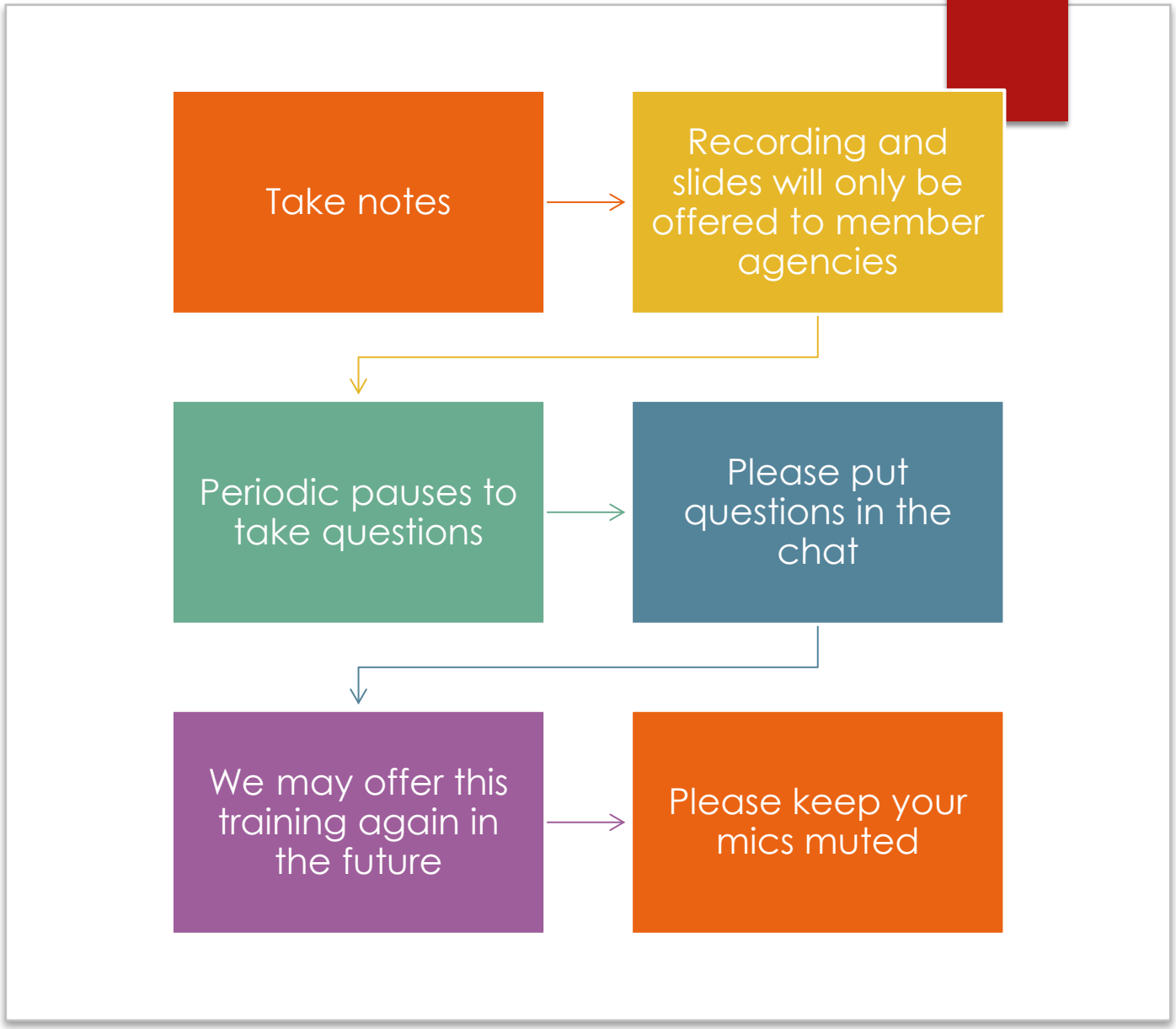
Grants 101

BY DR. COURTNEY S. HAYWARD

About me- Dr. Courtney Hayward

- Exec. Dir. Of WISCAP
- Been in this industry for more than 15 years
- No formal training
- Portfolio includes grants from every type of grant making entities
- Submitted and have been awarded proposals totaling more than $100 million
- Worked as an Independent Contractor
- Worked in Higher ED

Housekeeping



Grant Requirements

Basic requirements to obtain grants

- Must be a registered 501c3 in good standing with your state and the IRS
- Have existing programs
- Have other revenue to support your organization and programs
- Not be a start-up or new org seeking resources to get started

Today we'll discuss

- TYPES OF GRANTS AND WHERE TO FIND THEM
- ELEMENTS OF STANDARD GRANTS
- GRANT WHITE PAPERS

White Papers for Grants

White Papers for Grants

- 1-2 page summary of your organization and program needs
- Should be created for each program of your organization
- Can be used as a letter of intent/interest
- Should be readily available to pull information for a full grant proposal

Elements of a White Paper

Title of Program/Project

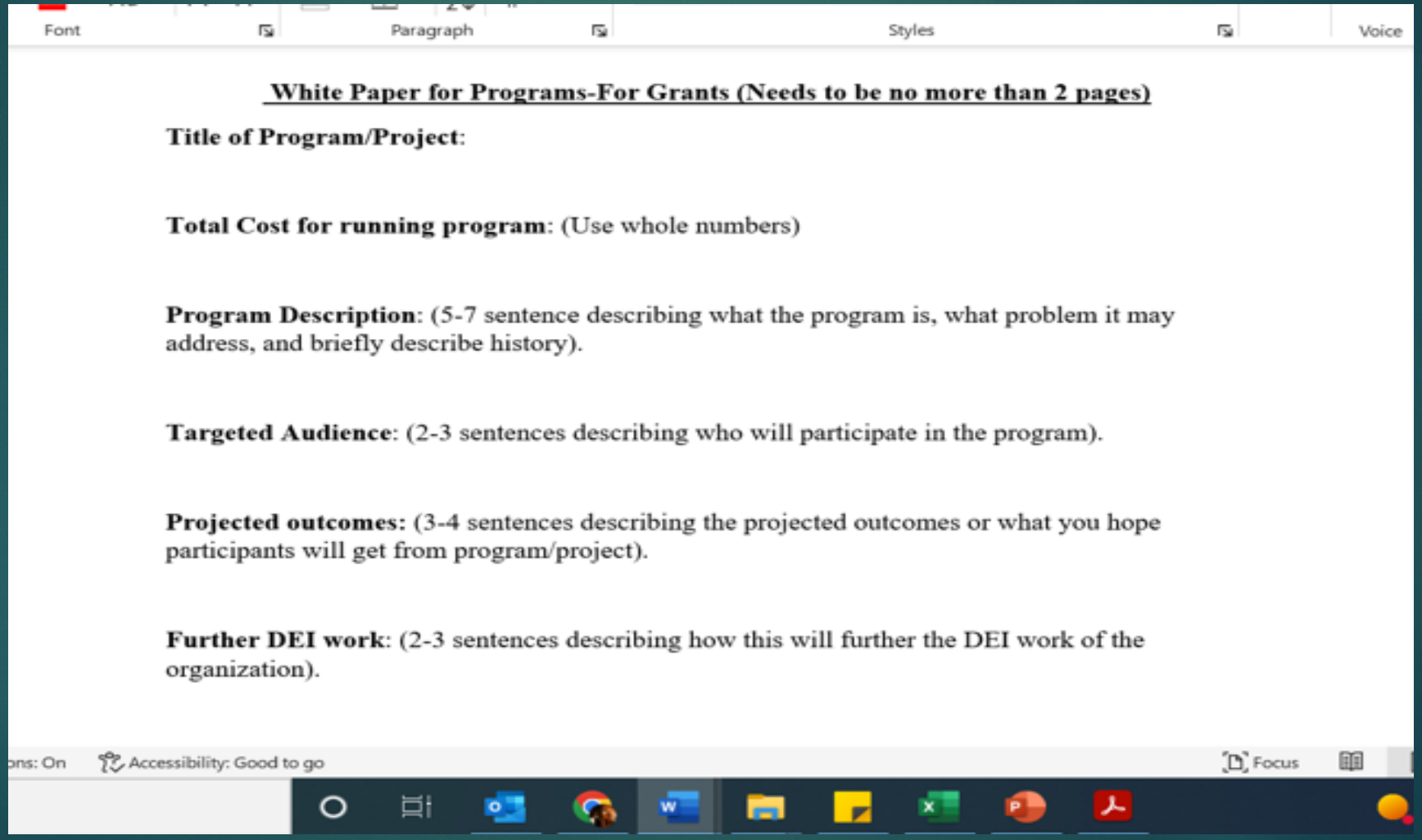
Total Cost for running program

Program Description: (5-7 sentences)

Targeted Audience: (3-5 sentences)

Projected outcomes (3-5 sentences)

White paper Example



Font Paragraph Styles Voice

White Paper for Programs-For Grants (Needs to be no more than 2 pages)

Title of Program/Project:

Total Cost for running program: (Use whole numbers)

Program Description: (5-7 sentence describing what the program is, what problem it may address, and briefly describe history).

Targeted Audience: (2-3 sentences describing who will participate in the program).

Projected outcomes: (3-4 sentences describing the projected outcomes or what you hope participants will get from program/project).

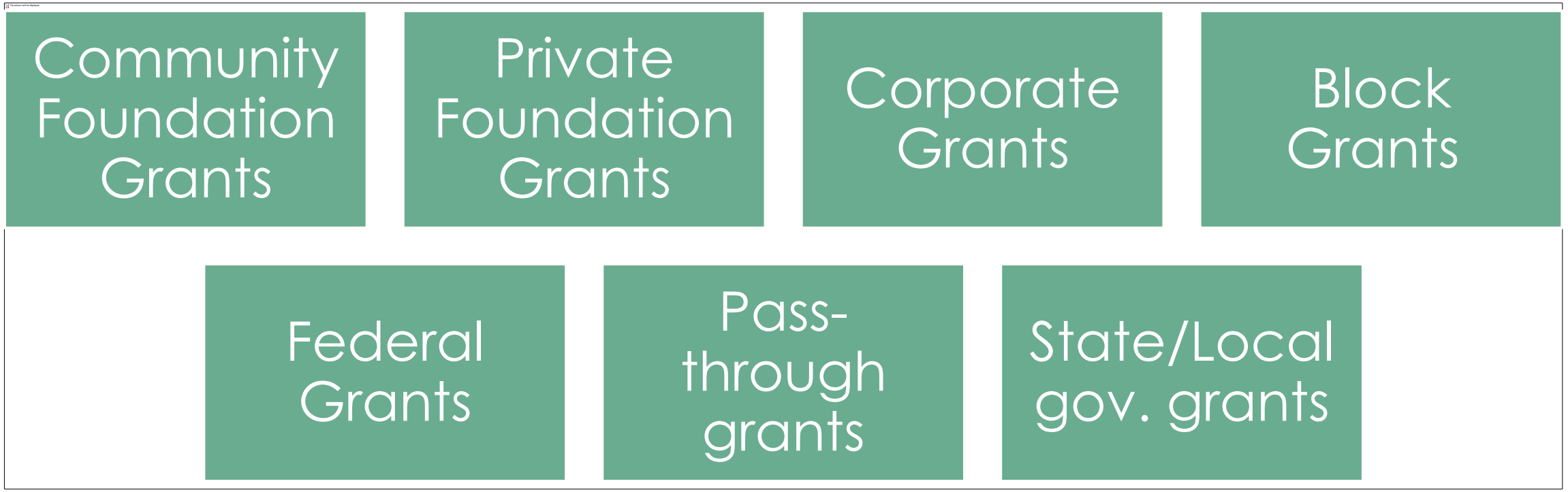
Further DEI work: (2-3 sentences describing how this will further the DEI work of the organization).

ons: On Accessibility: Good to go Focus

Questions?

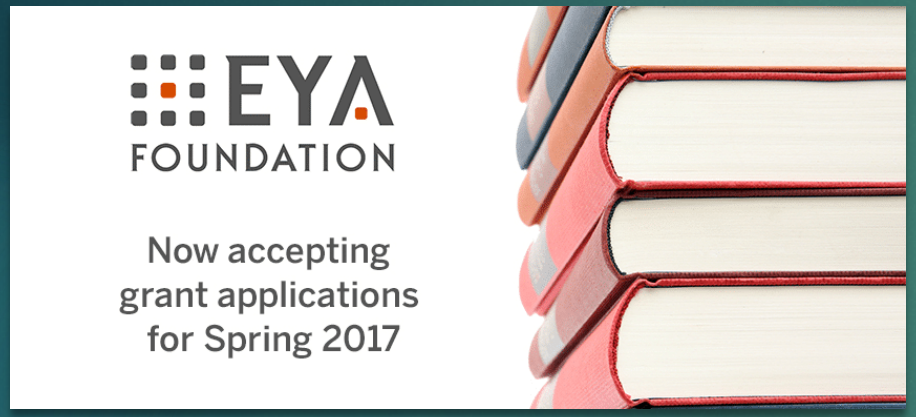
Types of Grants

Types of Grant and where to find them



Community Foundation Grants

Community Foundation Grants



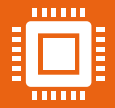
- They fundraise in the community for funds to give back to the community
- Often requires a relationship with someone on the inside
- Awards are usually between $10k-$100k

Community Foundation Grants

- Have their own proposal submission process
- They typically do not fund start-up nonprofits
- Their post-award reports tend to be extensive
- Low-hanging fruit if the organization has a good reputation in community
- Their selection process is tricky

Community Foundations types of funding

Where to find community foundation grant



Google “Community Foundations in” (your city or county)

The grantsmanship website – www.tgci.com

Questions

Private Foundation Grants

Private Foundation Grants

- Family Foundation Grants
- Very tricky to get
- Usually there is not application process
- Important to know someone on the inside
- Most larger organizations get these grants
- They typically fund major projects or buildings
- No money for administrative costs

Where to find Private Foundation grants

- The Grantsmanship Center website
- Foundation Center (also known as Candid) grants database
  - https://fconline.foundationcenter.org/
  - Requires an expensive subscription
- Most Private foundations will have a clause on their websites that says “The Foundation does not accept unsolicited proposals.”

Corporate Grants

Corporate Grants

- These grants are usually from large companies (for taxes purposes)
- Are not that competitive
- Very easy to find
- Will fund programs but almost never fund admin. costs
- Usually require some type of post-award reports
- Awards varies but typically no more than $20k
- Low-hanging fruit for new nonprofits

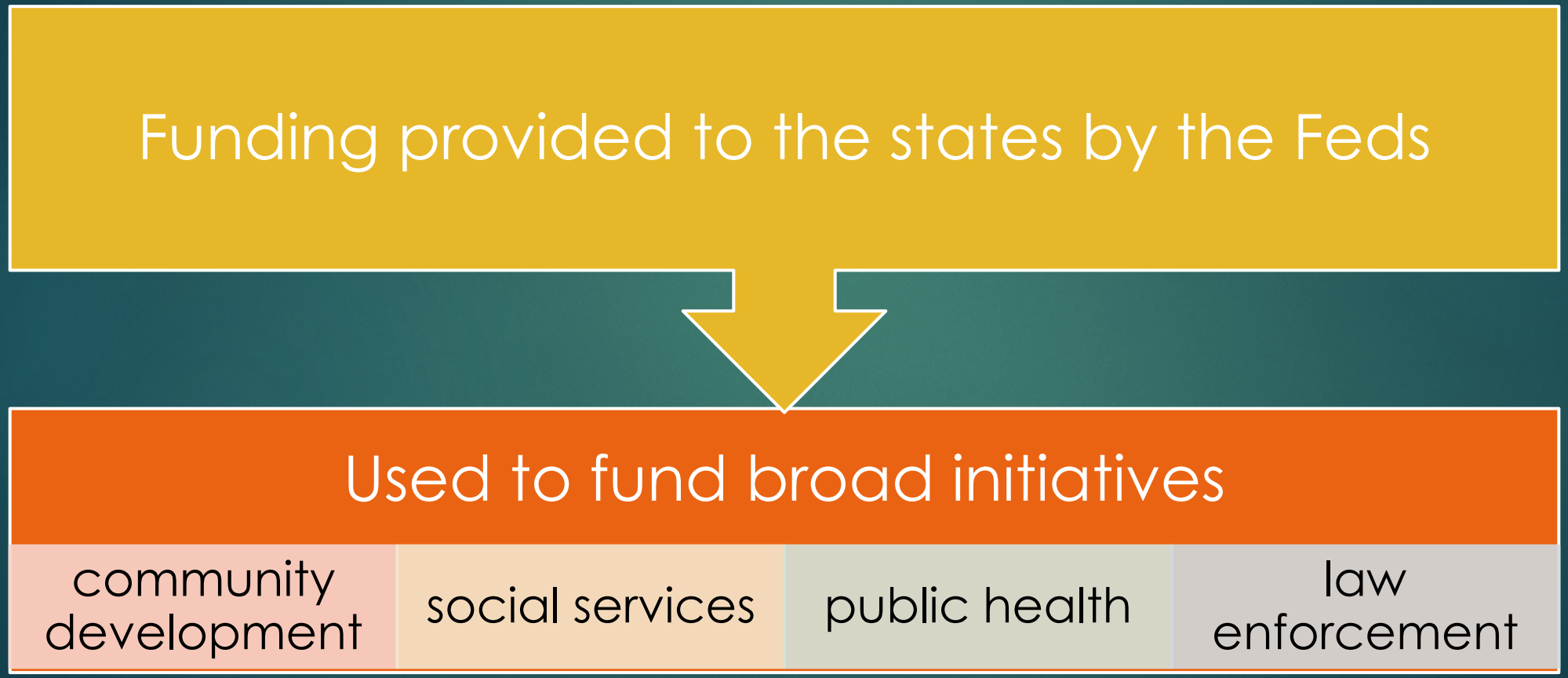
Where to find Corporate grant

- Google any Fortune 500 Company and type in “Grants” in the search bar.
- www.grantstation.com (membership)
- www.tgci.com

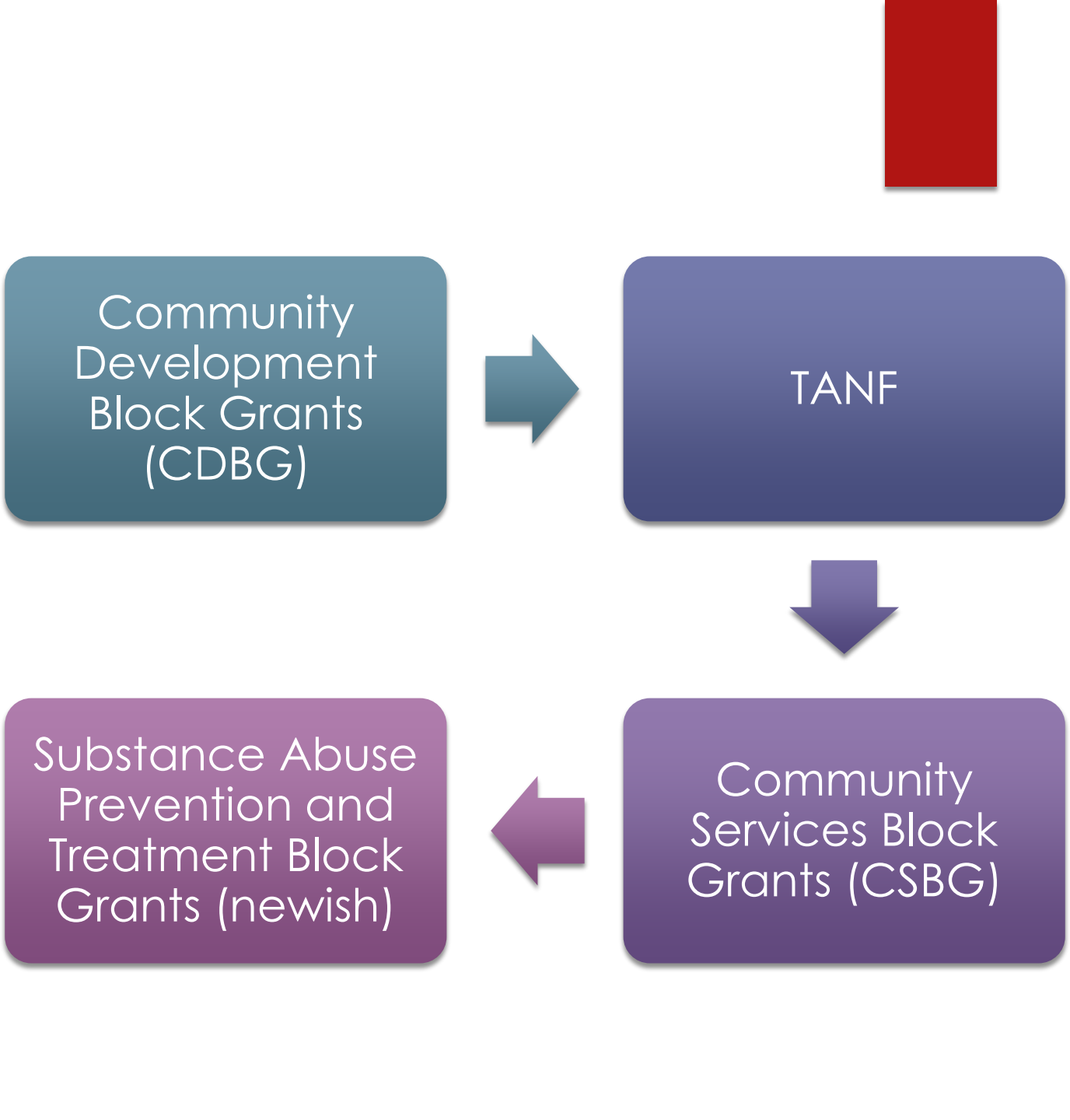
Questions?

Block Grants

Block Grants



Types of Block grants



Block Grants Continues

- Highly competitive
- Nonprofits can apply directly through federal agencies
  - Easier to apply through, state, city, or county
- Very strict guidelines and application process is extensive
- Post-award is extensive
- Renewable grants
- Will fund administrative costs

Where to apply for Block grants

- Any state agency, city, or county's Office of Community Development
  - Those offices are responsible for administering federal money to nonprofits
  - They get a cut of the money
  - It's sometimes better to apply directly through the federal government
    - Award ceiling are higher
    - Will get the money quicker
    - More competitive though – competing with state or larger entities

Federal Grants

Federal Grants

- Award by Federal government
- 26 grant-making agencies
- Awarded to organizations that have financials for the past 3-5 years
- Requires a lot of work for big return
- Fund everything
- Post – award is extensive
- Typically renewable

Federal Grant Requirements

- Need to be a 501c3 organization that is recognized by the IRS AND in good standing
- 3 to 5 years of financial records
- Registration with Grants.gov
- Requires a DUNS (data Universal numbering systems) or UEI (Unique Entity Identifier) number
- Requires SAM.gov registration
- Everything needs to be ACTIVE

Applying for federal funding

- Grants.gov: where all announcements are located
- Will likely be 2 step submission process
  - Step One is directly through agency website
  - Step two is through grants.gov
- Some agencies will have announcements on their webpages but still require a grants.gov submission.

Questions?

Pass-through Grants

Pass-through Grants

- Larger entities apply for federal or state money
  - Feds or state lack capabilities to provide assistance directly to the final recipients
  - Funds are given to "parent" entity who gives them to subcontractors
    - Parent entity applies and keeps a small portion to administer grant
    - Parent entities are responsible for reporting but subs must supply the info

Where to find pass through grants

- Not something you can look for
- Larger parent orgs will want to partner
- Ask you to sign on to be a partner org
- OR you might decide to identify one org to apply on behalf of a coalition of orgs

State and Local government Grants

State/Local Government grants

- Entities receive funding from either the feds or taxes
- Fund programs, projects, and organization that help the communities
- Fund initiatives that are open to the public
- Awards vary in sizes
- Will fund pilot programs but not start up orgs
- Like to fund programs with org. collaborations

Where to find state grants

State agencies websites that align with your programs

Signup for their newsletters

Connect with your state legislators

Make them advocate for state funding to support your programs

Where to find local gov. grants

City and County Websites

Your local elected officials will know of resources before anyone else

Mayor and County Executive offices

Local departments – i.e. health departments, human services, transportation etc.

Questions?

Break

Grant proposal Terms

Grant terms

- RFP-grant announcement
- Application Deadline- VERY IMPORTANT part of the grant announcement
- Cost-sharing or Match-The portion of project costs not paid by the grant
  - include in-kind
  - Other grants or funding
- In-kind donations-anything that isn't cash
  - Materials, services, stocks or bonds, or even buildings

Grant Terms Continued

Letter of Interest (Intent)-A preliminary, non-binding indication of an organization's intent to submit an application

Allowable Costs-What the organization can spend the grant funds on

- Includes Direct and Indirect Costs

Direct costs-A cost that is directly tied to the program or project

Indirect Costs-Cost that associated with running the organization

Budget Narratives-the justification for the costs

Proposal Development

Grant Proposal Development

Identify	Deadline	Read thoroughly	Sketch out
• Identify the grant opportunity	• Take note of the deadline	• Read through the entire RFP and take notes • -Print out RFP and highlight sections	• Sketch out your timeline

Elements of Standard Grant Proposal

Cover page and Cover letter

Problem Statement/Needs Assessment

Program Goals and Objectives

Elements of a standard Grant

- Methods/Implementation Plan
- Evaluation Plan
- Future Funding/Sustainability
- Budget/budget Narrative
- Other supporting documents

Grant/Project Cover Page

Grant Cover page

- Name of the organization
- Title of the grant or program
- Name and information of the contact person

Grant cover letter

- Introducing your organization – use a formal header or use letterhead
- Discuss the purpose of your project
- Explain the reasons for seeking funding
- Highlight the potential impact of the funding
- Add a formal closing statement
- Include the requesting amount
- Should only be 1 page

Grants Needs/Problem Statement

Grants Needs/Problem statement

Answer this question: What is the need or problem my organization will address with this project?

5 elements of a winning needs statement

Learn the funder's agenda	Relate the need statement to the funder's goal
Identifying the main problem	Focus on the main problem
Data and trends	Use data and trends to support the need statement of your grant proposal
Paint a picture	Use real life examples
Solve the problem	should have a clear and strong solution to solve the problem at hand

Goals and Objectives

Grant Program Goals/Objectives

- GOAL: a broad statement of what you wish to accomplish
  - Example: *Decrease the degree of malnutrition among young children in northwest Wisconsin*.
- OBJECTIVE: a step toward accomplishing a goal
  - Example: *By the end of year one, provide 125 mothers in northwest Wisconsin with a 2-hour training program that will provide health and nutrition information*.
- Use the S.M.A.R.T. method of writing your objectives. Specific, Measurable, Attainable, Realistic, and Time-bound.

Tips for Goals/Objectives section

- State your objectives in quantifiable terms.
- State your objectives in terms of outcomes, not process.
- Objectives should specify the result of an activity.
- Objectives should identify the target audience or community being served.
- Objectives need to be realistic and capable of being accomplished within the grant period.

Evaluation Plan

Evaluation Plans

- Funders want to know how you plan to measure your success
  - They are held accountable to their own stakeholders
  - They want to fund initiatives that work
- Evaluation plans should be included in all of your programmatic work.
  - It is how you can "brag" about what you're doing
- Allows you to collect data as you move throughout the program
  - Will be helpful for any post-award reporting

Elements of evaluation Plan

- Objective – pull this from your goals and objective statement
  - Should have more than one
- Process measures
  - What are you measuring
    - Attendance, Grades etc.
- Date tool
  - Surveys, attendance records, etc.
- Timeline/Occurrence
  - How often will you collect this data

Example of an Evaluation Plan

Objective	Process Measures	Data Tool	Timeline
At least 80% of students will return a signed parental consent form, allowing screening participation, annually	➔ Parental consent form designed ➔ Number of parental meetings describing project	➔ Visual confirmation ➔ Attendance records	➔ Month 1 ➔ Ongoing
At least 90% of teachers will indicate improved understanding of mental health warning signs and appropriate referral protocol, after completing training, measurable through pre- and post-surveys annually	➔ Training session with WILSON COUNTY HUMAN SERVICES DEPARTMENT scheduled ➔ Surveys created ➔ Percentage of teachers taking pre-survey ➔ Percentage of teachers completing in-service training ➔ Percentage of teachers taking post-survey	➔ Superintendent reports ➔ Visual confirmation ➔ Survey results ➔ Attendance records ➔ Survey results	➔ Month 1 ➔ Month 2 ➔ Month 2 ➔ Month 3 ➔ Month 3
At least 70% of students will take part in structured preventative services annually	➔ Mental health counselor hired ➔ Counselor aide hired ➔ Number of parental meetings to encourage student participation held	➔ Payroll data ➔ Payroll data ➔ Attendance records	➔ Month 1 ➔ Month 1 ➔ Ongoing
The number of students initially referred for services while at crisis level will decrease by at least 20% annually, measurable through mental health counselor records	➔ Percentage of teachers completing training to identify warning signs ➔ Number of parental meetings to reduce stigmatism held ➔ Hire mental health counselor ➔ Contract social worker and psychologist	➔ Attendance data ➔ Attendance data ➔ Payroll data ➔ Service records	➔ Month 3 ➔ Ongoing ➔ Month 1 ➔ Month 1
The number of referrals for disciplinary reasons among SWA students will decrease by at least 10% annually, measurable through referral records	➔ Mental health counselor hired ➔ Counselor aide hired ➔ Availability of prevention programming ➔ Percentage of students taking part in prevention programming	➔ Payroll data ➔ Payroll data ➔ Counselor aide records ➔ Attendance data	➔ Month 1 ➔ Month 1 ➔ Ongoing ➔ Ongoing
Design and implement a School Counseling Plan	➔ Number of Advisory Team meetings	➔ Meeting minutes	➔ Ongoing

Program Sustainability

Future Funding and Sustainability

- Funders want to know how you plan to sustain your program after their funding dries up
- Most funders require a match from other sources
- Should include other grants you've secure or are applying to
- Should include other donations and resources

Budgets and Budget Narratives

Grant Proposal Development- Budget

- Usually two parts
  - Budget
    - Usually done in an excel sheet or entered into a portal
  - Budget Narrative
    - justifies each budget item
    - explains how the costs were estimated

Budgets
Income

Could include income for entire organization

Or just income for specific program

Most grants require other sources or they won't award

Budget Expenses/Costs

- **Direct Costs-** the activities or items associated entirely with the project or program
  - project materials
  - program staff salaries
  - other fees that pertain only to the program
- **Indirect Costs** - include items that are associated with running the organization as a whole
  - administrative staff salaries
  - rent
  - Utilities
  - office supplies

Budget Tips

- Start on this portion first!
- Ask for what you need only
  - You don't have to ask for the maximum amount
- Make sure you read through the RFP thoroughly
  - Understand what they will and will not fund
- Use whole numbers

Budget Narrative/Justification

Budget Narrative/Justification

- Ensures that reviewers understand the financial side of the program
- Provide detail showing how each line item was calculated
- For example, in explaining the $1,200 office-supply line item, you might note that the organization's financials show expenditures average $50 per month per staff person for office supplies: $50 x 2 staff members x 12 months = $1,200
- Doesn't have to be extensive, but it should provide a basis to support the requested funds
- Include matching funds and in-kind resources in the budget narrative.

Other Supporting Documents

LETTERS OF SUPPORT

PERSONNEL RESUMES

PROOF OF 501(C)3 STATUS

Grant Proposal Development Tips

Have a White Paper for every program within your organization

- Will be a great starting point for full grant proposal
- Can be used as the Letter of Interest/Intent

Most grants take a lot of time so don't wait until the last minute

- Can take several days or several weeks to complete
- Would not advise trying to apply for a grant that's due within a week

Start with your budget first

- That will be the most time consuming part

Take note of the deadline and your own schedule

- Give yourself adequate time
- Don't wait until the last minute to submit

Grant Proposal submission

- Try to start the submission process 2-3 days before due date
  - Looks favorable to grant making entities
  - To work out any technical difficulties
- Don't wait until last minute to submit grant
- Some grants require emailing application
  - Most require submission through a system that can be tricky
- Copy all of your responses onto the word document

Final Important take-aways

- The grant making entities will tell you what you need to answer
  - Answer the questions with what you know
  - Let your passion for your organization shine through your grant proposals
- Before you start, become an expert on the RFP
- It's ok to reach out and ask questions
  - This establishes a relationship with someone on the inside
- And finally, remember deadlines!

Top 5 grant research Databases

- The Grantsmanship Center - https://www.tgci.com/ (Free-ish)
- InstrumentI - https://www.instrumentl.com/ (subscription)
- Federal grants – www.grants.gov (Free)
- Candid - https://candid.org/ (subscription)
- Grant Station - https://grantstation.com/ - (Subscription)

Any Questions?

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The end!