
- Credibility
- When, why started.
- What makes you unique?
- “Wow Stuff”
- Community impact

Objectives

- Measurable outcomes of the program
- Tangible, specific, concrete and achievable in the timeframe
- Not to be confused with goals which are abstract

Objectives

Objectives should be SMART

- *Specific*
- *Measurable*
- *Action-oriented*
- *Reasonable*
- *Timebound*

Objectives

Goal: The after school program will help children become better readers.

Objective: The after school remedial evaluation program will assist 50 children in improving their reading scores by grade level as demonstrated on standard reading tests administered after participating in the program for six months.

Methods

- Sometimes called “action steps”
- The methods section describes the specific activities that will take place to achieve the objectives
- Detailed description of what will occur from the time the project begins until it is completed.
- Should match the objectives.

Methods

- How will you recruit participants?
- How will skills be measured?
- Management plan – who will do what?
- Staff/administration plan – flow chart
- Time line

Staff

- Credibility of program staff
- Capability of project director
- Résumé or Biography – limit to 4 pages and usually placed in appendices.

Evaluation

- Should be built into the project
- Indicates that objectives are taken seriously and organization wants to know how well objectives have been achieved
- Measure of progress by standard tests, external reviewer, focus groups, attendance, etc.

Sustainability

- Is the institution required to continue the program after funding ends?
- What kind of costs are involved?
- How will the program be institutionalized?
- Will your organization commit to continuing the project after funding ends?

Budget

- Clearly delineates all costs to be met by the funding source & those to be provided by the applicant or other parties.
- The budget must mirror the proposal's narrative

Budget Items

- Salaries
- Equipment
- Matching requirements/cost share
- Supplies
- Travel
- Consultants
- Overhead/Indirect costs/F&A

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Sample Budget



<Organization Name>

<Project Name> Budget

<Date>

Project Item / Task	Cash	In-Kind	Loan	Donated	Grant	Total
Totals	\$	\$	\$	\$	\$	\$

Budget Total \$ _____

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Northeastern Pennsylvania



Grant Summary Funding Forecast

Grant Summary

Agency/Foundation	Amount Requested	Date Submitted	Date of Announcement	Status	Approved Amount

Totals \$ _____

Total Approved Amount \$ _____

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Sample Budget

<Organization Name> Dunmore Little League

<Project Name> Monroe Park Field Development Project Budget

<Date>

Project Item / Task	Cash	In-Kind	Loan	Donated	Grant	Total
Site Development/Grading				\$7,500.00		\$7,500.00
Surveying		\$3,500.00				\$3,500.00
Sod & Soil & Infrastructure	\$2,500.00					\$2,500.00
Fencing		\$2,000.00	\$4,000.00			\$6,000.00
Lights		\$6,000.00			\$85,000.00	\$91,000.00
Consession Stand/Storage				\$2,000.00		\$2,000.00
Parking				\$800.00		\$800.00
Totals	\$2,500.00	\$11,500.00	\$4,000.00	\$10,300.00	\$85,000.00	\$113,300.00

Budget Total \$113,300.00

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Grant Summary Funding Forecast

Agency/Foundation	Amount Requested	Date Submitted	Date of Announcement	Status	Approved Amount
Baseball Tomorrow Fund	\$60,000.00			Pending	
Senator John Doe	\$5,000.00			Approved	\$5,000.00
Representative Jane Doe	\$5,000.00			Pending	
Rotary Club	\$500.00			Approved	\$500.00
CDBG	\$5,000.00			Approved	\$5,000.00
Corporation XYZ	\$4,750.00			Pending	
Community Foundation	\$4,750.00			Approved	\$4,750.00
Totals	\$ 85,000.00			Totals	\$15,250.00

Total Approved Amount \$15,250.00

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Appendices

- Letters of Support
 - Signed by high-level official
 - Write a template or talking points yourself
 - Documents collaboration in detail
 - Verifies commitments - time, space, in-kind donations
 - For elected officials - work through a staff person and give a minimum of one week to secure
- Collaborators
- Published Articles
- Résumés

Cover Letter

- Emphasizes how your project fits with funders' interests
- Amount requested
- Title of project
- Signed by CEO, president, etc.
- Contact information for questions

Submission

- Hard copies
 - Should have a cover letter
 - Postmark date vs. received by date
 - Fed EX, delivery confirmation????
- Electronic submission becoming prevalent
 - Don't wait until last day!
 - Make sure you PC can do what is required – PDFs
 - Print out and review before submission
 - Some PDFs will not save without full version of ADOBE.
 - Keep track of passwords!!!!

Peer Review Process

- Panel selected by agency or foundation to evaluate proposals and make recommendations.
- Board of directors usually makes decision in private foundations.

Schuylkill Area Community Foundation

- Fiscal Year: Jan. – Dec.
- Grant applications due: March 15 (Once annually)
- Board Review: April
- Announcement – Disbursement: May

Schuylkill Area Community Foundation

- Common Errors
 - Noncompliance with written polices
 - Max Amount (\$5,000) is often ignored
 - Too many attachments (3 permitted)
- Common Weaknesses
 - Budget Errors
 - Description of how results will be measured

Grant Making Statistics

- The Luzerne Foundation
- The Scranton Area Foundation
- The Schuylkill Area Foundation - 2009
 - Received 79 applications
 - Funded 28 (over 50% received a % of request)
 - 35% of applications funded
 - 17% or less received full amount

Proposal Review - Triage

- Critical
- Crucial
- “Yeah, we’d like to have it (or fund it)”

Congratulations!

You were funded

Now what???????

- Get the grant “team” together to plan implementation.
- Public Relations
- Reporting
- Stewardship

Methods of Payment

- Full amount shortly after announcement.
- Electronic draw down - usually government funders, some private.
- Invoice as money is spent.
- Need to determine how often and who will take care of fiscal responsibilities.
- Reports may need to accompany invoice.

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Good Luck!

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