Grant Writing 101

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What we will touch on.

- Do you really need a grant?
- Checking out a grant.
- Before We Start (the magic file & rules)
- Project Description
- Rules to follow
- B for Budget
- Project Description
- Organization Description
- Review & Resources

We NEED a GRANT

► Putting together a grant proposal is not difficult, it just requires some concentrated effort.

► Follow some simple rules, and you'll be surprised how everything will fall into place.

► Remember, a good idea is not always a great option.

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Do You Really Need any Grant?
Or – Do You Really Need a Particular Grant?

► Always look for grants after you have a need, never before, plan for a grant earlier.

► Avoid trying to fit a unique grant into your existing structure.

► Look into other ways to raise money, not just grants.

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Do You Really Need any Grant?
Or – Do You Really Need a Particular Grant?

Identify the problem or issue you are trying to change and come up with ways you can make changes.

Ask – does someone out there already do this and if they do, should we do it too.

Before We Even Start Looking……

Have on hand, the following items concerning your Society or Corporation:

- Incorporation Certificate
- Bylaws & Objects of the Society
- Latest audited financials
- List of current Board of Directors
- All Revenue Canada numbers-Bus., GST
- List of current grants
- A description of the organization & org. chart
- Copy of your strategic and business plan.

Keep these in a file

- one on your computer and one in your drawer.
- Update this file as necessary.
- Read them before you apply for any grant.
- Do you actually qualify to apply for this specific grant?

- http://chfs.ky.gov/nr/rdonlyres/635f46a0-8ef6-4ce7-a6ae-b33d3dbe35a6/0/nngcommongrantapplication.pdf

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Before You Begin

Clearly understand your organization's mission, objects, audience, and role in the community.

Honesty evaluate your organization's strengths, challenges and capacity to deliver a program o complete a project.

Be able to articulate your organization's "value-add" – what is unique about your organization, what gives you credibility in your community?

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Before You Begin

Identify your project's outcomes. What will be achieved and how will you evaluate to determine if outcomes are reached?

For ongoing program, how will you ensure they are sustainable? Consider the funding, human resources, partnerships …& more

Before You Begin

Identify potential funding sources with:

▶ Alignment of goals and objectives between project and funder interests.

▶ Match organization and/or program values.

▶ Funding criteria such as eligible projects, expenses, timeframes and more.

Understand each funder's application process and requirements.

Checking Out a Grant

Talk to people.

Identify potential funding sources and see if they align with your goals and the funders' interests.

Go on line to find requirements.(Who do they normally fund? What do they normally give?)

Understand each funder's application process and requirements.

Call or email the funder.

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- A Grant is made up of specific sections that must carry the thread of your idea all the way through.

- First, we'll identify the sections

- Then, we'll discuss them one at a time

- Finally, we'll put the puzzle back together and look at how the pieces fit together.

- Remember to read the instructions, even the fine print.

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- Keep in mind that sometimes...beginning at the beginning is NOT the best method of attack.

- Using a linear method of thinking will help you write the grant effectively without missing any pertinent information.

- Use the pages of the grant to follow your thinking, then put them in order by number.

- READ the guidelines and terms and conditions. Can you meet these? Does your project fall within the structure of the grant guidelines? Do your Objects allow this?

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- **READ IT AGAIN**
- If the answer to the last bullet is NO, back slowly away and look for grants that are appropriate.

Rules to Follow

- **Answer every question**, never assume that something doesn't apply to your project.

- **Answer every question**, if you don't have an answer put 'not applicable' or a similar phrase. This tells the funder you have at least read the question.

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- **Only answer the questions they ask**, but answer them well. Funders do not want to have to plow their way through a binder of information to hunt out the answers to their questions.

- **Do not add information** the funder does not ask for unless it is absolutely imperative for them to know because it may affect the outcomes.

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Critical Rules Include

- Base your request on funder criteria and only expend the funds as laid out in the approved grant budget

- Never use funds from a grant for items not included in the grant budget or for purposes other than described in the grant narrative

- If the original budget requires amendment in order to support the purpose of the grant, contact the funder to get permission before making changes

- Support every expenditure with adequate documentation

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- Use a system of checks and balances so that no one person is solely in charge of the money (i.e., dual sign-offs on expenditure requests and checks).

- Keep receipts, documentation, and monthly financial statements well organized and accessible.

- Monitor grant expenditures monthly to ensure that over-spending or under-spending can be addressed before the end of the grant period

Must relate directly to the description of the project.

Base your estimates on actual quotes, costs, etc.

Demonstrate clearly what the requested funds will pay for.

Base your request on funder criteria.

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The Budget

- This is where you describe what you intend to buy, or spend money on, during the grant cycle, to accomplish your objectives.

- Be exact: instead of "stuff we need" or staff we need, list the actual type of items: high resolution monitor, laptop, digital camera, Programmer etc, etc. On the other hand, don't list brand names. Use the proper categories as well.

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- If you have a match requirement, here's where it shows. This means you must show you have the money for your share of the project before the funder matches it with their sum.

- Add the numbers up by category from Budget Description and plug them into the budget page.

- Do list dollar amounts, and use a calculator or spreadsheet. 1+1 must = 2.
  This can be adjusted according to the type of grant.

Budget Narrative or 'Explanation'

- This is where you describe **why you need** what you said you were going to do in the Budget Description.

- How will a Programmer or even a scanner help you accomplish your objectives? If you need that 36 in. high resolution monitor, say why.

- Be consistent, give the explanations the same numbering system or name as the Budget Description.

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Project Description

This is where you will describe, piece by piece, in order, **what your idea is**, and how you will implement it.

The smaller pieces that make up the Project description will each have their own page in this presentation.
Ready?

Describing the Project

- Describe the opportunity or challenge your proposed project will address.

- "How do you know this is a need or issue in your community?" (research, feasibility studies, community engagement, etc.)

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Further Description

- How will your worthy idea solve the problem you identified in the Project Definition? Can you show where this idea has worked somewhere else?

- Include all of the elements of your proposed project: personnel, tasks, activities, etc, etc.

- Explain what outcomes you are trying to achieve

Define why you are applying

- What is the problem? (What will be better and/or different because of your project?)
- What do you or other experts say about this problem?
- Give proof- statistics, commentary, accounts from reputable sources, incidents.
- Give your sources.
- Is your project on your priority list from your business or strategic plan?

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Still More

Outcomes can relate to knowledge, skills, behaviour, and attitudes.

Be specific – statements should be measurable.

Answer the question – "So what?"

Project Outcomes and Performance Indicators (these should be done in tandem)

- This is where you describe what you expect the results of your project will be, in a detailed and quantitative and qualitative manner.

- Who will you serve? How will you serve them? How many? By when? How will they benefit?

- Who will be responsible for making sure this happens?

- Will you do surveys? Will you track numbers and or opinions, before and after your project?

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The Timeline

This is where you put all your information on a timeline.

Doing this also helps you determine if you left anything out, for instance, if this is a building project – when does the planning process take place, and how many processes are there?

Organization Description

You will be asked to describe your organization.

Perhaps the one you have in your file fits the bill.

This is where you sing your own praises.

If there is something special that only your organization does- say so.

Say why you are the best ones to accomplish the goals of your project. Cite specifics.

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Other Information That May Be Requested.

Do you work with other organizations or agencies?

If so, how often and what do you do together?

Do you try to work with other organizations?

Some grant applications require support letters from groups you either work with or groups that will benefit from the project outcomes.

Many require a number of letters – they should all sound somewhat different (don't just duplicate a letter for them to sign).

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Volunteers

Be careful don't make up numbers

Some grant programs require you to have volunteers.

Some grant programs give 'in kind' monetary matching credit for hours of volunteers work.

This is where you tell who is willing to give you time and talents for free (don't forget the Board).

What do these volunteers do for you?

How many are there?

Do you train them and if so, how?

Now the hard part

How will you ensure the project carries on after you have spent the grant money? (i.e. how will you life cycle items, how will you pay an individual, how will you provide for a program.)

Have you worked out a self-sustaining plan to support this worthy project?

Have you contacted other public or private sources of income?

Do not blatantly exaggerate but put a light on whatever you say.

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Let's Review

Make a Checklist:

- ✓ Filled out the very first page carefully and completely.
- ✓ Organizational Chart
- ✓ Letters of Support (If this applies to you. Some applications do not require letters of support)(Difference between renters and partners)
- ✓ Filled out grant statistics page
- ✓ Filled out and signed audit page
- ✓ Filled out and signed signature pages - both of them with required signatures.
- ✓ Job Description(s) / Project Plans/ Program Plan/ Business Plan
- ✓ For non-profits: a copy of the Board motion supporting and approving the project and application.
- ✓ Does it all make sense?

- **Answer all questions but nothing more.**

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Double Check

Does the grant flow logically from:

- Organization Description (We are the right people for the job)

- Interagency Coordination (We know the people to work with and for, and they know us. We already work together)

- Problem Definition (We found something that needs to be fixed, did research and included the documentation)

- Project Description (We think we have a solution, here it is)

- Project Objectives (Exactly what our solution involves)

- Performance Indicators (How we will prove we did what we said we wanted to do)

- Project Continuation (What we will do if the grant funds are not available after this year)?

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Finishing Touches

- Did you proof-read?

- Did someone else proof-read?

- Does your math work?

- Have you met the deadline for submission?

- Do you have the original and extra copies?

- Did you keep a copy for yourself?

- Did you meet deadlines? (front-end & back-end)

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Where To Find Grants

- Word of mouth
- Internet
- Non-governmental funders include private foundations, community foundations, corporate foundations, and federated grantmaking organizations such as United Way.
- Private foundation recipients are frequently "wired", Don't give up, but don't waste your time, either.
- Private and non-governmental organizations have their own requirements. Read the instructions. Follow their rules.
- Make sure your problem fits with their solutions. Know who you are working with.

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Terminology

Grant – a cooperative agreement involving a monetary award of financial assistance
Grant award – a contract between the funding agency and the recipient, with the grant supporting the activities and deliverables detailed in the application.
Grantor – the organization or agency that receives your funding request and decides to fund it or reject it.

> **Public Sector funder –** any government grant maker (federal, provincial, county, municipal)that awards grants from various types of tax monies .
> **Private Sector funder –** a foundation or corporate grant maker that uses funds from private sources (investments, contributions, donations or grants) to fund eligible applicants

Grantee – what you become if you get awarded a grant when you accept funds and agree (promise) to use the funds as set out in the grant application

RESOURCES
(see handout)

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Thank you for attending.

Questions:

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Or
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