

Writing Successful Grants

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Learning Objectives

- Write a successful grant proposal.
- Build a case for support.
- Find the money and other resources.
- Decide when to go/no-go.
- Leverage support.



Basics: What is a grant?



- *A legal way to spend someone else's money – for good.*
- *Non-competitive vs. discretionary or competitive grants.*

Who's got the money?



- *Foundations*
- *Government agencies and departments*
- *Corporate Sponsors*
- *Private Donors*

Where to find the money?



- www.grants.gov
- www.nc.gov
- www.fdncenter.org
- www.guidestar.org
- Annual Reports
- Tax Returns
- Program Officers

A typical grant application



- ✓ **Application Form**
- ✓ **Executive Summary**
- ✓ **Proposal**
- ✓ **Attachments**

Purpose of the Grant Proposal

- Establish your credibility and trust.
- Explain why you need the money.
- Explain why it is important.
- ASK for the money and justify how much you need.



Components of the Grant Proposal

- **The Problem**
- **The “Solution” --
Innovative Idea**
- **The Plan**
- **The Organization**
- **The Budget**
- **Evaluation**
- **The Future.**

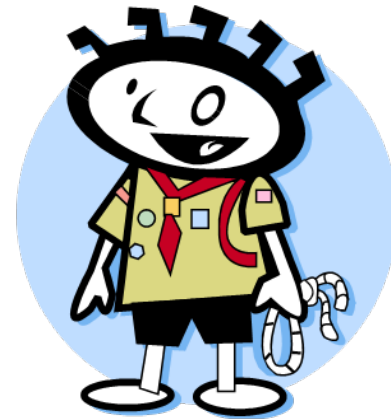


Elements of a Case for Support



I. Information you'll need

- Organizational background
- Problem Statement
- Proposed Solution
- Statement of Purpose/ROI



II. Information you'll need

- Staffing, Governance and Management
- Implementation Plan & Timeline
- Line Item budget
- Evaluation Plan
- Community Support.

Organizational Background

Q1. Please tell us about the history of your organization, including mission, programs, significant accomplishments of the last 3-5 years, and importance to the community.

-- Foundation For The Carolinas, Innovation Grant Application

Organizational Background

Q2. Please provide total number of staff, both full and part-time.

Q3. Please provide the total annual budget for 2009 and 2010.

-- Foundation For The Carolinas, Innovation Grant Application

Problem Statement

Q5. What community/organizational problem or service gap prompts you to seek funding support from us?

Clearly define the improvements that will result from the success of your program.

-- Foundation For The Carolinas, Innovation Grant Application

Know your business



Statistical Resources



Proposed Solution & why it will work

Q6. What is your proposed solution? How will your proposed approach or strategy address the problem defined above and how is it different from the status quo?

What makes you think it will succeed?

Include a theory of change, if you can.

-- Foundation For The Carolinas, Innovation Grant Application

Statement of Purpose

- Tells **WHO** is going to do **WHAT** (improvement you seek), **HOW**, **WHEN** and **WHERE** – broadly.
- *The purpose of this grant proposal is to...improve student achievement; reduce # of school drop-outs; prepare students for 21st century jobs...*



Form of the Purpose Statement

- If funded, this project will improve/reduce/increase... WHAT by doing X, Y, Z...
- The purpose of this grant proposal is to...lower the recidivism rate by DOING X...
- ...reduce the HS drop-out rate; school bullying by...
- Provide access to affordable housing for low-income working families ... by specifically,...

Resources

- Hall, Mary & Susan Howlett, *Getting Funded: The Complete Guide to Writing Grant Proposals*, 4th Ed., 2003.
- Thompson Publishing, *Winning Strategies for Developing Proposals and Managing Grants*, 3rd Ed., 2007.

