

#NAMIcon16

*SHOW ME THE MONEY-
GRANT WRITING IN ONE
DAY, NO MAGIC WAND
NEEDED*

Lacey Berumen



What this workshop is not

- Going to Make you a grant writing expert
- Give you all of the answers

• But it will

- Give you a starting place, new resources, a chance to share with others about grant experiences.



Agenda

- Review components of a grant proposal
- Breakouts to practice writing several grant sections
- Finding grant opportunities
- What if we don't get the grant
- Sealing the deal sending the reports
- Take away samples
- Final thoughts and questions



Prepping a grant

- **Project idea**- what do you want to do program, advocacy, outreach. Ask does the project fit our Mission? Vision? Strategic Plan? (If not stop here because mission creep can lead you into a black hole).
- **Program**- this is the who, what, when and how you will evaluate the project.
- **Expenses**- Rough ideas of cost materials and resources needed for the project.



Grant Components

- **Executive Summary-** Overarching statement of your case and summary of the entire proposal.
- **Statement of Need-** Why this project is necessary what will you solve/address?
- **Project Description-** The nuts and bolts of how the project will be implemented and evaluated.
- **Budget-**financial description of the project plus any notes.
- **Organization Information-**history and structure of the nonprofit; your primary activities, population, and services.
- **Conclusion:** Summary of key points from grant.



Break outs- Executive summary

- Identify problem- A brief statement of the problem you have recognized and prepared to address (one or two paragraphs).
- Solution-A short description of the project, including what will occur and how many people will participate in the program, how /where it will occur, when and who will staff it (one or two paragraphs).
- Funding- How much grant money is required for the project and how you will sustain it in the future (one paragraph).
- Organizational info- Why you what is your history, purpose, skills (one paragraph).



Break outs- The Statement of Need

- This is a succinct statement that presents facts evidence and supports the need for your project.
- Make sure data is current and accurate
- Give the reader hope “ Families who receive the Family to Family educational program report and increased coping and problem solving skills. ”
- Is it reasonable to portray need as urgent- if you are making comparisons between counties for example suicide rates in County A versus County R because County A has suicide rates that are 11.3% higher.
- Does your project address the problem differently than other projects have.
- Avoid circular reasoning- this is where the absence of the solution is presented as the problem . There is no early psychosis program in Denver . Creating a early psychosis program will solve this problem.



Example- The Statement of Need

- “Statistics show that children with SED are less likely to complete school setting them up for a lifetime of struggles that often result in poverty, unemployment, and possible involvement with the judicial system. It is therefore vital for family advocates (an individual who also has children with emotional issues and has learned to navigate the system and understands rights and resources) to be available for families.”



Project Description

This section of your proposal should have five subsections:

Objectives-Are the measurable outcomes of the program. (SMART)

Methods-How will the project roll out, when – what is the timeline for the project, why- are you doing the project this way?

Staffing/administration- Who is working on the project and what are their skills?

Evaluation- What evaluation information will be collected and how the data will be analyzed?

Sustainability- How will you keep the program going when funding from this funder stops?



Budget

Item	Description		Cost
Executive Director	Supervision	10% of salary = \$10,000 25% benefits = \$ 2,500	\$12,250
Project Lead	Day to day project manager	11 months at \$35,000 = \$32,083 25% benefits = \$ 8,025	\$40,108
Outreach workers	12 working 10 hours per week for three months	12 x 10 x 13 x \$ 8.50 = \$ 13,260	\$13,260
Program manuals	250 manuals for participants	250 x \$35.00 = \$ 8,750	\$8,750
Overhead	20% of project cost	20% x \$64,628 = \$12,926	\$12,926



Organizational Information

- How big is your Board and volunteer base, how are your board members recruited, and their level of participation (Do they donate- sharing a 100% donating board is impressive).
- Provide details on the project staff, and their levels of expertise (resumes if required).
- Describe the population you serve, any special or circumstances they face, and why they rely on you. Celebrate the number of people who you have served through your programs.
- Tying all of the information about your organization together, sell your agency's skills, tie them into your proposal.



Cover Letter

- The Ask : Let them know why you are writing and how much funding is required from them as a funder.
- Describe your project need: In a very succinct manner, tell them why there is a need for your project, etc.
- Explain what your project: Just as you did your full proposal, however, give just an information to drive them to the proposal. Highlight, what your grant will accomplish.
- Provide your agency data: Provide for the funder a snapshot of your organization by sharing your mission, vision, the description of programs offered, numbers served, by staff and volunteers.
- Closing statement: A strong closing and an offer to answer other questions or to meet or have a telephone call as appropriate.
- Attach any additional information required: Most funders provide checklists these may include: a copy of your IRS determination letter, financial audits, and brief resumes of key staff.



Finding grants

philanthropynewsdigest.org

[Foundation Center](#)

[Government grants](#)

[Foundation search](#)

[Grant station](#)

[Colorado Grants guide calendar](#)



What if we don't get the grant

Don't put all your eggs in one basket- diversify funding.

It's in the numbers you will get turned down for as many grants as you receive.

Reach out and talk to the funder as what they liked and didn't like about the proposal- build the relationship funders will remember that and you when you reapply again.

Consider collaborating with other organizations are larger grants – funders love collaboration.



Submitting your final reports

Make sure you are collecting data throughout

Make sure you are submitting reports on time

Make sure close out and final report is submitted in a timely manner
consider also sending the funder a handwritten thank you card building relationships and saying thank you go a long way in continued funding.



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Final Thoughts Questions

