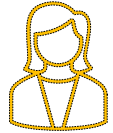


# Grant Writing 101

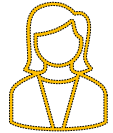
Presented By: Kaely Burgess

September 9<sup>th</sup>, 2022

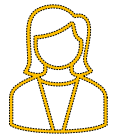
# About Me



Program & Grants Coordinator at Health Ministries Clinic



Grant Writing, Management, Federal Compliance



6 years of grant related experience



# Objectives



Inform about researching and maintaining relationships with funders.



Discuss common grant writing and reporting requirements.



Discuss grant writing Do's and Don'ts.

# Researching Funders

# Maintain List of Needs

- Maintaining list of what is needed in organization.
  - i.e. to start a new program, piece of equipment, construction.
- Reasoning:
  - Provides guidelines for which type of funding seeking.
  - Narrows search.
  - Provides context for the end goal in mind.



# Questions to Ask

DOES MY ORGANIZATION/PROJECT QUALIFY BASED UPON THE FUNDERS CRITERIA?

**Geography**

**Type of Organization**

What do they fund?  
*(Programs, Capital?)*

How Often?  
*(One-time, yearly renewal)*

**Specific Emphasis?**

Funding Stipulations  
*(What will they not fund?)*



# Questions to Ask

DOES THE FUNDER COINCIDE WITH THE VALUES OF MY ORGANIZATION?

Learn about  
goals of  
funder

Provides  
writing point  
to emphasize

Values identify  
areas of  
importance

# Example: ABC Foundation

The ABC Foundation is committed to strategies to increase health, wellbeing, and early literacy among Kansas children.

## Funding Tracts:

- Literacy Impact
- Health/Wellbeing

## Who we Fund:

- Nonprofits who possess a 501(c)(3) designation

## Funding Restrictions:

- Funds must be used for the development of new projects



# Past Funded Projects

- Look at past funded projects.
- Reasoning:
  - Determine if project is a good fit.
  - If similar organizations been funded.
  - If have funded on geographic region.



# Places to look



## Grants.gov

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- <https://www.grants.gov/web/grants/home.html>



## Fundsnet services.com

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- <https://fundsnet services.com/kansas-grants-and-foundations>



## Society for Nonprofits (Funding Alert)

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- <https://www.snpo.org/publications/fundingalert.php>



## Local

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- United Way, Central Kansas Community Foundation



## List Serves

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# List Serves

- Professional Organizations
- Informational Newsletters
  - Agencies
  - Advocacy Groups



# Building Relationships—Funder

- Communicate.
  - Ask questions during grant proposal stage.
  - Clarifying grant request questions.
  - Define expectations.
  - Change project.
- Identify with shared purpose.
- Be Good Steward.



# Building Relationships—Community

- Power in Community.
- Community Collaborations.
  - Enhance grant projects.
  - Less likely to duplicate efforts.
- Leverage Local Resources.
  - Build connections.

# Requests for Proposals (RFP)

"A request for proposal, or RFP, is a document that describes a project's needs and asks for proposed solutions from qualified vendors."



# Requests for Proposals (RFP)

- Inform what needs to be completed for project consideration.
  - Provides estimate for how much work required to complete.
- Does the opportunity timeline match when I need to execute the project?
  - Coordinate multiple funding sources.
- Does the funding amount address project needs?
- Give realistic completion timeline



# RFP Considerations

- Typically Includes:
  - Project Overview
    - Allowable use of funds
  - Qualifying criteria
  - Deadlines
  - Required Submission Documents
  - Submission Specifications (i.e. formatting, page limit, where to submit, etc.).





# RFP Considerations

- Read Carefully
  - Missing criteria could cause immediate disqualification.
  - Sometimes funding criteria included.
- Prioritize
  - Requires something from different entity.
    - Gives time for completion
  - Example: Letters of Support, state approval, etc..

# RFP Considerations

- Things to look for:
  - Is there an intent to apply?
  - Which sections are worth the most points?
  - Budget
    - Justification
    - Narrative
    - Match
  - Deadline (not suggestions).
  - Are there any systems your organization has to be registered in?
    - Maintenance



# Reporting Requirements

- Follow-Up and Final Reports.
  - Helps funders know that monies were used appropriately.
  - Spending adequate time is important.
  - Inform future funding opportunities.
  - Possible opportunity to apply for future grants.
- Reflection of organization as a partner.
  - If don't fulfill grant requirements, leaves lasting impression.
- Tell about great work organization accomplished.



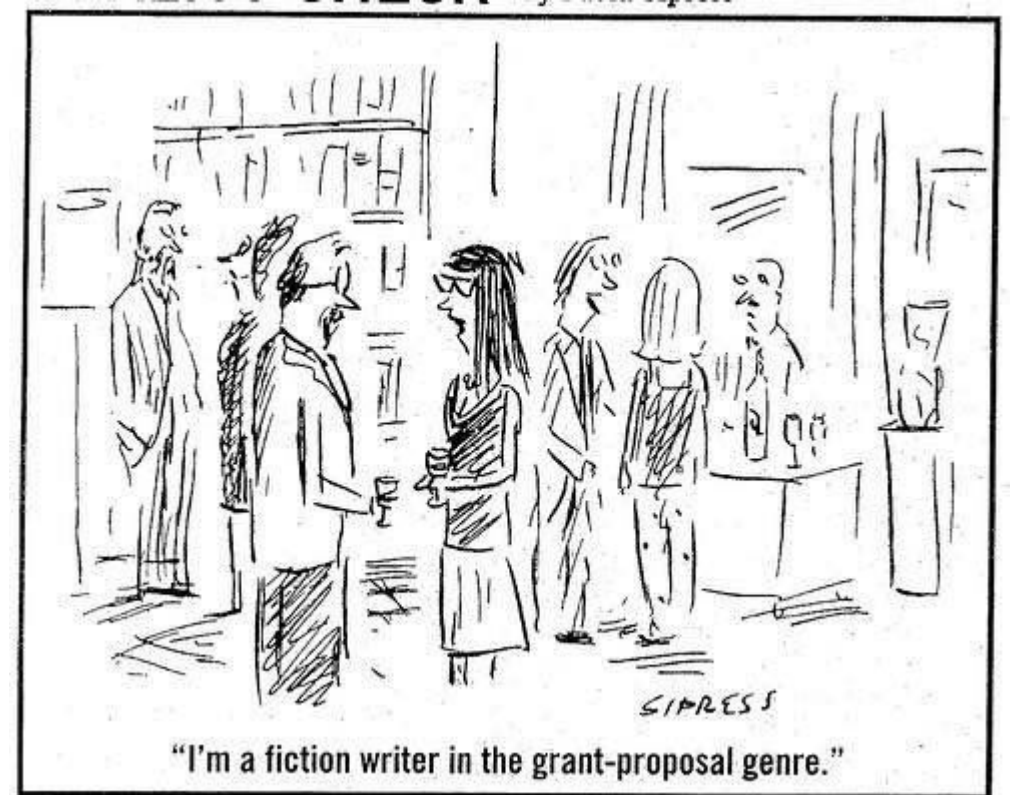
# Failure to Complete a Project

Ways to work with funders to modify projects and communicate.

- If project cannot be completed:
  - See if funder will accept a change in scope.
  - Request Extension.
  - Collaborate for a solution.
  - Return Funds.
    - Thank them
    - Keep door open for future.

# Storytelling

- Why is the grant needed?
  - Personal
  - Clear
  - Concise
  - Focus on opportunity rather than problems



# Example: Storytelling

In the past, Smithtown had robust healthcare services, which was largely initiated by a local doctor, who opened a hospital and local clinic in 1850. At the peak of the hospital's size, comprehensive inpatient hospital services were provided by 30 physicians, and 600 people were employed in this healthcare system.

However, due to changes within the healthcare industry, and the economy, the entire healthcare network in Smithtown was closed in 1980, except one remaining primary care provider. Since then, Doctor Page has worked tirelessly to continue to provide excellent healthcare services to the Smithtown community. He has recently hired more providers in his practice to expand access to care. For this grant proposal, ABC healthcare wishes to utilize funds to construct a new pediatric wing onto the Smithtown clinic.



# Storytelling

- Detail Important.
  - Funders do not work at your organization.
- Show Impact.
  - Go beyond basic needs.
  - Why is this important?

- Purchasing new computers

**VS.**

- Purchase new computers, so that:
  - Adult learners can use them.
  - Encourage families to better themselves through higher education.
  - Strengthen family times in the community.



# Storytelling—Project Benefits

- What if there are not many discernable outcomes?
  - Project too new.
  - Not allowed to share information.
  
- How to write about grant?
  - Share research data.
    - Credible sources.
    - No older than 10 years old (accuracy).
  - Testimonials.
    - Community Impact.



# Example: Community Garden

## PROGRAM: IMPLEMENTING COMMUNITY GARDEN TO IMPROVE OVERALL HEALTH.

- Research has found that “Community gardeners reported higher levels of resilience and optimism than the non-gardening control group.” (Koay WI, Dillon D. 2020).
- Research has found that community gardening is a “potential tool to improve health and well-being outcomes across different group ages, geographical areas, target populations, and indicators. (Gregis, Anna, Chiara Ghisalberti, 2021).
- One of the community members have voiced that they would “love to have a community garden in my neighborhood. I like gardening and want there to be a place to meet people who share a similar passion.”

# Storytelling—Outcomes

- Provide Tangible Outcomes
  - SMART Goals



# SMART Goals

- Way to Write
  - Improve Specific Measure
  - Meeting Milestones
- Ways to measure impact.
- Feeling accomplished goal vs. knowing accomplishing goal.

# Grant Writing Do's

- Gather input from others
- Follow directions
- Have your “elevator speech” ready
- Reflect people's needs, not organization ones
- Have a calendar

# Gather Input from Others

- Solicit input from experts in your organization.
  - Ones executing project.
  - Gauge interest and buy-in.
- Gain insight from
  - A subject matter expert
  - One who has passing knowledge
  - A good writer
- Have another person read it.
  - Catch things that may have been missed.
  - Proofread.

# Follow Directions

- Not following could throw application out.
- Directions to look for:
  - Naming documents
  - Formatting (font, margins, font size)
  - Uploading blank page
    - (government websites—standardized format)
- Double check all documents included.

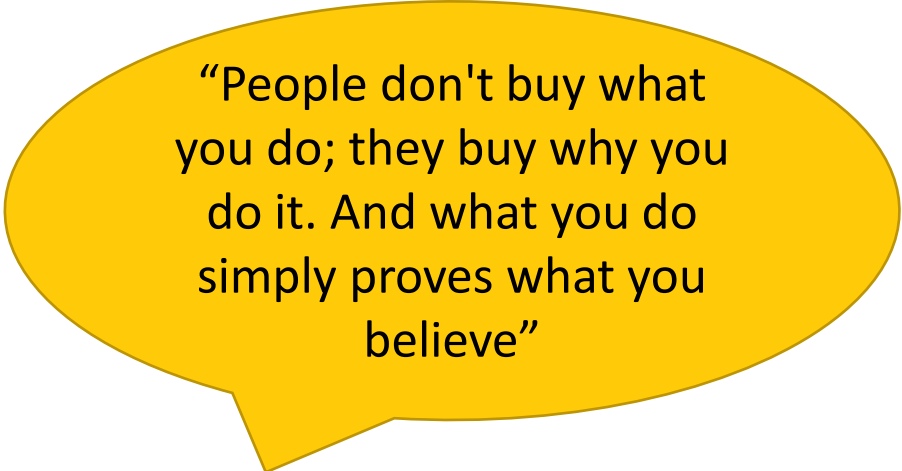


# Have your “Elevator Speech” Ready

- First Impression of organization.
  - Purpose
  - What makes your organization special
  - Role in community

# Reflect People's Needs, Not Organizations

- Emphasis on:
  - Helping community
  - Having impact
  - How going to better people's lives



“People don't buy what you do; they buy why you do it. And what you do simply proves what you believe”

**Simon Sinek**



# Have a Calendar

- To-Do List
  - Reports
  - Applications
- Typically grants come out around the same time each year.

Grants/Important Dates Calendar				
Done	Month	Due	Funder	Purpose
✓	Jan	1	ABC Foundation	Final Progress Report
✓	Jan	23	Kansas Cares	FY 2023 Grant Application Due
✓	Feb	1	Foundation for Kids	Q1 2022 Financial Report Due

# Grant Writing Don'ts

- Writing a generic proposal
- Assuming funders are subject matter experts
- Skipping budget research
- Forgetting Community Impact
- Getting Discouraged



# Don't Write a Generic Proposal

- Tells about the care put into it.
- Risk of non-cohesive proposal.
  - I.e. different formatting, not flowing together, etc.
- Write for a specific target population.
  - Specific Group: i.e. children.
  - Specific Location: i.e. Halstead.
- Think like resume cover letter.

# Example: Resume Cover Letter

Which person do you want to interview?

## **Generic**

Dear Sir,

I was thrilled to learn about the new position that has recently opened at your organization.

## **Personal**

Dear Sir,

I was thrilled to learn about the grant writer position that has recently opened at the Harvey County branch of the ABC Foundation.

# Don't Assume Funders are Experts

- Explain problem wanting to solve with funding.
  - Hearing first time.
- Utilize context.
- Don't use a lot of acronyms without defining them.
  - Spell out the acronym.
- When defining solution explain in detail.

# Example: Project Description

## Little Detail

Funds will be utilized to build a community garden near the vacant lot off of 4<sup>th</sup> street. In-ground and container gardening will be available.

## More Detail

Currently there are no accessible community garden spaces for the town. Funds will be utilized to construct a community garden space in a vacant lot off of 4<sup>th</sup> street.

This area was chosen due to the lack of immediate proximity to grocery stores, therefore increasing access to healthy foods and vegetables.

Traditional in-ground gardening methods will be used, as well as a growing plants in containers, called “container gardening.” in order to maximize the space available.

# Don't Skip Researching Budgets

- Exact numbers, not estimates.
  - Could result in extra, or not enough funds.
  - Reduces risk of scope change.
- Could result in more value for funding.
- Unreasonable budgets hurts proposals



# Don't Forget Community Impact

- Inward Focus vs. Outward Focus
  - Broader impact of project
- Doing good for community.
  - Giving back.
  - Widens impact.
  - Invites opportunities for community collaboration



# Don't Get Discouraged

- Competitive Process.
- Try again
  - Not everyone gets funded.
  - Everyone gets discouraged.



# Thank you

## Contact Information:

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