

41st Summer Institute
Substance Abuse and Mental Health

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Funding Your Program --- Grantwriting



GETTING THE MESSAGE OUT!

- How do we convince community stakeholders and funders that our programs are relevant, valid and worth the investment?
- How do we align our programs with community needs?
- How do we ensure that our programs/services are responsible for creating individual and community change?
- How do we tell our “community impact story”?





WHAT TO KNOW ABOUT GRANTWRITNG

http://www.youtube.com/watch?v=1RIT1D73r_U

<http://www.youtube.com/watch?v=QXBAjbmUCWc&feature=fwrel>

**Download
Now**

Your Take-Aways Today!

- Formats & basic elements of a grant proposal
- Types and sources of “program” funding.
- How to link grant requests to organization mission, program outcomes, and community need.
- Strategies for marketing your grant request.
- Ways to communicate with “funders”.
- Resources for locating appropriate funders and assistance.

A FEW GOOD RESOURCES - (TO BE EMAILED)

- The Grantmanship Center: <http://tgci.com/>
- Delaware Community Foundation
www.delcf.org
- Association of Fundraising Professionals
Brandywine Chapter
<http://afpbrandywine.afpnet.org/>
- D.A.N.A. - Grant Directory
<http://www.delawarenonprofit.org/infocentral/fundraising.php>
- State of Delaware – Bid Solicitation (register)
<http://bids.delaware.gov/>
- Federal Grants: <http://www.grants.gov/>
- Grant Space: <http://grantspace.org/>

WHAT'S THE CURRENT "TIDE"?

- Grantmanship Center newsletter
www.tgci.com/newsletter/
- Association of Fundraising Professionals
<http://www.afpnet.org/index.cfm>
- Federal Grants????
http://www.youtube.com/watch?v=_hr7snsqjk4



SOME CURRENT TRENDS



- Evidenced-Based Programs
- Collaboration – “Strategic” Partnerships
- Alliances – Coalitions
- Corporate/Donor Designations
- Strategic Restructuring / Redesign

What are you asking?



What are you requesting?

[Granting and Contracting.doc](#)

What do you think?

What's important in grantwriting
and solicitation?



Participant Survey.ppt

Barriers to Effective Grantwriting And Unrealistic Expectations

<http://www.youtube.com/watch?v=2iRGgEKfq-g&feature=related>



WHAT DO YOU NEED FUNDED, NOW?



Write a statement describing “something”
for which your organization / Dept. / Div.
/ Office wants to seek funding.



Strategic or Reactive Grantwriting???



- ✦ Is there a fit with mission and strategic plan?
- ✦ Is it the right time?
- ✦ Does the organization have the resources & infrastructure?
- ✦ Does “it” align with the organization funding strategy?
- ✦ Should you walk away?
- ✦ What are the risks and benefits - value?
- ✦ Can it be sustained?



Before You Start...

- ↓ Read - Read - Read Application
- ↓ Consider Resources & Time Management
- ↓ Organize a Checklist
- ↓ Go to Application Conferences with Questions
- ↓ Review the Budget Guidelines





Mistakes

Assumptions

Pitfalls



- ☒ Don't stand on your laurels - reputation.
- ☒ Don't assume based on past experience.
- ☒ All funding entities are not equal.
- ☒ Don't "put all your eggs in one basket."
- ☒ Don't pursue all the same type of funding.
(i.e. reimbursable funding)
- ☒ Be aware of the competitive and clandestine nature of the funding process.
- ☒ Submit on time and as requested.



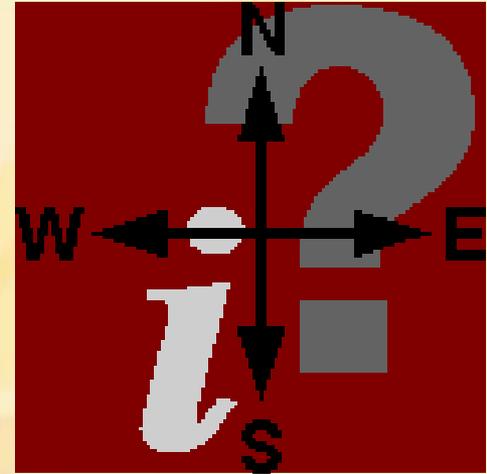
IMPORTANT GUIDELINES FOR WRITING GRANTS!

Rules to Write By....

- ✓ Write to your audience – Give them what they want!
- ✓ Be true to your mission!
- ✓ Make it simple – use “the” standard format and/or the funder’s format!
- ✓ Check your passion - Keep your eye on the why!
- ✓ Be sincere!
- ✓ Communicate clearly, not academically, unless...

GENERAL GRANT FORMAT

- **Cover letters**
 - **Introduction**
 - **Problem Statement / Needs Assessment**
 - **Outcomes, Methods & Evaluation**
 - **Budget & Future Funding**
- *Other: Summary, Abstract, Application,
Letter of Inquiry to RFP, Eligibility Criteria**



INTRODUCTION

WHO & WHY ARE YOU?



- Organization Mission / Purpose
- Scope of Programs/Services
- “Picture” of Clients/Customers
- Community Collaborations/Interactions
- “Uniqueness”

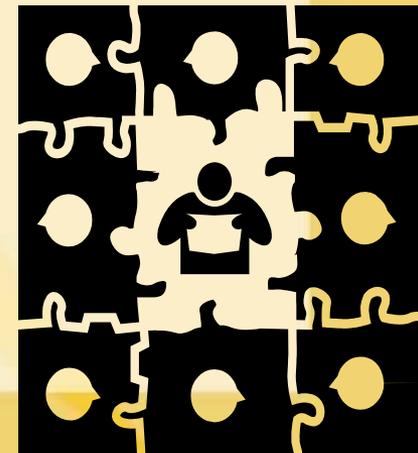




“WHO - WHAT - WHY” is your organization and what makes it unique?

PROBLEM OR NEEDS STATEMENT WHAT SHOULD BE DONE?

- **Need:** What conditions in the lives of our “constituents need change?
- **Problem:** What situations in the community can you help resolve?
- “Fits” organization purpose/mission.
- Acceptable, supported, reasonable.
- “Tied” to clients/customers.
- Is measuring success problematic?



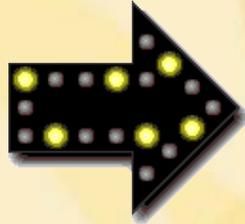
IS THERE A FUTURE FOR THE FUNDING?



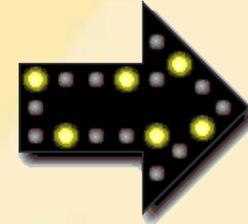
- ❖ **Don't confuse needs with methods, activities, action steps.**
- ❖ **“The seniors in our area need a community center.”**
- ❖ **Is this a good needs statement?**

Always keep the end in mind!

NEEDS



OUTCOMES



Individual behavior change



Systems change / redesign



Environmental Change



Community Change



Assets vs. Deficits



Write your need / problem statement!



OBJECTIVES AND OUTCOMES WHAT ARE YOU GOING TO DO?

- Who
- What
- When
- How Much
- How Measured



- Behaviors
- Conditions
- Criteria

What are the changes in the lives of the individuals will result?

What are the aggregate changes that will result in the community?

What conditions in the lives of the members of the community will change?

[Outcomes & Indicators Partner Copy 12-21-11.pdf](#)

<http://scholar.google.com/>

<http://healthypeople.gov/2020/>



CRITERIA FOR S.M.A.R.T. OUTCOMES

(<http://www.youtube.com/watch?v=bQDA-F2KLuA>)

Specific: Clear and definite terms describing the ability, knowledge, values and performance

Measurable: Feasible to get data that is accurate, reliable and accessible in more than one way

Aggressive/Achievable: The outcome has the potential to move the project unit forward

Results-oriented / Relevant: Describe what standards are expected from participants

Time-bound: Describe a specific time period for accomplishing the outcome



What are the OUTCOMES?

REMINDERS & REVIEW

<http://www.youtube.com/watch?v=QXBAjbmUCWc&feature=fvwrrel>



METHODS

PROGRAM PLAN → TIMELINE

- Program description
- Participants: how many, target population, how recruited ...
- Program delivery: schedule, how, where...
- Resources: Use of staff, materials, supplies...
- Beginning / ending dates - timeline

TELL US YOUR METHODS!

- **Activities**
- **Steps**
- **Action Plan**
- **Procedures**
- **Strategies**



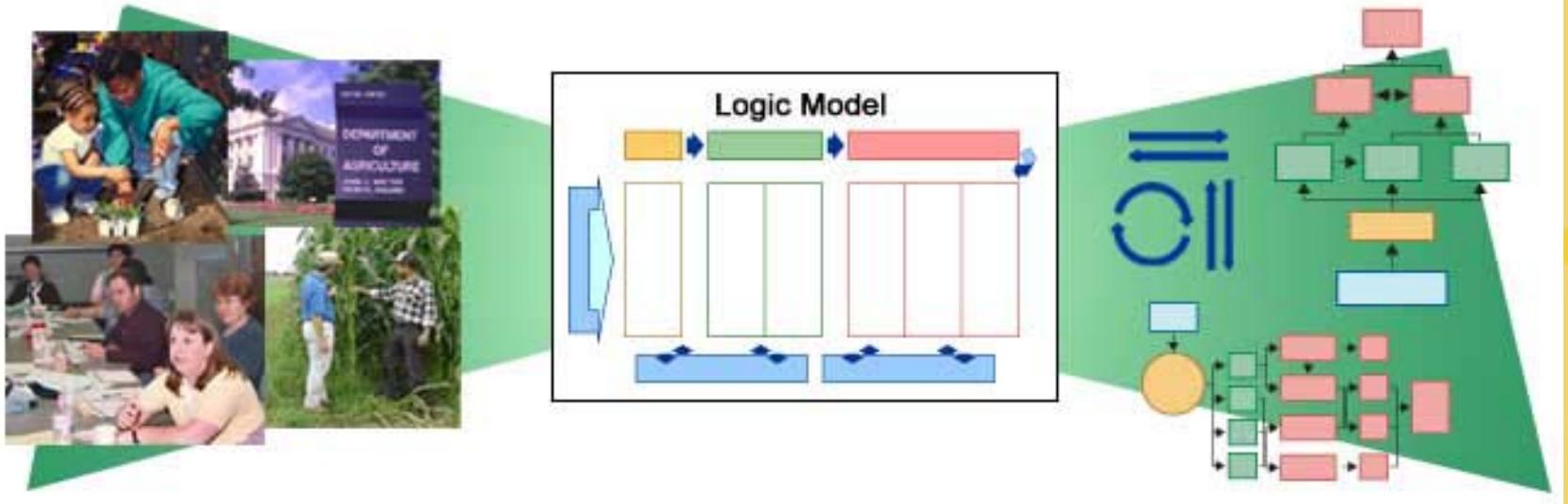


EVALUATION

HOW YOU KNOW OBJECTIVES WERE MET?

- Quantity & Quality
- Science-based, Evidence-Based
- **Impact & Outcome: Were stated objectives achieved and was the program the reason for success?**
- Process: Were methods consistent with the plan and were activities effective for the program?
- “Personal Impact”: letters, pictures, articles...

OUTCOME MEASUREMENT PLAN



Logic Model

Logic

Model



INPUTS → OUTPUTS → OUTCOMES



ACTIVITIES / STRATEGIES
PRODUCTS

Results Accountability - Mark Friedman

<p>http://resultsaccountability.com/</p> <p>Results Accountability Workshop Workbook (slides 18+)</p>	<p>http://www.youtube.com/watch?v=RtBC89F3Xi4</p> <p>Intro. to Results Accountability</p>
<p>Book: <u>Trying Hard Is Not Enough</u></p>	<p>http://resultsaccountability.com/</p> <p>RBA101 PowerPoint (slide 44+)</p> <p>RBA101 Powerpoint Version 1.8.ppt</p>



PROGRAM MAINTENANCE & FUTURE FUNDING

- Will project extend beyond grant period?
- Will project maintain or expand?
- What are nonrecurring & recurring costs?

Options:

- General Operating
- Fees
- Sustaining Grants
- Third-party payers

BUDGET

Item	Requested	In-Kind
Personnel / Staffing		
Facilities / Space		
Materials / Supplies		
Administrative		
Contract Services		
Direct / Indirect Costs		

A FEW FORMATTING & STYLE NOTES.....

- **Use a standard font style and size.**
- **Be clear and concise. ☒academics, jargon...**
- **No wordiness: no passive voice, redundant phrases, excessive adjectives, etc.**
- **Use spell and grammar checks.**
- **Use bulleting, tables, pictures, graphics, etc.**
- **Citations when appropriate.**
- **Organize the information – bold, headings,...**

THE GRANTMAKER

- **RFPs**
- **Application Form**
- **Letter of Inquiry**
- **Foundation, Corporations, & Gov. Entities**
- **Grants vs. Reimbursable Contracts**
- **Funding Requests vs. Sponsorships (events)**
- **Who makes the decision?**

Cover Letter

“Make a Good Impression”

State Your Purpose



- Be positive
- Be brief
- Be Be committed

Identify your organization, how much requested, and for what purpose.

Request by Board of Directors on letterhead.

A Few More Resources

- <http://www.ed.gov/programs/rsarecreation/index.htm>
!
- <http://www.dhss.delaware.gov/dhss/rfp/dhssrfp.htm>
- <http://www.grants.gov/>
- http://kids.delaware.gov/mss/mss_rfps.shtml
- Check sites for Sen. Tom Carper and Christopher Coons

What Else?

- Resources: Directories, Internet, U of D, Foundation Ctr, Fundraising Professionals, AFP.
- Strategic Partnerships
- Board Involvement / Personal Solicitation.
- Marketing Your Request
- Recognizing the “Gift”
- Follow-up

Go get it!





THANK YOU