

Week Nine: Fundraising

- Grant Writing
- Test Review



What is a Grant?

- Bounty, contribution, gift, or subsidy (in cash or kind) bestowed by a government or other organization (called the grantor) for specified purposes to an eligible recipient (called the grantee). Grants are usually conditional upon certain qualifications as to the use, maintenance of specified standards, or a proportional contribution by the grantee or other grantor(s).

Read more:

<http://www.businessdictionary.com>

Who gives grants?

- <http://www.ceetrust.org/grants-database/in-country-grants/czech-republic.html>
- <http://www.ceetrust.org/grants-database/cross-border-initiative.html>



The Grantwriting Process

- Step One: Setting Funding Priorities
- Step Two: Drafting the Basic Proposal
- Step Three: Packaging the Proposal
- Step Four: Researching Potential Funders
- Step Five: Contacting and Cultivating Potential Funders
- Step Six: Responding to the Result

Step One: Setting Funding Priorities

Approach to grant seeking

- Set funding priorities
- Identify the need within your community that your organization wants to meet and that is in line with the organization's mission.
 - Research grant funders that have an interest in funding that need.

Prepare a needs statement

- Who will be helped?
- Why do they need your help?
- What are the consequences of not providing help? Is need acute?
- What outside support can you provide that this is indeed a problem?
- What are the benefits of providing help? Is there hope for improvement?

Step Two: Draft the Proposal

Proposal components

- Organizational Statement
- Project Description
 - Fundable Idea
 - Goals/objectives
 - Methods
 - Budget
 - Sustainability

Boilerplate materials

- Standard information required in most grants that does not need to be customized for any particular grant
 - General description of the organization
 - Organizational mission
 - Organizational history
 - Leadership/organizational chart
 - Clientele served
 - Qualifications of project team members (bios)

Target your writing

- Different projects, different audiences, different voices
 - Writing for lay leaders, managers and program staff
 - Knowing your audience: interests, biases, history, knowledge, linkage

Organizational statement

- Briefly describe:
 - Organizational history
 - Organizational mission
 - Clientele/need served
 - Resources: staff, board, volunteers, knowledge base, etc.
 - Programs offered
 - Unique capacity to successfully address the problem

What is a fundable idea?

- Most ideas are fundable – but not by all funders
- Match between funder and idea is the key
- More fundable:
 - New/innovative approaches
 - Addresses acute and recognized need
 - Results will be apparent
 - Direct client benefit
 - Minimizes administrative support
 - Not duplicative of other programs
 - Can serve as a model for future efforts

Sample project
description:

Meals on
Wheels
Consortium



Developing goals and objectives

- Give a clear picture of the anticipated results
- Outline the outcomes of the plan
- Goal: broad-based statement of ultimate result of change
 - The homebound elderly in Main County will live with dignity and independence in their own homes.

Developing goals and objectives

- Objective: measurable, time-specific result that the organization expects to accomplish
 - There will be a five percent decrease in the number of frail older adults going into convalescent homes during the first year of the social services referral program. (Outcome objective).
 - There will be an increase in social services referrals and follow-up for 75 percent of the individuals served by the Meals Consortium during 2010-2011. (Process objective).

Tips for writing goals and objectives

- Goals and objectives tie to needs statement.
- Activities/methods distinct from objectives.
- Objectives are feasible and targeted.
- Objectives are action oriented: to reduce, to increase, to decrease, to expand.....
- Objectives and change are measurable.
- At least one outcome objective included.

The methods

- Describes the specific activities to achieve the objectives
 - The How – What will occur from time project begins until it is completed?
 - The When – When and in what order will tasks occur?
 - The Why – Why will the planned work lead to outcomes you anticipate?

Steps in budget preparation

- Review project description.
- Estimate agency's ongoing expenses to be charged to projects as well as new costs (i.e. salaries for personnel not yet hired).
- Obtain relevant costs from person in agency responsible for keeping the books.

What about overhead?

- Most expense budgets include “overhead”
- Rationale: project should bear a portion of the administrative costs of the host organization.
- Formulas used for allocating overhead costs.
 - Based on size of total project budget as percentage of total organizational budget or of total salary line.
- Funders have policies regarding overhead.

Budget narrative

- Used to explain any unusual line items; may not always be needed.
- Structure:
 - Notes to the budget: footnote-style numbers on line-items with corresponding explanations
 - Straight text
- Answer any outstanding questions posed by funder

Sustainability component

- Future funding to sustain your project.
- Funders don't want your organization's project to fail once initial grant is over.
- Sources for future funding:
 - Continuation grants
 - Annual campaigns
 - Fees for service
 - Sales of items or activities

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Evaluation

- Process that determines the effectiveness and efficiency of the project (quantitative or qualitative)
- Evaluations answer these questions:
 - Did the project do what was expected?
 - Were objectives met?
 - Was there an impact made on the need?
 - How was the project perceived by the target group?
 - What was learned and what adjustments should be made?

Step Three: Package the Proposal

Executive summary components

- Clear, one-page abstract of the proposal
- Elements:
 - Identification of the applicant
 - Specific purpose of grant
 - Qualifications to carry out purpose (the project)
 - Anticipated end result
 - Amount of money requested
 - Total project budget

Cover letter

- Make a specific request (\$)
- Indicate why you are applying to the grantor
– why this problem and why them?
- Mention prior discussions of the proposal
- Describe contents of proposal package
- BRIEFLY explain the project
- Offer to set up a meeting to provide additional information

Adhere to their guidelines!!!!

Step Four: Research Potential Funders

U.S. Prospect Research Sources

- Online sites: Type in search phrases, such as public charities or private foundations.
 - Grants.gov
 - [Foundation Center](http://FoundationCenter.org)
 - [National Endowment for the Humanities](http://NationalEndowmentfortheHumanities.org)
 - [National Endowment for the Arts](http://NationalEndowmentfortheArts.org)
 - [From the Heart Productions](http://FromtheHeartProductions.org)
 - [Jeannette Rankin Foundation](http://JeannetteRankinFoundation.org)
 - [The Puffin Foundation](http://ThePuffinFoundation.org)
 - [The Haven Foundation](http://TheHavenFoundation.org)
- Public Library
- Academic Databases

Step Five: Contact and Cultivate Potential Funders

Contacting a Potential Funder

- Pick up the phone.....
- Send an e-mail.....
- Send a letter.....

- To the program director at the foundation



Step Six: Respond to the Result

Handling rejection



- Large % of all grants are not funded on first submission
- Learn why grant was not funded – go beyond the rejection letter
- Identify ways could be strengthened in future
- Determine if funder would be open to future submissions

Celebration

- Thank the donor
- Pat yourself on the back
- Thank and acknowledge all who have had a part
- Build the relationships
- Submit timely reports



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