



INTRODUCTION TO GRANT WRITING

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GOALS

- To understand the grant writing process.
- To identify various funding sources.
- To understand the components of a grant application.
- To learn basic grant writing terminology



COMPONENTS

- Plan
- Research
- Execute - Write
- Proofread

PLAN



Why Plan?

- **Will you tell me please which way I ought to go from here”? said Alice?**
- **“That depends a good deal on where you want to get to” said the cat.**
- **“I don’t much care where”, said Alice.**
- **“Then it doesn’t matter which way you go”, said the cat.**





Strategic Plan

- Document which identifies where an organization is going over the next year or more.
- Describes how it's going to get there and
- Describes how you'll know if it has gotten there or not.



Necessity Of Strategic Plan

- **Effective strategic planning will result in decisions that ensure the organization's ability to successfully respond to changes in the environment.**
- **Strategic planning assumes that an organization must be responsive to a changing environment.**
- **Involves key organizational players**



Elements of a Strategic Plan

- **Mission Statement**
 - Why do you exist and what you do?
- **Vision Statement**
 - What do you want to achieve or accomplish?
- **Targeted Neighborhood Service Area**
 - Outlined geographical area of service

Elements of a Strategic Plan Cont.

- Local Collaboration

- Who do you need to partner with and why?

- Identify stakeholders

Elements of a Strategic Plan Cont.

- Evaluation

- What you will use to show that your project/program is successful.

- Program Indicators

Elements of a Strategic Plan Cont.

- Work Plan
 - Identifies specific actions to be taken for goal accomplishments.
 - Identifies roles and responsibilities.
 - Identifies deadlines
 - Keeps the organization on track.
 - Produces valuable information to help tell the organization's story in facts and not just anecdotes.

RESEARCH



What am I looking for ???





Grant Announcements

- Request for Proposal (RFP)
- Notice of Funding Availability (NOFA)
- Program Announcement
- Solicitation for Grant Applications



Funding Announcements

- Who they will fund
- What they will fund
- How much funding is available
- Information on where and how to obtain an application
- Application deadline



FUNDING SOURCES

- o Public Funding

- Federal Agencies

- Two types of grants:

- Non-competitive** – Formula grants, entitlements or block grants awarded to States, counties or cities to distribute.

- Competitive** – Awarded by a Federal agency to a specific grantee in response to a request for proposal or notice of funds available.



Public Sources of Funding

- State and Local Agencies

- State, County, and local government agencies distribute government funds through various comprehensive planning processes as well as competitively for specific purposes.



Funding Sources

○ Foundations

- Award to private, nonprofit, tax-exempt organizations 501 (c)(3)

Foundations typically grant funds for the following purposes:

- General Support
- Endowment
- Matching Grants

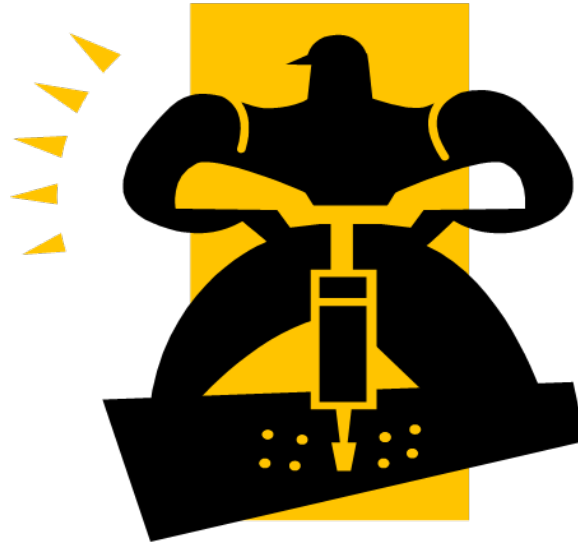
Funding Sources

- Corporations

- Direct cash giving programs
- Donations of equipment, facilities, land, products, employee services and other **in-kind contributions**.



EXECUTE





EIGHT COMPONENTS

- The Proposal Summary
- Introduction of the Organization
- Needs/Problem Assessment
- Project Objectives
- Project Methods
- Project Evaluation
- Future Funding
- The Project Budget



The Proposal Summary

- Outlines the proposed project
- No longer than two or three paragraphs
- Consider preparing last, although this will be the first part of the proposal package seen by the agency



Proposal Summary

A clear, concise summary should include:

- applicant identification and credibility statement,
- reason for grant request-problem, issue or need



Proposal Summary

- objectives to be achieved through funding
- the activities to be conducted to accomplish these objectives,
- costs of the project, funds committed and the amount you are requesting in the application



Introduction

- Should describe the past and present operation
- A brief biography of board members and key staff members
- The organization's goals, philosophy, track record with other grantors, and any other success stories



Introduction

- Data should be relevant to the goals of the grantor
- Should establish the applicant's credibility



NEED/PROBLEM ASSESSMENT

A Need Assessment should provide:

- General information on the community (e.g., location, demographics, clients, etc.)
- Specific information on your organization
- Overview of the problem



NEED/PROBLEM ASSESSMENT

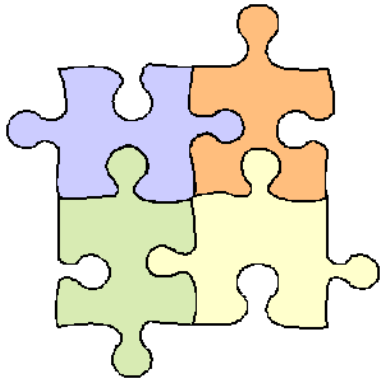
- WHO is affected?
- WHAT is happening?
- WHERE does the situation take place?
- WHY is it a problem?
- WHAT else can you tell us about the situation?
- WHO else thinks it is a problem?
- WHAT are the underlying causes?
- WHAT are the effects of this problem?



Six Basic Need Assessment Approaches

- **Key Informants** – Quotes from people who know about the problem.
- **Community Forum** – Public meetings to get testimonies.
- **Case Studies** – Examples of clients in need.
- **Statistical Analysis** – Use of data from public records.
- **Survey** – Random selection of population; related to need.
- **Studies** – Literature search of published documents.

PROGRAM OBJECTIVES



Program Objectives Should:

- 1) Tell who
- 2) Is going to do what
- 3) When
- 4) How much?
- 5) How will it be measured



Methods

Methods refers to how the project is expected to work and solve the stated problems.

A flow chart of the organizational features of the project. Describe how the parts interrelate, where personnel will be needed, and what they are expected to do. Identify the kinds of facilities, transportation, and support services required.



Project Evaluation

The evaluation component is two-fold: (1) product evaluation; and (2) process evaluation. Product evaluation addresses results that can be attributed to the project, as well as the extent to which the project has satisfied its desired objectives.

- Number of houses built
- Volume of educational materials distributed
- Number of participants served



Project Evaluation

Process evaluation addresses how the project was conducted, in terms of consistency with the stated plan of action and the effectiveness of the various activities within the plan.

-Case Managers provided 2500 hours of service to participants.



Future Funding

GRANT FUNDS ARE TEMPORARY

Describe a plan for continuation beyond the grant period.

Budget



PROOFREAD





A Matter of “Style”

- Use high quality presentation materials
- Use high quality paper and laser printer
- Use cover artwork and internal charts, graphs and photos to tell your story.



10 Commandments of Grant Writing

1. Read and reread the instructions
2. Develop a strategy
3. Follow the instructions
4. Write from funders perspective
5. Build your case
6. Support your claims
7. Develop a detailed budget
8. Proof Read
9. Make it look good
10. Keep a copy

Grant Writing

Please give us your [feedback](#).