

# grants

Healthy Culpeper Community Partner Meeting  
September 21, 2006

# Today's focus: Overview & Tips

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- Something to think about.....
  - Future Roundtable Discussions/Workshops
    - Specificity in one area-workshop on putting together a budget?
    - Lessons learned from other partners
    - Workshop on putting together a proposal

# What is a Grant?

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- Sums of money awarded to finance a particular activity or facility
- Do not need to be paid back
- Funder has a specific goal/outcome that it wants to achieve by providing the funds

# Benefits of Grants

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- Forces you to be organized
- Provides credibility
- Comes in varying amounts
- Can provide seed money
- Helps diversify your funding base
- Learning experience



# Downsides of Grants

- Long waits
- Rejection
- Restricted money for specific projects-not general support
- Tendency to fund planning activities and not services



# Steps to Getting a Grant

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- PLAN THE PROGRAM OR INITIATIVE
- FIND THE FUNDER
- ASSEMBLE APPLICATION

# Planning the Program

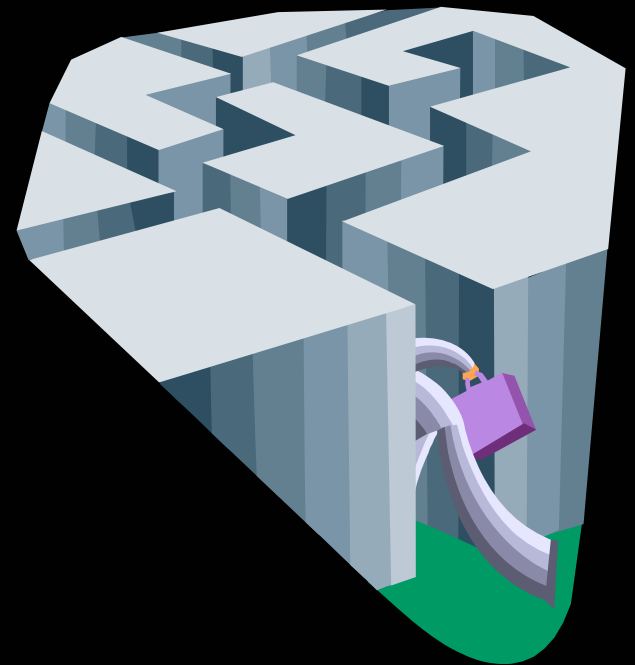
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- Identify Problem
  - What needs to be done?
  - Seek funding to match needs, not needs to match funding
- What is the Need?
  - Statistics
  - Stories
- Proposed Solutions: How can it be done and who should do it?
  - Best practice-what works for others?
  - Potential collaborators

# Find the Funder: Search and Research

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- Refer to grant announcements
- Ask others in your field
- Check with your professional organizations
- Find out other area successes-  
what source did they use?
- Grant Alerts
- Grants.gov
- Grant Locator System (More to  
come)



# Types of Funders

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- Federal agencies
- State/local governments
- Private foundations
- Non-profit organizations
- Corporations

# Types of Proposals

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- Research vs. education vs. service proposals
- Solicited (e.g., by a Request for Proposals on a specific topic) vs. unsolicited
- Preliminary (e.g., for foundations, letters of inquiry, brief proposals) vs. full/formal proposals

# Getting Organized: Assembling the Application

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- **DON'T WORK ALONE**—Ideal to have a grants team with roles and tasks for each member **BUT** remember to write the grant with a consistent voice (one narrator)
- **Gather materials**
  - Data
  - Budget
  - Letters of Support/Commitment
  - Signature authority

# Typical Components of a Proposal

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- Summary
- Introduction to the Organization
- Problem/Need Statement
- Goals and Objectives
- Project Method/Design
- Project Budget
- Attachments



# Introducing Your Organization

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- Mission statement or goals
- Track record with other grantors
- Be able to provide past and present capacity of the organization
- Success stories
- Information should be relevant to the goals of the funder

# Problem/Need Statement

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- Purpose for developing proposal
  - What problem or need will this project address?
  - How did this problem/issue develop?
- Beneficiaries---population
- Service area
- Nature of the problem
  - Site specifics

# Project Goals & Objectives

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- Goal: Project Destination-what your project seeks to address
  - Make the link between goals of the project and goals of your organization and the funder
- Objectives-Measurable outcomes; the mileage signs you pass along the way to help measure progress



# Project Method/Design

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- How you will meet the objectives
  - How the project is expected to work, when and why
- Should include the following:
  - Activities to occur (related resources and staff) with specific dates or phases
  - Partnerships involved
  - Justification for the course of action taken
  - Highlight any innovative features
  - Dissemination to others-funders want others to adopt what you've learned

# Example of Goal, Objective and Methods

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- Street tree planting trainings
  - GOAL: Teach a new generation of youth the importance of planting street trees
  - OBJECTIVE: A manual will be developed on organizing neighborhood street tree planting events and 4 quarterly workshops will be organized to train 100 high school students to lead planting events
  - METHODS: A committee of students will meet monthly in the next 6 months with staff support from the tree planting coordinator. Workshops will be organized in conjunction with school environmental groups. Students will be recruited with presentations at 15 enviro-clubs, distribution of 5000 fliers through Friday school notices to parents.

# Project Evaluation

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- How will you know if the project was successful?
- Describe time, resources, and funding needed to complete the evaluation
- Targets: measurable objectives for activities and a long-term goal for the project as a whole.
  - Instruments = ways to measure: surveys, logs, etc.
- Sustainability and commitment
- Use realistic goals---don't shoot for the moon!

# Project Budget

- Be specific but reasonable
- Get quotes for work whenever possible
- Always describe, never infer
- Do not “lump” information; separately list revenue sources, budget line items, etc.
- Match (Cash or in-kind)



# Expenses to Consider:

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- Printing and photocopying
- Postage and shipping
- Telephone charges
- Internet provider and service fees
- Materials and supplies
- Mileage and travel
- Salaries and fringe benefits
- Equipment rentals or purchases

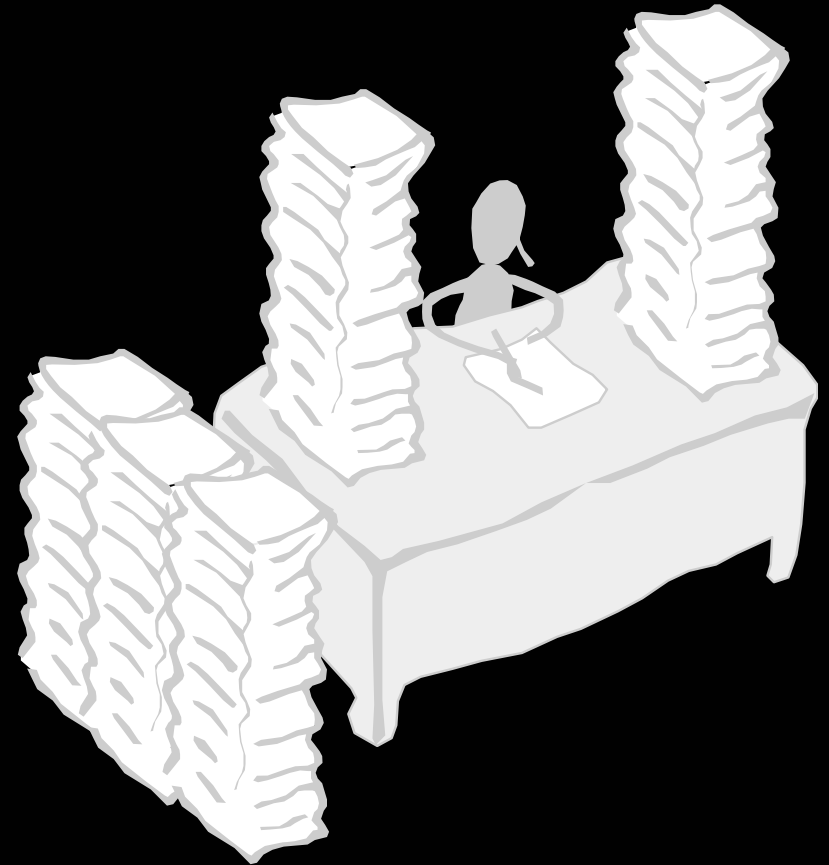
# Attachments

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- Do not include if the instructions specifically prohibit
- Letters of support/commitment
- Detailed budget information
- Organizational chart
- Maps, charts, graphs
- References
- Resumes
- Creative examples
- Exemption Letter
- Lists of Board members

# Consider the Reviewer

- Many competitive programs utilize review panels (especially federal and state)
- Most private foundations use staff to “screen” proposals for Program Director
- The more competitive, the more reviewer(s) will look for reasons to reject proposals



# Successful Grants

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- Proposal success rates average 25 to 33 per cent
- More than half are rejected on first reading because:
  - Applicant did not follow directions
  - Proposal did not match program



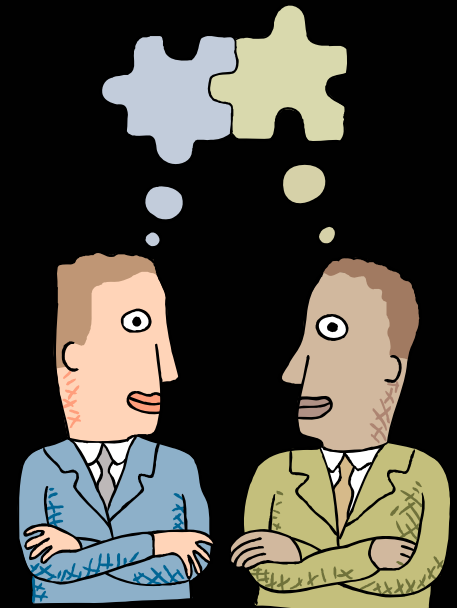
**SUCCESS=  
GOOD IDEAS-PITFALLS**



**GOOD IDEAS ARE OFTEN UNDERMINED BY  
MISSTEPS IN PRESENTATION**

# PitFall #1 - Poor Fit

- VERIFY YOUR FIT
  - Study program goals and eligibility
  - Read announcements/RFPs carefully
    - Timelines
    - Long term requirements/restrictions
    - Match requirements
  - Make contact with the program officer before making an investment:
    - Send brief overview of proposed project
    - Ask questions
    - Inquire about alternative funding sources



# PitFall #2-Weak Argument



- PROVE IMPORTANCE OF PROJECT
  - State purpose and case for need up front; build a compelling argument
  - Think “Op Ed”, not academic journal
  - Cite authoritative source(s)
  - Example:
    - This proposal addresses a priority of the World Aids Foundation: Aids prevention in developing countries. Specifically, we propose to conduct a series of five-day AIDS prevention workshops in four cities in Indonesia. The participants will be.....

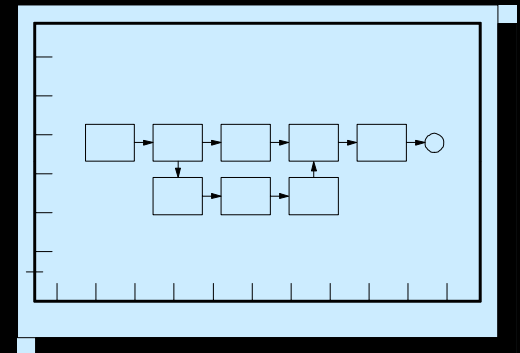
# PitFall #3-Using Jargon

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- ASSUME AN UNINFORMED BUT INTELLIGENT READER
  - Use clear, accessible language
  - Stick with direct statements and active voice
  - Avoid insider jargon and acronyms

# PitFall #4-Vague Plan

- ILLUSTRATE A DETAILED PLAN OF ACTION
  - Specify major tasks and timelines
  - Use flow charts, calendars, or project timeline charts
  - Visualize the project on a single page



# PitFall #5-Deviating from Guidelines



- FOLLOW APPLICATION INSTRUCTIONS TO THE LETTER
  - Submit on time
  - Keep the narrative crisp and clear; follow page limits
  - Use 12 point or larger type, 1" margins, and double spacing
  - Use graphics sparingly
  - Have a budget narrative (not just the numbers)
  - Provide correct number of copies

# PitFall #6-Ignoring Review Criteria

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- PAY ATTENTION TO ALL REVIEW CRITERIA
  - Read evaluation standards and reference them in the narrative
  - Touch all of the bases-not just the ones you're comfortable with
  - Reviewers will use criteria to score your proposal

# PitFall #7-Weak Abstract



## ■ POLISH ABSTRACT

- Write this last
- Should reflect entire scope of project
- Summarize project purpose and methods
- Must convey
  - What you intend to do
  - Why it's important
  - Expected outcomes (results)
  - How work will be accomplished

# PitFall #8-Careless Errors

- USE PROOFREADERS
  - Find an eagle-eyed perfectionist
  - Proofreaders read for form, not content
  - Use someone who has no stake in the project
  - Zero tolerance-no error is too small to correct
  - Root out inconsistencies in format-typos, misspellings, grammar, etc.



# Helpful Tips for Success

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- Read Successful Grant Proposals
- Make proposals easy to read and interesting—use bold, underlining, charts, bullets, etc.
- Fit research and grant writing into your job
- Think big, small, and different
- Treat it like a game (which it is)
- Try and try again—count on being rejected but ask for feedback, revise and resubmit
- Practice Tools:
  - Proposal Short Course: <http://fdncenter.org/learn/shortcourse/prop1.html>