

GRANT WRITING 101 with Gwen Curry

Part I – October 01, 2022

Gwen Curry's definition of Grant Writing:

“Grant writing is not difficult. It is a technical writing skill that strategically and simply explains to the funder the experience you have in changing the behavior of your target population using evidence-based interventions comprising of a *History Statement of Need, Logic Model, Goals, Objectives, Timeline Evaluation, Realistic Budget, and Attachments*”.

1. The Power of the 501(c)(3)

- It is the document you need if you're doing religious, charitable, scientific, literary, or educational purposes for public safety to foster national or international sports amateur sports programs.
- A 501(c)(3) or a non-profit organization is for a public purpose.
- With the non-profit, you will get a good salary because you choose your own salary out of the grant, but it's not for profit. You can use your salary for whatever you want to do with it as a non-profit, but you won't make a profit.
- Usually, non-profits exhaust their entire budget in a year unless they have some other type of investment.

➤ **What do you need to start a 501(c)(3)**

- Name of Organization
- 3 Board Members – Names & Addresses
- Founder Information – Name, Address, Phone, Email, Social
- The above information will be used to file paperwork to obtain the: EIN#, Articles of Incorporation, and 501(c)(3)
 - Fees: Preparation Fee: \$500, Filing Fee for Articles \$75 (NY)
 - Filing Fee for Federal 501(c)(3) \$275 = Total \$850
 - State filing takes 4-5 weeks and Federal takes 30 days

➤ **Power of the 501(c)(3)**

- **Grant Funding –**
 - It takes the longest. Grants are good, but they're competitive.
- **Corporate Sponsorships –**
 - Is when you're having a one-time event.
Example: A big back-to-school event in a park or a jazz concert in the park to raise money for your organization.

- You would contact a bank, an insurance company, or any type of business. And usually, banks, have a corporate sponsorship application and you contact the customer service department and get that application.
- The key to Corporate Sponsorships, you have to apply 6months before you need the money.
- **Fund Raisers –**
 - The traditional.
- **Political Donations –**
 - Politicians have what they call “*Capacity-building Dollars*”, or in some states, they call it “*Pork Barrel Money*”.
 - Every politician has an allotment of funds that they could give to people in the community to do capacity building. And usually, they give it to non-profits.
- **Personal Donation-Mailing Lists –**
 - Buy a mailing list online for a particular zip code, and then you put a self-address stamp envelope in, or you put your email or PayPal, or however, you do it on the donation letters and you put it in the mailing list because people are giving.
 - November is the big month for giving, right before Tax season.
- **Crowd Funding –**
 - *Example: GoFundMe* – They are for non-profits to raise money for their organization.
- **Board Donations –**
 - The board has a fiduciary responsibility. They should help you raise money and sustain the organization until outside funding comes in.
 - And then boards could also be matching some of the outside funding to help you to get the funding if a funder wants a match.
- **Tax Write off for Businesses, Goods, and Services Donations –**
 - You can get all kinds of tax write-off donations from people who have goods and services that they want to give away.
- **Fee for Services –**
 - If you have a for-profit and you are going to do some of the similar work as a non-profit and charge less, you could put that under your non-profit and quality fee for services.

2. The Secrets of Successful Grants

- To be discussed in Part II of the class (October 15, 2022)

3. Grant Research

- **Search Engines:**
 - [Grants.gov](https://www.grants.gov) (you must get a duns# and a sams#)
 - [Grant Alerts.com](https://www.grantalerts.com)
 - [Grantsgopher.com](https://www.grantsgopher.com)
 - [Grant Watch.com](https://www.grantwatch.com)
 - [eCivis.com](https://www.ecivis.com)

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4.-5. To-Do List

- **Start pilot project- Do the work ASAP!**
 - It's like a short version that you usually fund yourself.
 - Have something that you could put a project that's been proven scientifically or some doctoral thesis or some agency has made it evidence-based.
- **Board Meetings –**
 - If you need board training, you could google how to establish a non-profit board of directors and what is the role of a non-profit board. And start having meetings and electing your officers and get them working.
- **Brochures-Website –**
 - Establish these and your business card.
- **Facebook/Twitter –**
 - Keep up with the new trends, including Instagram & TikTok.
- **Join Community Committees –**
 - Very important to join and attend meetings of these types of organizations as they got the money already in your city for you to access.
- **Appear before County Commission –**
 - Stand up and tell them who you are and what you do and your impact.
- **Focus Group-Target population –**
 - Your program has to have a specific focus and make sure to tell your story well enough.
- **Coming out event – Fundraisers**
- **Grant Research/Process**
- **Best Practices-Study your area**
- **Evidence-Based Interventions**
- **Logic Models**
- **Prog. Needs Assess., gathers statistics**
- **Evaluation Plan**

- **Staffing Plan**
- **Budget and Budget Narrative**
- **Abstract**
- **Organizational Chart –**
 - To see what you're working with and who's working with you.
- **Financial Statement (audited)**
 - Get an accountant early on in your organization because some grants require audited financial statements. A lot of foundations will fund you once you get an audit.
- **IRS 990 Report (Due every May 15) –**
 - If you don't file your 990, if you make under \$50,000, you do a 990 in e-Postcard. But if it's over \$50,000, you start doing the big 990 and that's how you get a lot of funding.
- **Donor letters –**
 - If somebody donates, please say thank you. Have some thank you letters ready.
- **Timeline –**
 - This is all the activities that you're doing.
- **Strategic Planning**
 - To be discussed in Part II of the class (October 15, 2022)
- **Partnership Meeting**
 - You should start meeting with other people that are in the same line, so you all could collaborate and not compete.
- **Environmental Scan**
 - You should do an environmental scan to find out who's in the neighborhood doing what you're doing so that you don't duplicate services.
- **Stakeholder Meeting/Analysis**
 - Have a meeting with groups including businesses, churches, family, and friends
- **Stakeholder Presentation**
 - Show a video of what your vision is and your successes and invite some funders and they will take a video back to their decision-makers on your behalf.
- **501(c)(3) – Grant Readiness**
- **Register on grants.gov –**
 - Must register to be ready for federal grants
- **DUNN#, CCR#, E-Biz#, POD#**
- **Get Board Approval on everything**
 - First, get a board of directors! And so, you will have some oversight and also you have some help in fundraising.

- **Get support letters from partners**
- **Write a grant each month and wait!**
 - Download grant applications so that you're applying for something every month. The more you apply, the more you get chances of getting funded.
- **Gather Statistics, National, State, and local –**
 - Gather statistics for your focus.
 - You can't focus on everything. Just do one target population and do that well. And then go on to others.
- **Get resumes from staff**

6.-8. Organizational History

- **Who are you?**
 - You have got to talk about what you've done and don't hold back anything and let the people know in writing that you are the best and that you're connected to strong partnerships with all these agencies.
 - You have got to tell them where your leader went to college, graduated, or whatever they do. And you got to just push out there and dig in and tell them how many people you've served. And science-based intervention, all of this kind of stuff is what gives credence to who you are and what you do. And nobody does it any better.

9.-12. Statement of Needs

Google and Look-up/Research and use proven current information for the following:

- **Federal, State, & Local Statistics**
 - **Define your Target Population only**
- Study the Target and explain:
- **Barriers to services**
 - **Risk Factors**
 - **Social Economic Factors**
 - **Compare the Federal, State, and Local statistic-prove your case to the funder that a problem exists.**
 - This could make or break you!
 - It determines the need for the intervention in your location.
 - The funder already knows that there's a need for what you're doing, you have to prove that there's a need in your area of the country.

13.-14. **Logic Model**

- **Column 1 – Planning/Problem Statement:** Summary of the Statement of Need
- **Column 2 – Planning/Inputs:** How much will it cost to solve the problem?
 - *Budget:* You need an Annual Budget and a Program-Budget.
 - This column is program specific!
- **Columns 3 & 4 – Implementation** (also known as the Narrative/Project Detail)
List activities and outputs: This information should come from an evidence-based intervention to evaluate the data collected for Columns 4-7.
- **Column 4-7: Outcomes or Evaluation**
Based on 4 months, 8 months, and 12 months
To prove you solved the problem and changed your behavior!

15.-16. **Program Description**

Goals and Objectives

- Goals are broad, objectives are narrow.

17.-19. **Evaluation**

- You must measure the outcomes of the goals and objectives.
- You got to have things that you could measure, like the number of people, the number of times they come.
- Do a self-report survey and see what they're saying to you with their self-reporting, that their behavior change, or whether they engaged in the proper behaviors.
- *Process Evaluation* – addresses how it was conducted and states the plan of action.

20.-21. **Implementation Plan or Project Narrative**

1. How the project is expected to work to solve the problem
2. Methods used to perform the objectives
3. The activities, resources, and staff needed to operate the project (inputs)
4. Explain the personnel needed and what they will do. Explain facilities, transportation, and required support services
5. Explain what will be achieved (outputs)
6. Justify the action taken and the expenses required for each part of the plan
7. Attach documents to clarify the idea and support the proposal

22.-25. **Budget & Budget Narrative**

- **Project Narrative** – provides a picture of the proposal in words.
- **Budget** refines that picture but with numbers and helps the funder understand the project.

- **Budget Narrative** is a breakdown or justification of the figures in the budget: *Salaries, Fringe Benefits, Equipment Purchases, Travel, Materials, & Supplies and how they will be used to support the program.*

NOTE: Be sure to use realistic figures!

26. Timeline

- This is all the activities that you're doing – staff meetings, community partner meetings, hosting the project, boosting the project, monthly reports, and then your final report convene with existing partner staff for the final quarter.
- You are telling the funder, *“I know what I'm doing, this is how I'm going to do it. You give us the money, and these are the outcomes we're going to have as a result of doing it”.*

27. Letter of Support

- Everybody that you put in your strategic plan that you say as a partner or a collaborator or a well-wisher, they should have a letter of support in your file.
- You should have 30-50 letters of support. They all say the same thing, but the letterhead would be from the agency.

IMPORTANT NOTES:

- **Grants are for:**
 - Either changing behavior or sustaining behavior change.
- **Grants Approval Timeline:**
 - *State Grants* – 3-6 months
 - *Federal Grants* – 6 months
 - *Local (County/City) Grants* – 1-3 months
 - Never call to make a follow-up!
- **Statement of Needs:**
 - It is the most important part of the grant.
 - 2,000 characters, not pages.
- **State Farm**
 - They give out a lot of money.
- Check the **eCivis website** to see sample grants, usually attached as PDFs.

- **LOI** (Letter of Intent)
 - Send information about your company and if they're interested, they will give you the form for application.
 - Always make sure that you have the *correct grammar, spelling, and sentences*.

Other helpful websites:

- foundationcenter.org
 - Will list all of the foundations in your zip code and it will also break down whether or not those foundations give operating grants.
- salary.com
 - To check how much should you provide as salary to your staff. Put your title and zip code.
- Homeland Security
 - Faith-based initiatives are available on this website as recommended by Rubin.

Recommended Books:

- "Grant Writing for Dummies" – available on Amazon or Barnes & Noble
- "How to Say It"

David's notes:

- Work with Gwen on the following:
 - Get the 501(c)(3)
 - Work with Gwen on an unsolicited proposal and when a real proposal comes out, we can tweak it.
 - Ask her if it is better to restart an existing non-profit for 5 years or come up with a new one.
- Others:
 - 21st Century learning
 - List of people to get letters of support from
 - Get a copy of the book "Grant Writing for Dummies"
 - Look at some salaries at salary.com
 - Go to colleges & urban college departments for community-level evidence of statistics
 - Look for State Farms funding at eCivis.com

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