What is a Grant?

"Grants are non-repayable funds or goods that provide financial assistance to tax-exempt organizations.

However, grants are more than free cash for an organization. A grant is an award that is accorded under the conditions that the funding will be used for a specific purpose with unique conditions.

Funding sources are looking for organizations and/or individuals that will best use their money to accomplish the goals of their grant program. **A grant award is an investment in positive change**". -*GrantWatch.com*

What is a Grant?

"Grants are amounts of money given to organizations for specific purposes… Most grants are for short term projects (one, two, or three years) and the grantee must be diligent about seeking another source of revenue once the grant has ended.

Grants come large and small. No matter what your needs are, there is most likely a grant you can apply for." -Center for Nonprofits

Common Misconceptions

1. Grants are "free" money
2. If you apply, you will be awarded
3. All grant makers are the same
4. There is a "one-size-fits all" approach
5. If a grant is rejected, the grant maker doesn't like your organization/program/project
6. You can apply for many grants for the same program and/or request
7. Grants can be your primary form of support for an organization/program/project
8. Grants are the best option to raise operating or capital dollars
9. **Only grant writers can write grants**

Types of Grant Makers

- Government (Federal/State)
- Private Family Foundations
- Public Foundations
- Independent Foundations
- Corporate Foundations
  - Company Sponsored Foundation
- Community Foundation Grants
  - Donor Advised Funds
  - Donor Choice Funds
  - Focus Area (Bright Ideas, Basic Needs)
    - Funded by endowments/pooled funds

Common Types of Grants

- Operating/Unrestricted Grants
- Capital Improvement Grants
- Field of Interest Grants
- Programmatic Grants
- Designated Grants
- Scholarship Grants
- Reimbursement Grants
- Research/Planning Grants
- In-Kind Grants

The Grant Cycle
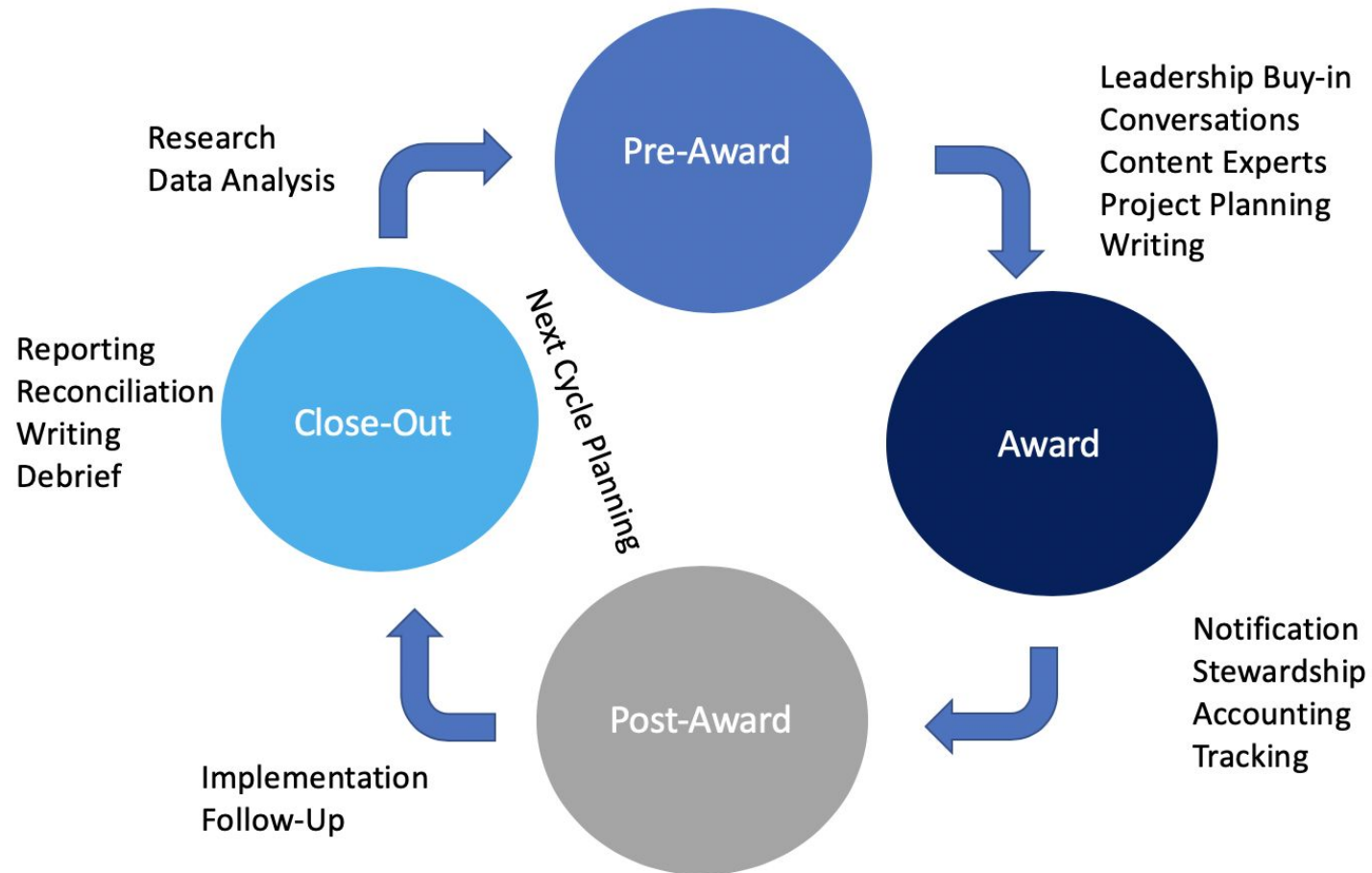
The Grant Management Reality

Responsible For…
- Content Development
- Grants Calendar
  - Reporting Timelines
- Track Program Budgets
- File Creation/Documentation
- Alignment of Grant Projects
- Project Feasibility

- Internal Team Coordination
- External Communications
- Data Integrity
- Grant Making Trends
- Research & Prospecting

….WHEW

Grant Seeking Philosophy

The Secret

- There is no magic bullet. To be competitive, you must be willing to work hard.

It's An Investment

- To be competitive, prove your project is a good investment and that you are a good investment.

It's A Shared Commitment

- Your project must have the potential of solving a problem that is very important to the grant maker and its constituents. Show the grant maker that you share a passion and be sincere.

Grant Seeking Philosophy
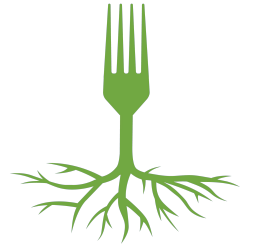
It's A Contract

- Take the content of the proposal seriously and have a person of authority sign it, it is an agreement to do what you propose with the funds that would be provided.
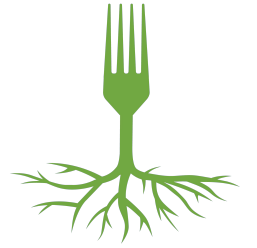
It's Their Reputation

- In grant making, a job well done is funding a solidly designed, managed and evaluated project. Be convincing in your proposal that your project is superlative.

It's Your Reputation

- Establish a track record of integrity, sincerity and competence.

Finding the Right Fit

Research

- *Connection*
  - Does the foundation have a previous relationship with your organization?
  - Do you know anyone with connections or influence at the foundation?
- *Ability to Give*
  - What is the typical grant size?
  - Is that enough to suit your needs?
- *Interest*
  - Does your organization fall within their funding priorities?

Finding the Right Fit

Outreach & Inquiry

- The first step in establishing a relationship. Helps determine the likelihood of funding.

- Phone call to foundation representative.

- Focus on the project, not the budget, unless asked.

- Listen for important information about priorities and "key issues".

- If foundation doesn't accept unsolicited calls, send a brief letter of inquiry.

The 990

The 990 is your Best Friend...

- Determine total assets (capacity for giving)
- Grant recipients (philanthropic priorities)
- Gift levels and terms (appropriate request amount)
- Board members
- Point of contact
- Funding priorities
- Grant-making guidelines

http://foundationcenter.org/find-funding/990-finder

Resources to find Grant Opportunities

- www.foundationcenter.org
- www.guidestar.org
- https://fconline.foundationcenter.org
- http://www.wifoundations.org
- http://www.grants.gov
- https://www.cffoxvalley.org
- https://www.greatergbc.org/
- https://www.oshkoshareacf.org

General Grant Resources

https://www.councilofnonprofits.org

https://grantspace.org

https://www.grantwatch.com

- Lawrence University

- UW Madison

- Grant Professional Association (Wisconsin Chapter)

Applying for a Grant

Let's Apply!

Step 1: Do your homework/research

Step 2: Read, read, and re-read RFP

Step 4: Identify your content team (*might be YOU!*)

Step 5: Set Your Deadlines (*and stick to them!*)

Step 6: Collect All Required Documentation

Step 7: Write & Revise (*on repeat*)

Step 8: Second Set of Eyes

Step 9: Compile All Documentation

Step 10: Submit Grant Through Appropriate Channel

Components of a Grant Application

- Summary
- Organization Information
- Problem/Need/Situation Description
- Work Plan/Specific Activities
- Outcomes/Impact of Activities

- Evaluation
- Future Funding
- Budget
- Required & Supporting Documents

Components of a Grant Application

Summary

At the beginning of your proposal, or on a cover sheet, write a two- or three-sentence summary of the proposal. This summary helps the reader follow your argument in the proposal itself.

Organization Information

In two or three paragraphs, tell the funder about your organization and why it can be trusted to use funds effectively. Briefly summarize your organization's history. State your mission, whom you serve and your track record of achievement. Clearly describe, or at least list, your programs.

Problem/Need/Situation Description

This is where you convince the funder that the issue you want to tackle is important and show that your organization is an expert on the issue

Components of a Grant Application

Work Plan/Specific Activities

Explain what your organization plans to do about the problem. What are your overall goals? You might say: *"The goals of this project are to."*

- Who is the target audience, and how will you involve them in the activity?
- How many people do you intend to serve?
- What are you going to do?
- What project planning has already taken place?
- Who is going to do the work and what are their credentials?
- When will the project take place?
- Where will the project take place?

Components of a Grant Application

Outcomes/Impact of Activities

Tell the funder what impact your project will have — what will change about the situation as a result of your project. For example, your pregnancy nutrition counseling program intends to increase the birth weights of your clients' babies.

Evaluation

How will you know whether you achieved the desired impacts? If you have done a good job of defining them (see above), all you need to do here is describe the information you will gather to tell you how close you came.

Components of a Grant Application

Future Funding

If you continue this project in the future, how will it be supported? Most funders don't want to support the same set of projects forever.

Budget

How much will the project cost? Attach a one- or two-page budget showing expected expenses and income for the project.

Supporting Documents

Grant Writing & Application

Standards of Writing

1. Develop an outline prior to writing to include each section of the RFP.

2. Include as much information as possible in 1st draft to ensure completeness.

3. Employ the same language contained in the RFP.

4. As much as possible write in active voice.
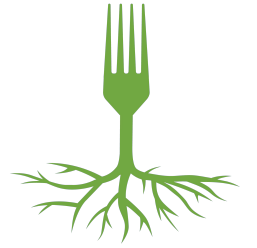
Standards of Writing

5. Make it very obvious early in the proposal that your project matches the interest of the funder.

6. Answer essential questions regarding how the project will provide evidence to demonstrate that the goals will be accomplished.

7. Follow a logical presentation of the project idea. Organize goals & activities so that each has a measurable outcome.

8. Pay close attention to details: word limitations, font size, submission methods, deadlines, etc.

5 Fatal Flaws of Writing

1. Procrastination
2. Out of Date or Inaccurate Data
3. Use of Lingo & Acronyms
4. Grammatical & Spelling Errors
    4a.   Second Set of Eyes
5. Exaggeration

Goals & Outcomes

Goals give a general statement of your program's purpose.

- Example: The Cancer Wellness Foundation will assist 1,000 individuals in receiving prescribed medical treatment for their cancer diagnosis that otherwise lack access to care.

Outcomes reflect what the expected result at the end of your proposals project period.

- Example: 95% of cancer patients participating in the transportation program will report receiving in all treatments as prescribed by their doctor.

SMART Objectives

Developing **SMART** objectives requires time, orderly thinking, and a clear picture of the results expected from program activities.

SMART Stands for:

Specific—*what exactly are we going to do for whom?*

Measurable—*Is it quantifiable, can WE measure it?*

Attainable/Achievable—*Can we get it done?*

Relevant—*Will have an effect on the desired outcome?*

Time Bound—*When will this be accomplished?*

From X to Y by when?

Program Logic Model

Resources & Inputs	Activities	Outputs	Outcomes & Benefits	Impact	Evaluation
What do you need to run your program or project? Examples include: staff, volunteers, supplies and facilities	What will you do with these resources to meet your objectives? What specific services will you provide?	What is the volume of work you will accomplish in quantitative terms? (# of people served, # of volunteer hours, etc.)	How will the program participants benefit? (Sometimes called short-term & mid-term objectives)	What is the larger benefit to many individuals viewed together? (Sometimes called long-term goals)	How will you measure the program? What tools will you utilize? (How will you know if your program is successful?)

The Budget

- Many potential donors look at the project budget first, before they read any narrative.
- A budget tells the true story of your project because it reveals what resources you plan to employ, and in what amounts.
- Before you write the narrative for a grant application, have your team complete and approve the budget.
- Starting with the budget forces everyone to focus and determine what a project is really about, and if your organization is prepared to implement the program.

Common Attachments & Required Documents

- Nonprofit Tax Exempt Document
- Board of Directors List
- Annual Budget
- Program Budget (if separate)
- Most Recent 990
- Board Approval Letter
- Most Recent Balance Sheet
- Audited Financials
- List of Major Donors
- Total Revenues Raised

Close-Out

Writing the Report, Just As Important

Reporting Requirements & Deadlines
- What types of reports are due & what are the requirements?
- When are the deadlines? Have you established internal deadlines?
- Who are the key staff needed to complete the reports?

Narrative (Qualitative)
- Have you met with key staff to gain expert knowledge?
- Have you answered each question accurately?
- Are there multiple parts to the question?

Writing the Report, Just as Important

Metrics (Quantitative)

- Overall program vs. grant specific funding
- Stories, testimonials and photos
- Are they compelling?

Communications

- Did you meet the communications requirement?
- Did it include an event?

Successful

- Did you meet the deliverables outlined in your proposal?
- Do you need to submit a reallocation request form for an extension?