

Grants 123

Partner Agency
Conference

May 17, 2019



Overview

- A grant is a financial award to an eligible recipient that is designated to be used for a specific purpose
- Grants are one way to bring in funding for your organization, and are structured as a contract
- Grants vary by who is eligible and types of programs they will fund





One bite at a time

Our hope is that this discussion today helps each of you get one step closer to writing and getting awarded a grant.

“before everything else, getting ready is the secret to success” - HENRY FORD

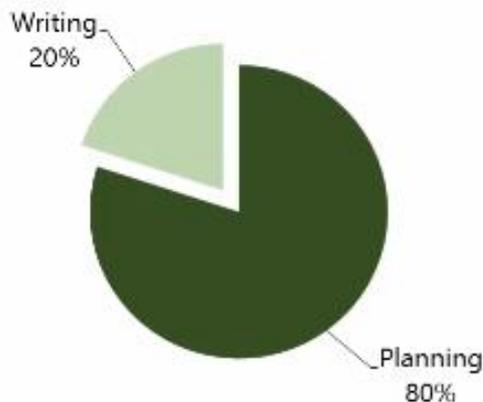


Today's Grant 1,2,3's

- **1 - Planning Process:** Connects all the pieces of your application together so you tell a coherent, consistent story.
- **2 - Prospecting:** Tools for researching potential funders who might fund your work
- **3 - Tips for success:** Learning from your peers

Plan the work, then work the plan

Grant Writing 80/20 Rule

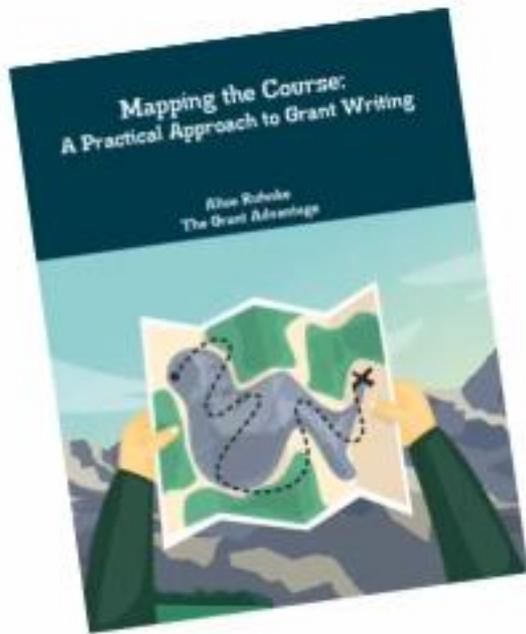


Planning Process Source:

Mapping the Course: A Practical Approach to Grant Writing

<https://grantstation.com/public-resources/free-recorded-webinars-2>

What is a Program Plan?



To write a strong and coherent proposal, you need to start by identifying all the pieces of a grant application and plan how to connect them together to tell a coherent and consistent story.

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Terminology

Program Planning Framework	AKA
Background	Introduction; Profile of Applicant Organization; Organizational Profile; Organizational History, Mission, and Accomplishments...
Condition or Status of Community and Population Served	Need; Problem Statement; Situation Analysis; Need for Assistance...
Reasons Behind the Condition or Status of Population Served	Root Cause Analysis; Reasons for the Problem; Needs Assessment...
Outcomes and Indicators	Goals and Objectives; Results; Impact; Outcome Evaluation; Summative Evaluation
Approach	Methods; Action Plans; Plan of Operation; Activities; Strategies; Methodology....
Outputs	Process Evaluation; Formative Evaluation
Budget	Project Budget



Background

Your mission statement, vision statement, core values, history, organizational structure, list of programs, accomplishments, community collaborators, volunteers:

TIP: Be prepared to edit your existing identify content to meet varying requests and meet format and character count requirements.

Need

Use this section to explain what you do and why you do it.

- What is the problem you address?
- Who do you serve?
- What difference does your work make for them?
- Who else addresses this problem or why hasn't this problem been addressed before?
- Why are you the one to address this problem?

TIP: You can use the need statement to present both **objective data** (statistics that demonstrate the need) and **subjective data** (client stories that show your organization's successful outcomes.)

Outcomes and Indicators

The change you anticipate (**outcome**) and how you will measure it (**indicator**).

EXAMPLE:

Outcome: more food insecure people have access to healthy food

Indicators:

- Pounds of healthy food distributed
- Pounds of produce distributed
- Results from client survey asking, have they had increased access to healthy food?

Approach

What you will do to achieve your outcomes and address the root cause?

This is your plan of action. The budget is then written to support this plan.

Outputs

The quantity and quality of what you will do.

EXAMPLE:

Quantity:

- Pounds of food distributed
- Pounds of produce distributed
- Number of taste tests and cooking demonstrations conducted

Quality:

- Survey results – feedback from clients
- Feedback from staff/volunteers
- Details on types/variety of food available for clients

Purpose of Each Section

Background		To establish your organization's credibility	
Need	Condition or Status of Community and Population Served To clearly define the problems experienced by the target population	Program	Outcomes (Short, Mid, Long Term) To identify the changes you anticipate in the target population
	Reasons Behind the Condition or Status of Population Served To identify the root causes of the problems described above		Approach To outline what you will do to achieve your outcomes and address the root causes of the problem. Your budget is "spent" here.
		Evaluation	Indicators (Short, Mid, Long Term) To determine how you will measure the changes in the target population
			Outputs To determine how you will measure your approach—quantity and quality of what you will do.
		Budget	To justify the funding needed to carry out your approach

Benefits of the Program Planning Framework

- Connects all the pieces of your application so they tell a coherent, consistent story .
- Clearly define the needs of your target population.
- Determine the best possible approach by addressing the root cause of the problems encountered by your target population.
- Define and measure the changes that you make in people's lives.
- Use one planning method to develop programs and then tailor the information to meet the requirements from a variety of funders.
- Develop a logic model while simultaneously planning your grant application.

Prospecting



“We cannot attain what we do not aspire to achieve”

Helpful links

Foundation Center

www.foundationcenter.org

GrantStation

<https://grantstation.com>

United Healthcare Community Grants Program:

<https://www.uhccommunityplan.com/uhc-grants.html>

North Carolina Community Foundation

<https://www.nccommunityfoundation.org/apply/grants>

Foundation Center Online

Available for free at Pack Memorial Library

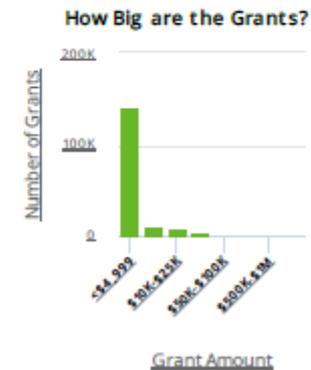
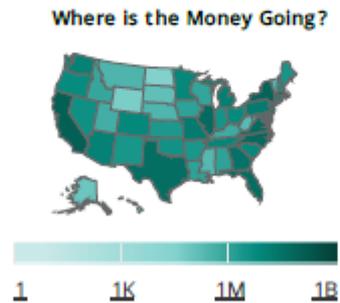
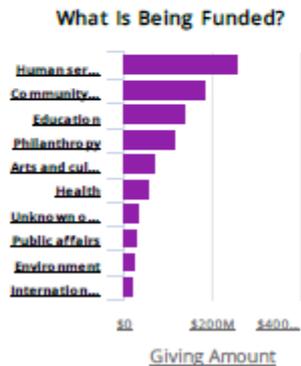
The Bank of America Charitable Foundation, Inc.

Charlotte, NC, United States | www.bankofamerica.com/foundation/index.cfm | (980) 386-9127 | Foundation@bankofamerica.com



The Bank of America Charitable Foundation, Inc. Most Recent 5 Years At A Glance

They've funded 162,891 grants to 37,063 organizations totaling \$797,078,417



New! Your GS Dashboard: Prepare, Save, Organize, and Re-Search

GrantStation Membership

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- Two Year GrantStation Membership: \$288

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Public Resources ▾

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 - GrantStation International Insider
 - Online Education Spotlight
- TrendTrack**
 - Tracks to Success
 - State of Grantseeking
 - GS Insights Blog
- Online Education Resources**
 - Live Webinars
 - Recorded Webinars
 - PathFinder
 - Recommended Books
- Community Partnerships**

Sign up for their Newsletter which lists national, regional, and federal grant opportunities with links to more information.

Also free webinars, for example:

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Learn about the funder

- What are their priorities or key program areas?
- What geographic area do they serve?
- Who have they funded before? Any similar to what you do? (review their website, 990)
- Relationships –Is there a contact listed?

Helpful Hints



- Plan the work then work the plan
- Keep a file of frequently needed attachments (990, org budget, board list...)
- Re-read eligibility and timeline requirements
- Read the entire proposal and submission requirements from front to back before beginning to write
- Most applications have strict page, word, and/or character count limits. Use the content of your program plan, adjusted to meet formatting requirements.

Group Discussion



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