

INTRODUCTION TO GRANT WRITING

Presented by:
Jessica F. Taylor, MPA, JD



AZIMUTH
GRANT STRATEGIES

Webinar Recording is Available Online

This slide was added after the webinar.

What is a grant?

- A grant is a sum of money given by an organization for a particular purpose.
- A grant does not have to be paid back.

Where can I get a grant?

- Government Agencies
 - Federal Government Agencies
 - State Government Agencies
 - Local Government Agencies

Where can I get a grant?

- Foundations

- Private Foundations

- Has own funds or endowment
 - Managed by own trustees or directors
 - Established to aid educational, social, religious, scientific, or other charitable activities
 - 5% payout requirements
 - Must disclose total giving and grants through Form 990-PF
 - Types:
 - Independent
 - Company Sponsored
 - Operating

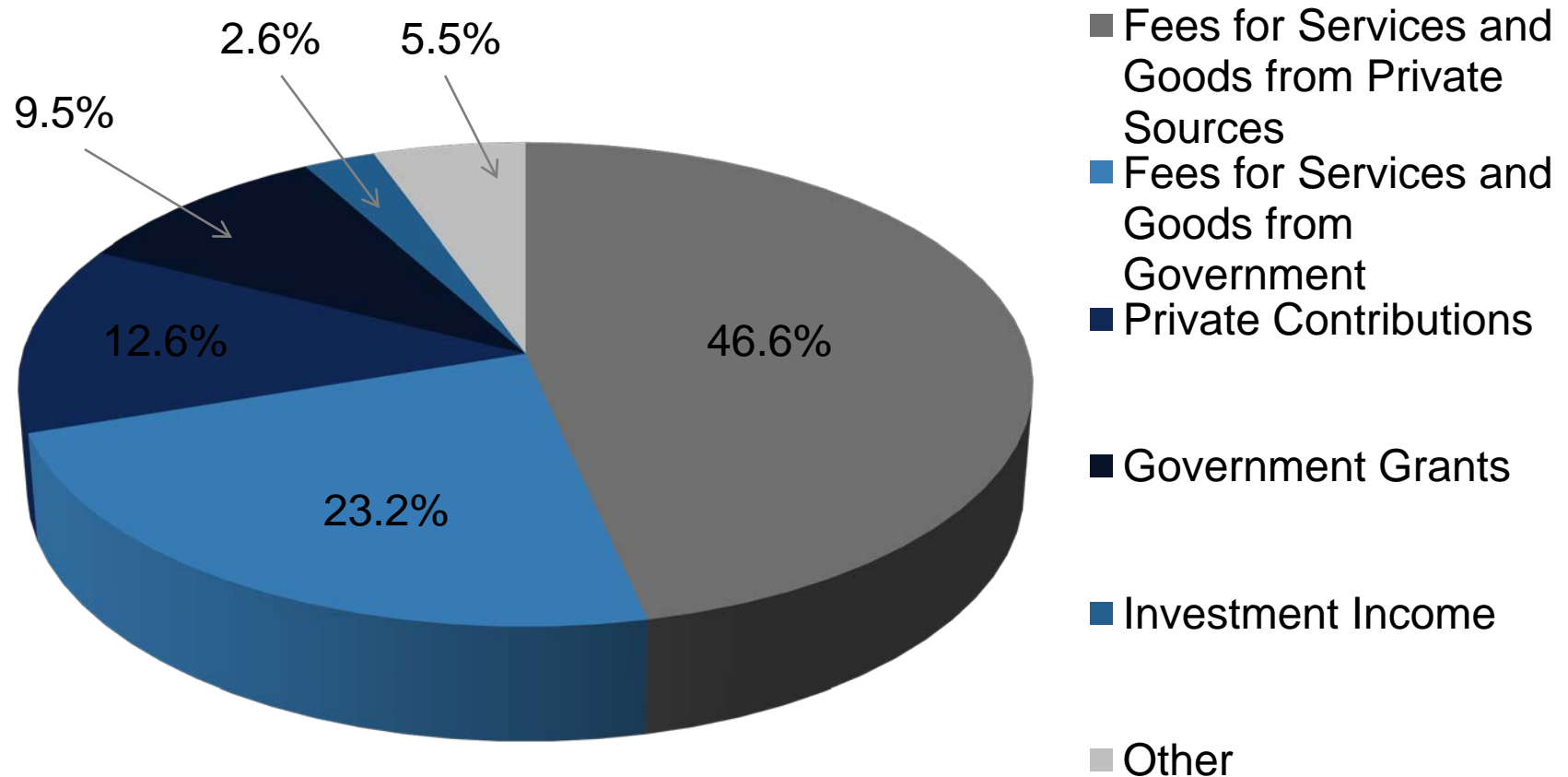
- Corporations

- Company Sponsored Foundations
 - Direct Corporate Giving Programs
 - Not a tax exempt entity, so no disclosure requirements

Where can I get a grant?

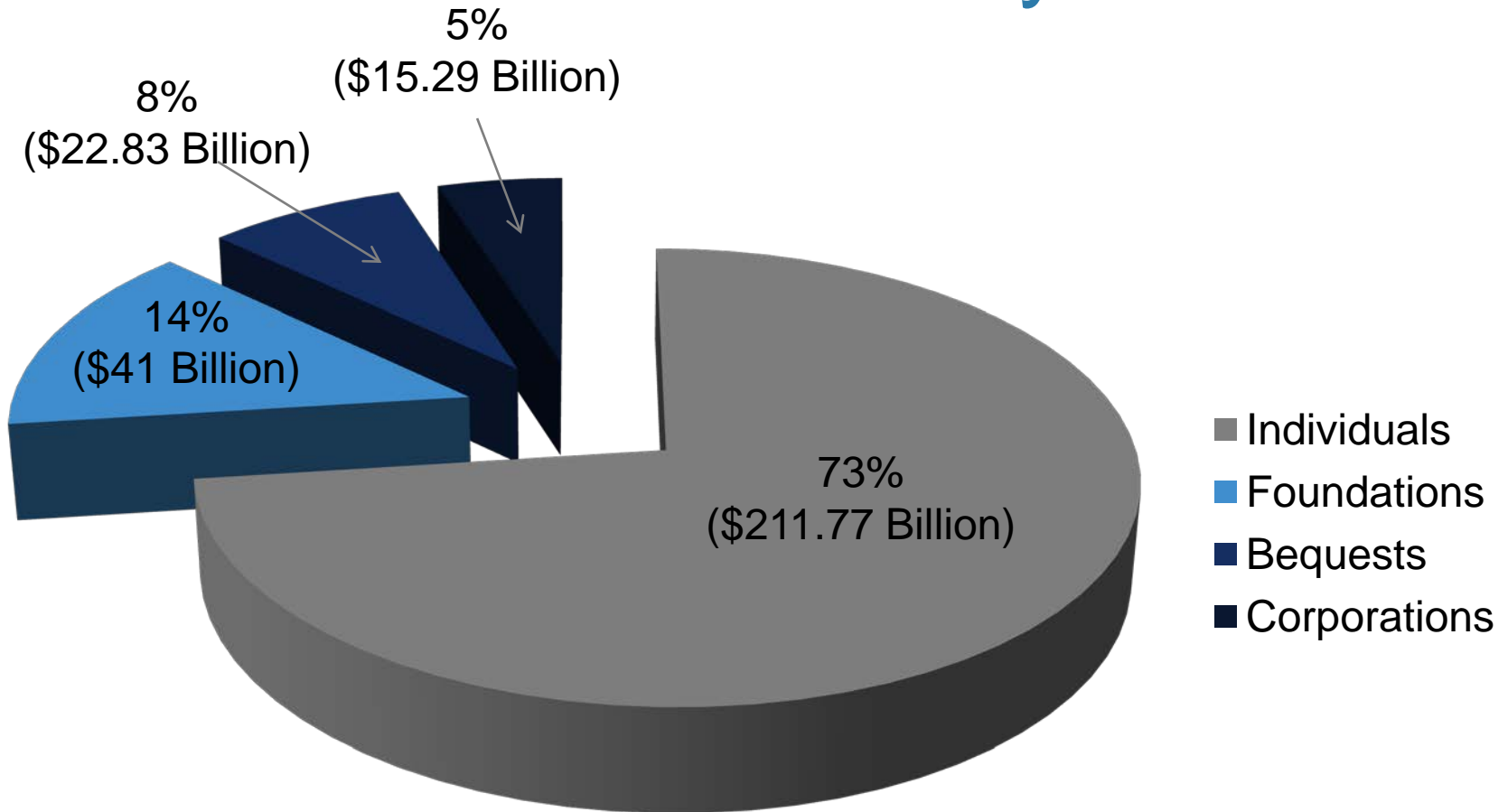
- Grantmaking Public Charities
 - No single source of support
 - Types:
 - Community Foundations
 - Population or issue-oriented funds

Nonprofit Sources of Revenue



Source: The Nonprofit Sector in Brief, 2013, National Center for Charitable Statistics, the Urban Institute

Private Contributions by Source



Source: Giving USA, 2011, Giving Foundation, reported by the Center on Philanthropy at Indiana University

What can I do with a grant?

- Types of Support
 - Capital Campaigns
 - General Operating Support
 - Program Expenses
 - Other

What can I do with a grant?

- Common Eligible Expenses
 - Salaries/Benefits
 - Equipment/Supplies
 - Travel
 - Evaluation Activities
 - Indirect/Administrative Costs
 - Buildings (Capital Campaigns)

How can I find a grant?

- Step 1: Identify Your Grant Needs
- Step 2: Set Goals
- Step 3: Plan the Work
- Step 4: Work the Plan
- Step 5: Plan the Work Again

Step 1: Identify Your Grant Needs

- What type of support do you need?
 - Capital Campaign Support
 - General Operating Support
 - Program Expense Support
 - Other
- How high of a priority is this funding need?

Step 2: Set Goals

- How much do you need?
- When do you need it?

Step 3: Plan the Work

- How much time will I devote to research?
- When do I plan to conduct research?
- How much can I spend on grant research?
- How will I search for grants available to me?

Step 3: Plan the Work

- Federal Government Grants
 - www.grants.gov
 - Catalog of Federal Domestic Assistance www.cfda.gov
 - www.usa.gov
- State Government Grants
 - State agency websites and newsletters

Step 3: Plan the Work

- Foundation Grants
 - Foundation Center
www.fonline.foundationcenter.org
 - Guide Star
www.guidestar.com

Step 3: Plan the Work

- 990-PF
- 990

Timing is Everything

- Once you have identified a grant opportunity the next step is making a timeline
- Read the RFP thoroughly for important dates:
 - Letter of Intent
 - Pre-funding technical assistance
 - Due date for application
 - Anticipated date of award

Step 4: Work the Plan

- Conduct your research
- Record what you find using the Grant Research Worksheet
- Start submitting applications

Step 5: Plan the Work Again

- Stop after finding 5-10 grantmakers.
- Develop a timeline and an action plan based on deadlines and documents needed.
- Plan ahead and put the action plan somewhere you can see it

How do I get a grant?

- The Golden Rule: He who has the gold, makes the rules.
- Grantmakers don't just fund good programs, but good organizations.
- What grantmakers look for when making funding decisions:
 - Do you have a high quality program that meets a real need in the community?
 - Do you have a track record of success?
 - Do you have a good reputation within your community?
 - What kind of leadership does your organization have?
 - Is your board strong?
 - Do your staff members have experience and a track record of success?
 - Do you have a strong organizational and financial infrastructure?
 - Do you have diversity of support?
 - Can you manage the grant funds if awarded?

How do I get a grant?

- What grantmakers look for when making funding decisions:
 - Does your request align with the grantmaker's funding priorities?
 - Do you have a plan to demonstrate success?
 - Do you have a record of following grant guidelines and meeting reporting deadlines?

Common Components of a Grant Proposal

- Cover Letter
- Letter of Inquiry
- Abstract
- Statement of Need
- Agency Background/Experience
- Program Description
- Goals, Objectives, and Outcomes
- Budget
- Budget Narrative
- Evaluation Plan
- Sustainability Plan
- Attachments
- MOUs
- Letters of Support

Cover Letter

- Briefly states who you are, how much you're requesting and for what purpose
- Submit on agency letterhead
- Must be signed by the agency director or Board President (or both)

Letter of inquiry (LOI)

- A preliminary step in the grant process.
- This letter will usually be very short, and it may be your only opportunity to persuade a grantmaker to take a closer look at your proposal.

Abstract

- Typically a 1-2 page summary of the entire grant request
- Sets the tone of the proposal
- Important tool for the reviewer
- Should be written last

Statement of need

- Identifies the need in the community which will be addressed
- Justifies why you're providing the services and why the funder should support your request
- Provides data/stats to support your request
- Explains how the services meet a need in the community
- Uses up-to-date indicators that are widely accepted and cites the source (e.g. census data)

Agency Background and Experience

- Tells the funder who you are
- Describes the agency's history and expertise in a particular area
- Lists accomplishments
- Sells the organization and instills confidence
- Make your point and move on

Program Description

- Clearly describes your methods for implementing a program or service (the who, what, when and where)
- Describes target population
- Describes leadership and staff qualifications and expertise
- Identifies location(s) where clients are served

Goals objectives and outcomes

- Used to measure and evaluate the impact and effectiveness of your program/services
- Must be reasonable and achievable
- Must impact the issue identified in your statement of need

Goals, Objectives, and Outcomes

- What's the difference
 - Goals are broad and state the outcome you hope to achieve
 - Objectives are measurable and set a standard for evaluating success
 - Outcomes are still measurable yet they indicate a condition

Budget

- The most critical component of the proposal
- Must be clear and easy to understand
- Should list total program costs and identify the amount requested from funder (avoid requesting total program cost)
- Lists other sources of revenue (received or pending)

Budget narrative

- Is a written justification of the items included within your budget

Evaluation

- Directly related to the goals, objectives, and outcomes listed within the proposal
- Describes how the program will be evaluated and who will be responsible
- Addresses recordkeeping and maintenance of documents
- Establishes how results will be reported (e.g. quarterly or annual report)

Sustainability

- Provides a plan for how programs and services will continue when the grant funding ends
- Describes how the organization will generate other sources of revenue
- Details if the agency will become self-sustaining or has a strategic fundraising plan

Attachments

- 501c3 letter
- Board of Directors/Trustees
- Audited Financial Statement
- Agency's Operating Budget
- EEO Policy/ Statement of Non-Discrimination
- Resumes for key staff
- Letters of Support
- MOUs

Qualities of a well-written proposal

- Considers the reviewer's perspective
 - Brief and concise
 - Uses subtle creativity (pics, quotes, bullets, charts/graphs, if allowable)
- Responsive to guidelines and interests
- Written in laymen's terms (unless technical language is required)
- Correct grammar and spelling
- All required documents are attached

Cont'd

- Narrative is edited for previous submissions
- Data in narrative matches data in budget
- Uses up-to-date data
- Number the pages
- Demonstrate collaboration

Questions and Comments



AZIMUTH
GRANT STRATEGIES

Jessica F. Taylor

334.245.3863

Jessica@azimuthgrants.com

STATE OF **GRANTMAKING**

www.WhatsYourAzimuth.com