2016 Grant Writing Workshop

Cynthia Cabot
September 9/10, 2016

Multi-Purpose Auditorium
Guam Community College

Experience & Expectations...

1. Have you written or helped write any type of funding request? (Yes or No)

2. Have you attended or participated in any type of grant writing training?

   (Yes or No)

3. What do you expect to gain from today's workshop session?

4. You represent:
   a. Non-profit
   b. Public/Gov't agency
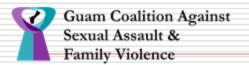   c. Private sector
   d. Other (specify)

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Grantsmanship

☐ The skill or art of acquiring grants

- ■ Success
  - ☐ Agency's capacity and readiness
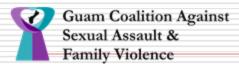 - ☐ Well-planned programs
- ■ Don't 'chase the $grant$'!

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Grant Writer: Skills Assessment

- ☐ Personal S-W-O-T
  - ■ Strengths
  - ■ Weakness
  - ■ Opportunities
  - ■ Threats
- ☐ Solo vs Team

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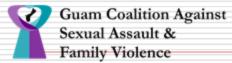Sexual Assault &
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Overview of Workshop
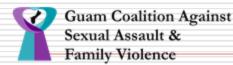
- ☐ Grant Basics
  - ■ Grant Search: Who? What? Where? When?
  - ■ READ – READ - READ
- ☐ Getting Started – Proposal Template
- ☐ Review of Proposal Components
- ☐ Proposal Writing Tips

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Grants: The Basics

Federal funds carry out purpose by law

- ☐ Local government agencies
- ☐ Non-profits with tax-exempt status (faith-, community-based, NGOs)
- ☐ Public/private universities, colleges
- ☐ For profit, business sector
- ☐ Individuals (fellowships/research)

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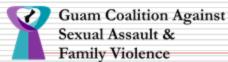Sexual Assault &
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Grants: The Basics...

Local government

☐ Other government agencies

☐ Non-profits, tax-exempt

☐ For profit, business sector
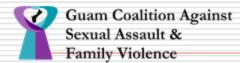
☐ Individuals (e.g., consultants)

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Grants: The Basics…

Private foundation funds further the purpose of the charity

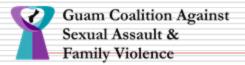☐ Non-profit organization – tax exempt 501(c)(3) organizations

☐ Government agencies, public sector

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Eligibility Requirements

Non-profit tax-exempt status 501(c)(3)

- ☐ Dept. of Rev & Tax: www.guamtax.com
- ☐ Fed IRS: www.IRS.gov [Obtain EIN]
- ☐ Data Universal Number System-DUNS
    - ▪ https://fedgov.dnb.com/webform/
- ☐ System for Award Management-SAM

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Eligibility Requirements

Organization
- ☐ Articles of Incorporation
- ☐ Bylaws

- ☐ Mission
- ☐ Vision
- ☐ Scope of Work
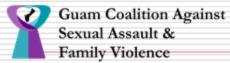
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Agency Mission & Vision

- ☐ Relevance to grant search
- ☐ Framework for grant matching
- ☐ *Instagram* for funder or grant reviewer

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Resources: Where to Look…

Federal grants

- ☐ www.grants.gov
- ☐ Agency websites
- ☐ Federal Register https://www.federalregister.gov/
- ☐ *Google* links to grants and other online resources

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Resources: Where to Look...

Foundation grants
- ☐ The Foundation Center
  http://foundationcenter.org/

I want to..

Start a nonprofit

Find grants for my nonprofit

Learn how to write grants/proposals

Learn about transparency in philanthropy

Find information on funding trends

Find grants for individuals

Find classes and training about nonprofits

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Resource: GrantStation.com

Grant Seeking Report

- ☐ Increase of 6% applying for grants
- ☐ 46% applied for more grants and 38% were funded; 37% reported more $$ awarded
- ☐ Applying for at least 3 grants increases frequency of award; 31% that submitted 1 app and 20% that submitted 2 apps received 0 award; only 7% that submitted 3 to 5 apps won 0 awards.

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Resource: GrantStation.com

Funding Sources Report

- ☐ 1% increase in funding by private foundations; 3% increase by corporate

- ☐ Over half reported awards < $100,000

- ☐ Private foundations and corporations increased as largest source of funding

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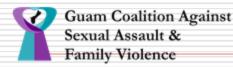# Resource: GrantStation.com

Government Awards Report

- ☐ 40% receive Fed funding regular basis

- ☐ 48% receive direct Fed funding; 34% receive pass-thru Fed funding via state

- ☐ Matching funds req'd among 40% of respondents

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Funding Cycles

Government (Federal/Local)

- ☐ Agency websites – review archives for 'old' RFPs

Foundations

- ☐ Agency website for scheduled board meetings (quarterly, annually)
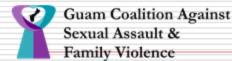- ☐ Deadline dates posted

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A C R O N Y M S

RFP = Request for Proposals

CFP = Call for Proposals

NOFA = Notice of Funding Availability

NOFO = Notice of Funding Opportunity
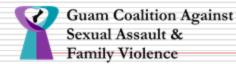
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What's in the RFP?

- ☐ **WHO** – funding agency; applicants

- ☐ **WHAT**/**WHY** – funding purpose(s); priority areas; service requirements

- ☐ **WHERE** – geographic area; site

- ☐ **WHEN** – deadlines, funding cycle
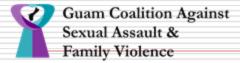
- ☐ **HOW** – format…

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RFPs: Game Strategy

☐ Deadline

☐ Eligible Applicant

☐ Funding $

☐ Scope of work

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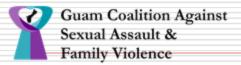Family Violence

RFPs: Game Strategy

Deadlines**!!!**

- ■ When is proposal due?

- ■ Does it require a letter of intent?

- ■ Is there time to develop the plan?

- ■ Time to work as a team?

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RFPs: Game Strategy

Eligible Applicant?

- What services/products are sought? Consistent with mission? Meet the requirements?

- Issues to be addressed? Is this our area of expertise?

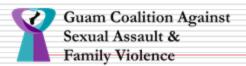- Target population?

- Target location?

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RFPs: Game Plan

Funding $$$: Key to deliverables and proposed scope of work

- How much is the RFP offering?

- What is the funding period?

- Any restrictions on funding categories? Funds operating costs? Brick 'n mortar?

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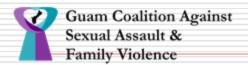
RFPs: Game Plan

Scope of work

- Needs assessment? Does agency meet the requirements?

- Are the needs *of* the community or *of* the agency?

- Who will do the research on needs assessments and when will it be done?

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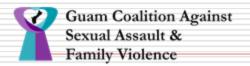
RFPs: Game Strategy

Scope of work

- What types of services will be provided?

- What activities are eligible for funding?

- Do you have a 'program' to offer – or do you offer activities?

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RFPs: Game Strategy

Scope of work

- Who will provide the services? When will they start? – end?

- Who will have oversight of the project?

- Any training needs and conflicts with program scheduling?

- Evaluation requirements?

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Getting Started...

- ☐ Decide if grant is appropriate
  - ◼ Consistent with agency's strategic plan
    - ☐ Mission (purpose/business)
    - ☐ Vision (future/impact of service)
    - ☐ Values (guiding principles)
  - ◼ Address agency/community's needs
- ☐ WHO
  - ◼ "Best" applicant: you or other partner

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Where do you start?

☐ Who…?

- Will you tap to work on the grant proposal?

- Will you partner with?

- Has the 'skills' or areas of expertise to pull the proposal together?

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Where do you start?

- ☐ Who…?
  - ■ Identify funding source, agency's resources, collaborating partners
- ☐ What…?
  - ■ Type of funding; proposed program scope; 'community' (target population)
- ☐ Why…?
  - ■ Needs to be addressed; impact to community

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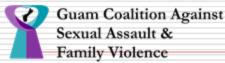# Understanding the RFP Guidelines

1. Due date for submittal
2. Purpose & Scope
3. Funding level
4. Eligibility
5. Cost sharing?

6. Format for proposal package
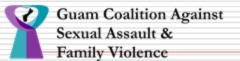7. Other agency requirements
8. Submittal requirements

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Responding to Funding Notice?

☐ Review RFPs
- ■ Deadline
- ■ Eligibility
- ■ Level of funding
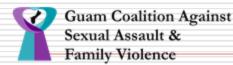- ■ Scope of work: Purpose to be funded
- ■ Format for proposal submittal

☐ **Sample RFPs**

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What's in the RFP?

- ☐ **WHO** – funding agency; applicants
- ☐ **WHAT**/**WHY** – funding purpose(s); priority areas; service requirements
- ☐ **WHERE** – geographic area; site
- ☐ **WHEN** – deadlines, funding cycle
- ☐ **HOW** – format…

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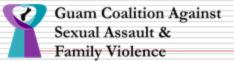Family Violence

Strategy to Writing Proposal...

- ☐ "Finder" comes up with strategy and talks to potential partners
  - ■ Develops initial draft and gets input from team
  - ■ "Finder" works on proposal

- ☐ Pros & Cons
  - ■ Depends on level of funding and program requirements

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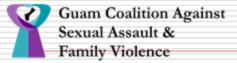
Strategy to Writing Proposal...

- ☐ "Finder" meets with potential partners
  - ■ "Finder" works with partners and develops key program elements together and assigns work on parts of the proposal to partners
  - ■ "Finder" compiles proposal and submits

- ☐ Pros & Cons
  - ■ Depends on level of funding and program requirements
  - ■ Do all the sections connect?

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Strategy to Writing Proposal...

- ❑ "Finder" shares potential funding opportunity and coordinates core team
  - ▪ Core team meets to decide who takes the lead
  - ▪ Team develops key program elements
  - ▪ Identify one lead 'grant writer' to compile into one but all committed to proposal
- ❑ Pros & Cons
  - ▪ 'Team' reviews – unified effort to review entire proposal to make sure all sections in sync

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Strategy to Writing Proposal…

- Review EVALUATION CRITERIA – Points
- Relate to format – page limitations (25 pgs)
  - Total 100 points (2.5 pp = 10 pts):
    - a. Project Abstract
    - b. Objectives & Need – 15 pts
      - i. Service Area & Needs – 10 pts
      - ii. App's Capacity Building Needs – 5 pts
    - c. Results or Benefits – 10 pts
    - d. Approach – 35 pts
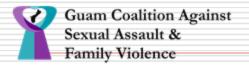   - e. Organizational Profiles – 30 pts
    - f. Budget – 10 pts

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Strategy to Writing Proposal...
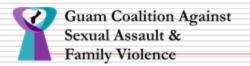
☐ Review RFPs

- ■ Evaluation criteria?

- ■ Strategy: ID section that you can readily complete, or complete based on points system

Organizing the Proposal

☐ What does the funding agency require?

- One page Letter of Inquiry

- "Brief" Proposal – Guidelines

- Application submittal

  ☐ Mail-in/Hand-deliver

  ☐ Online (e-Government site or grants.gov?)

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Organize Proposal Narrative

- ☐ Program Overview

- ☐ Organization's Experience/Capability
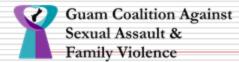
- ☐ Needs Assessment

- ☐ Scope of Services

- ☐ Budget

- ☐ Evaluation

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Program Overview

BRIEF (or 'ABSTRACT')

☐ Agency's Experience

☐ Statement of Need, Target

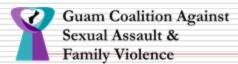☐ Goals/Objectives

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Experience & Capability

☐ Brief history/background

☐ Experience providing service or managing grant (past 5 years)

☐ Coordination of services

■ Letters of support, MOAs/MOUs

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Needs Assessment

☐ What do you want to address?

☐ "Community" Profile

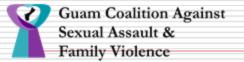☐ Statistics/data, baseline info

☐ Goals/Objectives

☐ Outcomes/Impact

☐ Logic Model

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SMART Outcomes

☐ Outcomes = SMART

- ■ Specific
- ■ Measurable
- ■ Action-oriented
- ■ Realistic
- ■ Timed

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SMART Outcomes

- ☐ **S**pecific

- ☐ **M**easurable

- ☐ **A**ction-oriented

- ☐ **R**ealistic

- ☐ **T**imed

Writing Objectives…

- Start with 'to'…

- Follow with verb

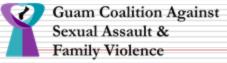- Brief on expected results

- Include time to achieve objective

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Logic Model

- Planned Work
  - Resources/Inputs
  - Activities
- Results
  - Outputs
  - Outcomes
  - Impact
- *"If…then"*

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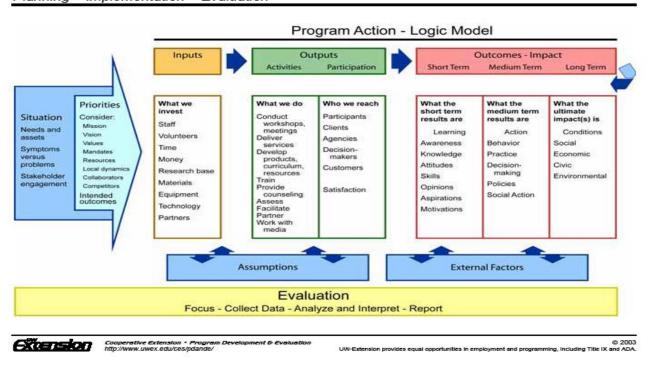Sexual Assault &
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Logic Model

PROGRAM DEVELOPMENT
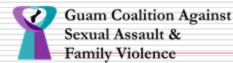Planning – Implementation – Evaluation
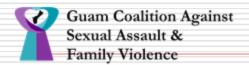
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Scope of Services

☐ Approach

☐ Service Activities

☐ Evidenced-Based, Science-Based

☐ Work Plan/Timeline

☐ Logic Model

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Budget–Allowable/Unallowable

- ☐ Budget template and narrative
  - ■ Show computation
  - ■ Justification
- ☐ Personnel/Operating Expenses

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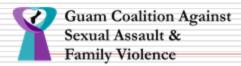
Personnel

Salaries

- ☐ Administrative Personnel
    - ■ Executive Director
    - ■ Bookkeeper/Account Clerk
- ☐ Project Personnel
    - ■ Project Director
    - ■ Youth Development Director

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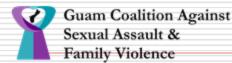Family Violence

Personnel...

Payroll Taxes

☐ FICA/Medicare -7.65% x of salary

Fringe Benefits

☐ Medical Health Ins - 6.60% x FTE

☐ Pension-10%

☐ Life & Long Term Disability ins.-1.04%

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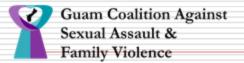
Travel (Staff)

Total Direct Cost

- ☐ Travel Airfare-Inter-island-for youth Conference neighbor island $200 x 3 person (2 youth leaders & 1 staff) x 5 project sites
- ☐ Mileage
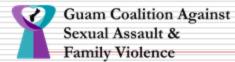
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Contractual

☐ CPA-independent accounting firm to assist with monthly financial review and reports. Also, assist with pre-audit protocols for annual audit. 1.602% x of total grant award
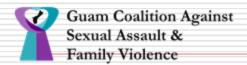
☐ Travel for Consultant/Trainers

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Supplies (vs Equipment)

Office Supplies

- Educational Work Books $35 x 150 youth=$ 5,250

- Paper supplies, Poster Boards/stands $27 x 22x5 sites=$2970; Pens/markers etc $4.50x150=$1050; paper $5/per ream) $50 case x 20 casesx5=$1000; Classified and file folders $35 cases x 6 x5=$1050 total=$ 9,659

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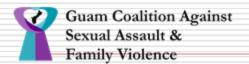Family Violence

Supplies (Office vs Program)

- ☐ Office supplies administrative and management record keeping (allocated % average $312 per month x 12 months) for all sites Total=$3756

- ☐ Incentives for older youth workshops and residential academies-$5 x 150 x5=$3750

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Other Expenses

- Program Services-3 day youth workshops support & training for career and vocational development x 4 cycle=$2,000.

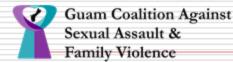Guam Coalition Against
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Other Expenses...

- ☐ Telephone – 9.81% allocation for telephone, cable and wireless computer internet annual expense for all project sites including Administration

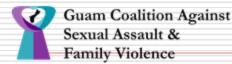- ☐ Rent/Liability Insurance

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Evaluation Checklist

- ☐ What do we want to know about our product/program?
- ☐ What product/program are we good at?
- ☐ Who will facilitate this effort?
- ☐ How will we go about doing the evaluation?

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Evaluation Checklist

- ☐ How do we know we're making progress to achieve our goal(s)?
- ☐ What info will we gather and how will we do that?
- ☐ How will we compile the info and analyze it?
- ☐ Who is the audience?

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B R E A K

☐ 15 minutes…

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Writing Proposal Tips

Format	Do…	Don't…
Grant guidelines ☐ Depends on submittal (electronic vs mail/courier)	☐ Follow specifics with layout: font, margins, page limits ☐ Follow section headings ☐ Incorporate evaluation criteria ☐ Look for "**MUST**"	☐ Include other media if not requested

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Writing Proposal Tips…

Project Abstract	Do…	Don't…
☐Clear, succinct summary of grant request ☐First impression	☐Describe applicant, project strategy, partners ☐Identify needs to be addressed, specific location, summary of activities	☐Begin writing this until other sections addressed ☐Forget to follow the format

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Pay-Less SUPERMARKETS

COMMUNITY FOUNDATION

Writing Proposal Tips...
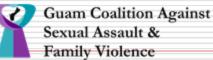
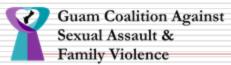| Organizational Profile	Do...	Don't...
☐Description of lead applicant and partners ☐Commitment and capacity ☐Key personnel	☐Describe past experience ☐Document partnerships ☐Incorporate qualification of key staff/partners	☐Propose full-time staff when 'work' description warrants less than full-time ☐Include resumes that do not reflect expertise or skills needed for id'd position or delivery of service

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COMMUNITY
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Writing Proposal Tips…

Objectives & Need for Assistance	Do…	Don't…
☐Description of needs in target community and goals/objectives to address needs	☐Document community involvement ☐Corroborate needs with data ☐ID goals and objectives related to needs: Use SMART outcomes	☐Present deplorable state and unsupported claims ☐Be ambiguous

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Family Violence

Writing Proposal Tips...

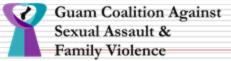| Results or Benefits Expected	Do...	Don't...
☐ Description of impact to community	☐ Describe how project will impact all partners ☐ Describe how you can demonstrate results from project activities	☐ Propose unrealistic results

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Writing Proposal Tips...

Approach	Do...	Don't...
☐ Description of proposed project, implementation and management plan	☐ Describe project activities, methods – how you expect to address needs and meet objectives ☐ Describe how you will implement plan and management project	☐ Propose unreasonable scope or activities that are not relevant

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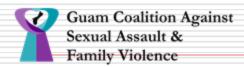
Style of Writing

- ❑ Be clear, concise – demonstrate **confidence**
- ❑ Don't assume reader/reviewer knows who you are, who your target is, or what your service 'category' entails
- ❑ PROOF for typos and grammar
  - ■ Be straightforward; avoid jargon
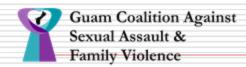 - ■ Don't be a parrot and use words that you think the funder wants to see in your application

Style of Writing

- ☐ Write in third person
- ☐ Be positive and pro**active**; active voice
    - ■ Instead of 'staff would report,' write: 'staff **will** report…' ('shall' instead of 'should')
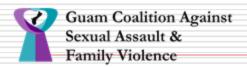
Style of Writing

- ☐ Be factual – present a *tight* logic
- ☐ Avoid 'opinion' words; refrain from presenting questionable implications...; be professional and cognizant of *culture*

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Style of Writing

- ☐ Limit use of A C R O N Y M S
  - ■ Be sure to explain acronyms in every section
- ☐ Don't assume reader/reviewer will go through proposal in order

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Contact Information

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