

Grant Writers Are *Nuts!*

a grant writing workshop



Presented by Adraine McKell

Definition of a Grant

contracting with a funder to perform activities you have proposed in your application

Or...

a conditional gift with strings attached!



Granting Organizations

Government

Federal Agencies give money
and take it away based on politics

They tell you what they want
you to do with funds

[Government Grants - www.grants.gov](http://www.grants.gov)

Granting Organizations

State, County, City

Tax revenue grants
Sub-granting to local agencies

[State grants - www.dos.state.fl.us/grants](http://www.dos.state.fl.us/grants)

Granting Organizations

National or International Foundations

Advance a particular cause

Often fund geographically

[International - ww5.komwn.org](http://ww5.komwn.org)

Granting Organizations

Corporate Foundations

Give it to foster goodwill
(and get great tax benefits!)

Largest grant source in the US

[Corporate - sites.target.com](http://sites.target.com)

Granting Organizations

Family Foundations

Support specific interests

[Family - Kerrigan Family Charitable Foundation](#)

Granting Organizations

Community Foundations

gecfoundation.org

Civic Groups and Clubs

www.biglagoonkiwanis.org

Granting Organizations

United Way

www.unitedwayescambia.org

www.unitedwaysrc.org



Where do you find grants?

FREEBIES!

www2.guidestar.org

www.egrants.gov

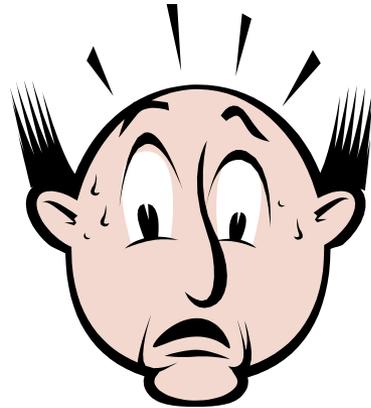
Not so FREE...

***The Foundation Center
Chronicle of Philanthropy***

Grant Making Trends

- Electronic Submissions
- Character (not word) Limits
- Quarterly Reviews
- Priorities Change Frequently
- Single Year as Opposed to Multi-Year

Intimidation Factor



Federal grants can be 183 pages
of narrative and attachments

Corporate requests can be one
sentence in length

Two Heads are Usually Better than One

BUT

Work in committees when possible
Divide responsibilities.....

- Researching demographics/statistics
 - Obtaining Letters of Support
 - Developing Timeline for Project
 - Drafting a Budget
-
- **only ONE person should write the narrative**

What would you do

With \$2,500?



Canning a Proposal



Executive Summary

It's typically the first page of your proposal and is definitely the most important section of the entire document. It's the snapshot that intrigues the reader to learn more.

It includes:

- 1) History and Mission**
- 2) Problem or Need you will address**
- 3) Solution**
- 4) Dollar Amount of Request**

5) Write the Executive Summary LAST!

Statement of Need

Conveying the problem
your project will address

Light at the end of the tunnel

Give your reader some hope!



Statement of Need

“Breast cancer kills 2,500 women in Florida every year. But statistics prove the regular check-ups catch most breast cancer in the early stages, reducing the likelihood of death.”

Statement: A project to encourage mammograms among uninsured women will reduce the risk of death due to breast cancer.

Project Description

Goal

What are you trying to achieve?

Long term, overall impact:

“The after-school program will help children read better”

Project Description

Outcomes

Measurable objectives of the project.
At least one outcome for every goal:

“50 children will improve their reading scores by one grade level measured by standardized reading tests administered after participating in the program for 6 months.”

Project Description

Activities

5 W's

**What, Where, When, Why
and Who of the project**

“The remedial educational tutoring classes will be facilitated by certified teachers and retired educators on Tuesdays and Thursdays after school at King Middle School throughout the school year.”

Project Description

Evaluation

How Will Success be Documented?
Who Will be Responsible for Evaluation?

“Teachers will measure increased reading levels by utilizing baseline data from beginning of the school year and comparing it to standardized test results in the spring.”

Project Description

Capacity

Ability to manage the grant

“The organization hosts five (5) AmeriCorps members who are dedicated to the management of the after school program. The Executive Director will be responsible for reporting and accounting.”

Project Description

Sustainability

Plans for continuation of the program after the grant period ends

“Staff and AmeriCorps VISTAs have identified local, state, and national funders to be contacted during the spring semester for grant support. The organization will add a tutoring component for all interested families of King Middle School during the spring semester with a fee for service of \$15 per hour.”



The **BUDGET**

Budget

Revenue

Where will the funds come from?

- **Grants**
- **Fees for Service**
- **Membership**
- **Fundraisers**

Budget

Expenses

Line item costs for the program

- **Salaries**
- **Fringe Benefits**
- **Supplies**
- **Travel**
- **Printing**

Budget



Budget Narrative

Backing up your figures

\$45,000 for salaries?

- **1 FTE (full time equivalent)
Program Manager**

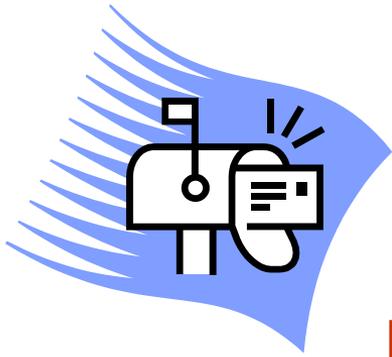
DOs



Follow the Rules

12 pt font with 1 inch margins on single sided paper with paper clips only and no attachments

76% of proposals submitted do not follow the rules

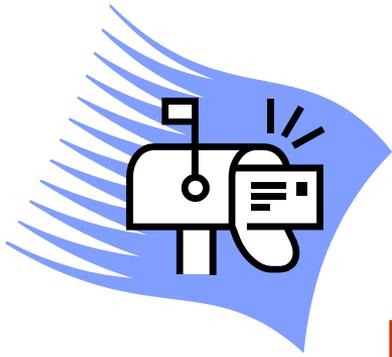


DOs

Follow the Rules

- Mail proposal regular mail (no FED EX)
- Submit at least one week early
- If there is a 5 page narrative limit, submit only 3 pages

Submit same proposal to 5 different grantors!



DOs

Follow the Rules

- Write in 3rd Person
- Avoid Jargon and Idioms
 - “Our program is a win-win situation”
 - “Time is of the essence”
- Follow the Rules
(just making sure you saw that the first time)

NEVER, EVER, EVER

Mission Creep

Use Acronyms

Bug the Program Officer

Cry about Rejection

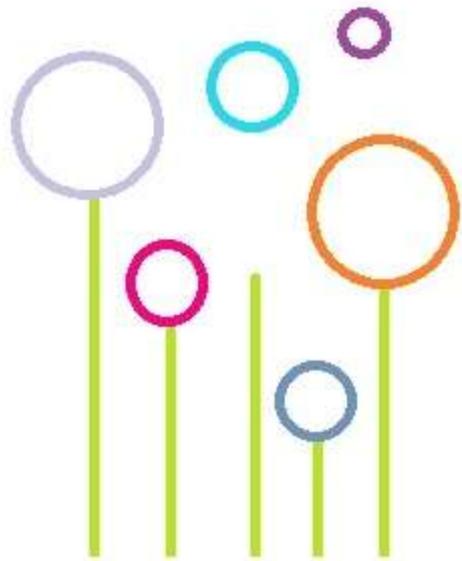


Leveraging Resources

BB&B



- \$500 grant from Lowe's
- 10 sets of masks at \$50 each
- Fundraiser netted \$19,000
- 53 additional sets (\$2,650)
- Organization Netted \$16,350
- We won Tampa Bay Bucs Award \$100,000



Serendipity
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