



Funding Sources and Grant Writing Tips

Presented by:

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Alberta Culture and Tourism

Presentation in a Nutshell

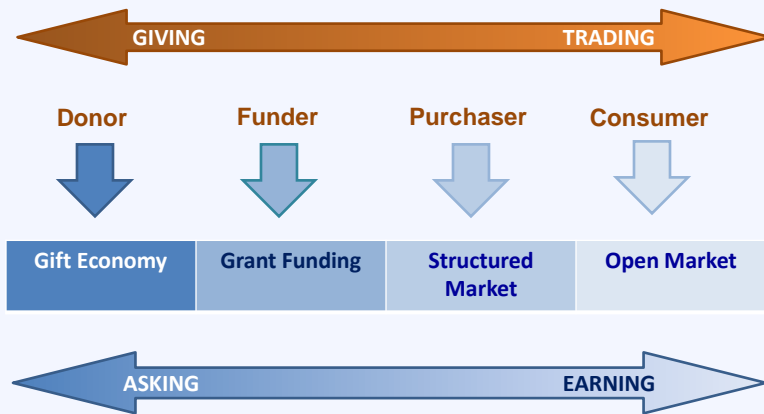


- Different types of funding sources
- The steps involved in the grant writing process
- Finding the right funding sources
- Tips on what funders are looking for
- Tips for successful applications
- Additional resources, tools, and information



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Income Spectrum



SOURCE: Adapted from the National Council of Voluntary Organizations, *Introductory Pack on Funding and Finance, Guide to Sustainable Funding*, 2006, p. 13. <http://www.ncvo.gov.uk/doc/3866193/Guide-to-sustainable-funding> accessed March 17, 2014.

Steps in the Grant Process

PREPARATION & RESEARCH

- Get established.
- Identify funding sources to match your project or need

KNOW YOUR FUNDING SOURCE

- Understand and align with the objectives of funding organization
- Demonstrate partnerships / show public support



DEVELOPING & WRITING PROPOSALS

- Clear focus / well established pitch
- Steps for writing clearly defined purpose, goals, and objectives
- Completeness; Budgeting and timelines



Laying the Groundwork...

Preparing and Researching

Types of Resources

Know Your Funding Source



PART 1

Do Your Homework – Prepare!



1. **Get established.** Position yourself and your projects to be funded.

- Is the idea or project based on a NEED in the community? (Grass-roots)

Define the Project / Focus

- What is the scope of work?
- What are the broad project goals? (What do we want more of?)
- Who will benefit?



Do Your Homework – Prepare!

2. Cultivate Relationships

- Internal
- Community (Supporters / Stakeholders)

Is there enough people power?



When Planning...

- Who should be involved in the process?
- Make sure those involved are aware and committed to their role
- Spell out the duties



Do Your Homework – Prepare!

3. Identify what type of funding will match your community's project or need.

- **What kind of support do you need?**
 - Long-term vs. short-term
 - Cash vs. time
 - Awareness and promotion
- **Grants....but what else?**
- **Diversify your funding!**



Categories of Grants

1. General purpose or operating support grants

Used to support the general operating expenses of an organization.

2. Program or project support grants

Usually given to support a specific, connected set of activities, with a beginning and an end, explicit objectives and a predetermined cost.

- Planning
- Seed money or start-up
- Management or technical assistance
- Facilities and equipment
- Endowment



Do Your Homework – Research!



If I knew what I was doing it wouldn't be called "research," now would it?

Albert Einstein

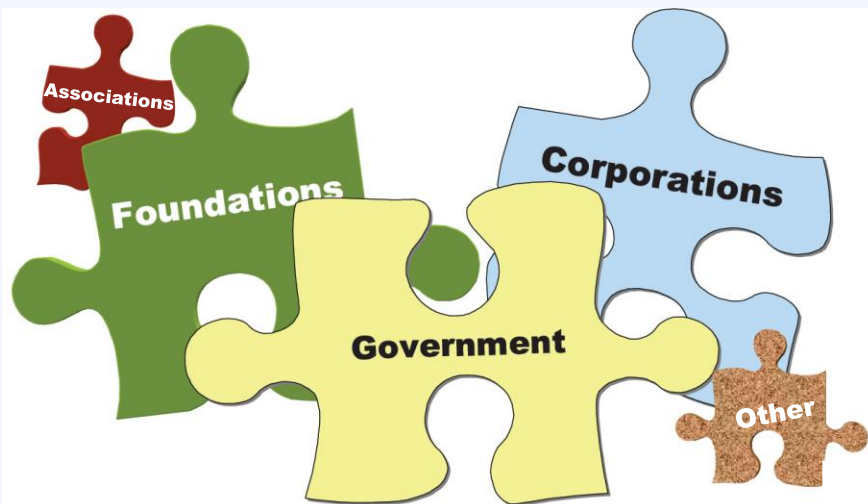


Do Your Homework – Research!

1. **Grant directories and databases** provide comprehensive listings and information about the different types of funding
2. **The Internet** has an abundance of resources on grantseeking, listings of grants on foundation and government websites, etc
3. **Newsgroups, publications, forums and blogs**
4. **Local libraries** provide an excellent selection of print material, books, articles, etc.
5. **Ask your colleagues** for advice about grantwriting and where they got funding for projects.



Sources of Resources and Funding



Examples of Funding Sources



COMMUNITY
FOUNDATIONS
OF CANADA
all for community.



The Muttart Foundation



Comparison of Funding Sources

Government

- Program areas well defined
- Committed to making an award
- Competitive
- Peer review
- Result: grant or contract

Corporations

- Enlightened self-interest
- Not committed to “giving away” \$
- Usually need to know someone
- Bottom line
- Result: grant or contract

Foundations

- Program areas broadly defined
- Managed by their own trustees or directors
- No peer review
- Rarely fund operating costs
- Result: grant

Associations

- Funding may be available through local, provincial, and national chapters
- Can be competitive
- Give in-kind contributions
- Result: grants or sponsorship

Source: Grant Station.com



Knowing The Funding Source

- Identify funders that fit your project, organization, or idea
- Be honest in your assessment of whether your project or idea truly meets the eligibility requirements
- Determine what type of support you are seeking

Type of funding	Level of support
Project funding	Long-term vs. short-term
Planning grants	Cash vs. time
Partnership funding	Awareness and promotion
Operating funds	
Start-up funding	
Capital grants	



Know Your Funder

- **Understand the funder.**
 - Analyze the funder's giving patterns – **how** do they give? Dollar amounts, frequency, etc.
- **Request / search information materials.**
 - Take note of anything that seems to be important to the funder
- **Contact the funder** before you write your proposal and be sure you clearly understand the funder's guidelines



Know Your Funder

Funders:

- Prefer to fund projects that are expressed in simple terms and which will meet a clearly identified need or opportunity.
- Are more likely to fund your project if they are assured you have a plan for sustainability beyond the initial grant.
- Give money to organizations they trust, projects they feel confident about, and causes they are aligned with.
- Are often risk adverse



Funders don't fund good ideas... they fund projects they can defend.

Source: Grant Tips from Non Profit Times www.nptimes.com/enews/tips/grants.html

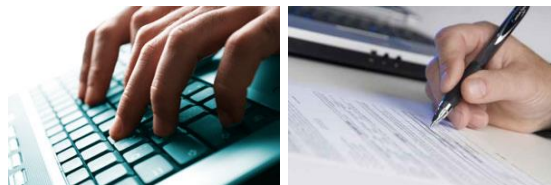


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Components of Developing Grant Proposal Applications

Proposal Design

Problem Statements



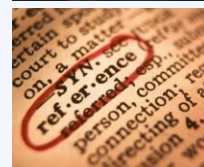
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PART 2

Proposal Design

Planning Questions for Consideration:

- Why should your community project or program exist?
- What does your project expect to do? *Describe the future...*
- What resources will you use?
- How and when will the project or program operate?
- How will the project or program be financed beyond grant dollars? *Is it sustainable...*



Proposal Design

Basic Components of a Proposal Package:

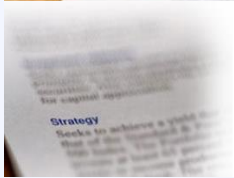
- Proposal / Executive Summary
- Introduction / Organization Information
- **Problem / Need / Situation Description**
- **Goals / Objectives**
- **Activities** (Methods or Design)
- **Outcomes** / Impact of Activities
- **Evaluation**
- Conclusion
- Future Funding
- Project Budget
- Appendices / Supplementary Material

Writing Sequence

- **Problem statement**
- **Goals / objectives**
- **Activities**
- **Evaluation**
- Future funding
- Budget, time table
- Introduction
- Title (cover) page
- Summary
- Appendices



Problem Statements



What problem, issue or opportunity is your project trying to address?

- Your statement of the problem—your need—represents the reason behind your proposal.
- Briefly explain what needs to change: why is there is a need for change?
- Answer the question, “What community problem or issue does my project or program solve?”

Other Terms for “Problem Statement”

- Issue Statement
- Needs Assessment
- Situation
- Opportunity



Problem Statements

Incorrect Example:

1. “The ABC Charter School needs to hire a safety officer to police and protect its students.”

Correct Example:

2. “Over the past year there has been a rapid increase in crime and violence toward students at the ABC Charter School.”
- The problem statement needs to describe why you need a safety officer.
 - The hiring of a safety officer is part of the solution to the problem – not the problem. It is a very common error for people to put “the cart before the horse” when writing a grant proposal.



Tips and Resources

Grant Research

Grant Writing

Resources and handouts



PART 3

Tips on Grant Research



- Grant writing is hard work. It takes TIME and COMMITMENT.
- Identifying, preparing, and researching are important components of successful grant writing.
- There is no one right way to research grants.

- **It is not effective to look for projects that fit funding.**
- Involve the community and check for duplication of efforts
- Clearly understand the grantmaker's guidelines before you write your proposal.
- Good communication and relationship building are KEY.



***The most successful programs are not grant driven, they are mission driven.**



Tips on Grant Writing

- Grants generally are directed towards specific types of organizations.
- Submit the proposal to the funder in the order that they specify, however, DO NOT write it in the order they specify.
- The most important component for writing a grant proposal is the problem statement.
- Avoid putting the 'solution' into your problem statement.
- Keep trying!



Sources:
Charity Village – Understanding the funder and the proposal www.charityvillage.com/cv/research/rprop1.html
Non-profit Guides – Grant-writing tools for non-profit organizations <http://www.npguides.org/guide/index.html>



Additional Resources

- **Funding Sources and Ideas for Non-profits** (Alberta Culture and Tourism)
- **Financial Assistance Summary Document** (Alberta Culture and Tourism)
- **Grantsmanship Center** <http://www.tgci.com/>
- **Various other Alberta Culture and Tourism granting programs:**
 - Community Initiatives Program (CIP)
 - Community Facility Enhancement Program (CFEP)
 - Other Initiatives Program
 - Celebration Events – Alberta Culture Days
 - Festivals and Events Tourism Growth Program





“Grant writing is like playing the stock market; there is seldom a guarantee that your efforts will be rewarded, but the more you know about the process and the more you use this knowledge, the greater the probability for success.”

Source: Hensen, K.L. "The Art of Writing for Publication"

QUESTIONS?

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Community Development Unit

www.culture.alberta.ca/communitydevelopment

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