

GRANTWRITING FOR CLEANING ORGANIZATIONS

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AGO Coffee Chat

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OBJECTIVES

- Explore practices that support successful grantwriting and management
- Understand effective approaches to the full application cycle (from prospect research to submission)
- Become equipped with grantwriting tools, templates and datasets
- Learn strategies for sustaining relationships with grantmakers
- Introduce equity-based philanthropy

WHAT IS GRANTWRITING?

The practice of completing a writing a proposal/application for a financial ask that brings together those who want to do the work with those who have financial resources to share

The most effective grant proposals embody both knowledge and data balanced with optimism that positive change is possible

SUCCESSFUL GRANTS...

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- Analyze the intended audience & formulate a persuasive strategy
- Consider the purpose of the proposal and create a clear plan for accomplishing that purpose
- Research all aspects of that plan, the funding required, and the impact
- Include those being served in the solution building
- Collaborate with other organizations if possible
- Choose the right type of proposal
- Attend listening sessions, meet with the grants manager, come with questions
- Format the proposal and look at all the questions
- Revise, edit and proofread the proposal
- Ensure you can measure the impact
- Report the results



ARE YOU GRANT READY?

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- Programs and Services (fills an unmet need, Strategic Plan, continuous Quality Improvement Plan)
- Leadership and Management
- Program Staff/Volunteers
- Governance and Board
- Administrative Systems and Operations (database of stakeholders, demographics, people served, ability to capture data)
- Finance (budget and fund development plan, diverse funding streams)
- Partnerships

Organizational Grant Readiness Checklist & Writing Tips (handout)

PROSPECT RESEARCH

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APPROACHES

- Pay attention to the types of support
- Subject approach
- Types of support approach
- Geography approach
- Recipient approach
- Networking approach
- Cross reference all of these approaches = comprehensive list

Sample Grants Calendar (handout)

HELPFUL TIPS

- Most Foundations do not have websites
- Use 990's from other NGO's
- Look at who serves on Foundation boards (most serve on other Foundations)
- Use Foundation Directory Online (~200,000 grantmakers, \$35-130/mo)
- Candid.org has sample grant proposals, letter of interest, cover letters
- Use grants.gov (free)
- Use GrantStation.com (\$179/yr)
- Include government entities, Foundations, corporations, service clubs, tribes

GRANTS CALENDAR TIPS

1. Enter the grantmakers that have a hard deadline – one deadline per year. These aren't flexible so they go in first.
2. For the remaining grantmakers that either have multiple deadlines per year or no deadline at all, think about how to strategically place them throughout the year so that you manage your workflow.
3. Foundations that have multiple deadlines in the year, such as quarterly, oftentimes get the fewest proposals at their first deadline because most nonprofits will procrastinate and then submit for the second deadline date instead.
4. Corporations tend to make decisions about allocating their donations early in the year, so send your requests at the end or beginning months of the year. Better yet, contact them and ask when they typically make community-giving decisions.
5. Government grants are oftentimes due in September and October, so you may want to hold space in those months for government grant opportunities that come up.

FRAMING YOUR PROPOSAL

Refers to the process of keeping the reader in mind as you write and ensuring that the information you include is the information that the reader needs

Below is a list of questions and considerations to help you to assess how to "frame" your proposal:

- **What is the purpose of your grant proposal?** The immediate purpose may be to acquire more money for your organization, but to what end? What are you going to do with the funding?
- **Who is your audience?** By researching your grantmaker, you may be able to find what motivates their giving. Use the same keywords that are used in their guidelines.
- **Will it be understood?**

GRANT COMPONENTS

1. Organizational Information

- Mission statement
- General purpose
- Governance and staff
- Organizational changes
- Collaborations/partnerships

2. Community Need

3. Request Information and Financial Information

- Project name
- Brief summary (of project)
- Funding type
- Project budget
- Other secured funding/fundraising plan

4. Project Description (how will your proposal address the identified needs?)

5. Evaluation

- How will you measure success?
- Challenges

GENERAL PURPOSE/HISTORY

Three basic parts:

- Why did your organization begin (history)
- What has happened up until this point in time (experience)
- The scope of your organization today (purpose)
- Think about answering these questions in three distinct paragraphs.

Highlight major changes:

- When was your organization founded?
- Why did it emerge?
- What was happening in the community that led to its start?

Present the big picture of your organization (currently):

- List and describe the programs and projects
- Has your organization received any awards?
- *see list for key terms that grantmakers look for

GENERAL PURPOSE/HISTORY

Key terms that grantmakers look for – can any of these describe your organization?

- long-term credibility
- effective
- well-documented programs
- innovative
- grassroots
- culturally competent
- linguistically accessible
- best practices
- evidence-based services

Consider discussing your resources and infrastructure:

- Strategic planning
- Quality improvement or quality assurance system
- Evaluations systems
- Communication systems
- Facilities and equipment

SUMMARY OF REQUEST

If the granter requests a brief summary of your request...

1. Keep your answer succinct and on point
2. Focus your response on:
 - How the project fulfills the community need
 - Why the project is urgent and important
 - How you will specifically spend the funding.

Assume that this brief summary is what will be published on the grantmaker's website or placed in their tax return information.

Make sure that it is able to stand alone as a summary of your project and request.

Typically define three goals/objectives of the request (use SMARTIE):

- Specific, Measurable, Achievable, Realistic, Time-limited, Inclusive, and Equitable

EXAMPLE GOAL & OBJECTIVE STATEMENTS

Program Support

The goal of our program is to continue to provide quality social-emotional education in the school setting to help students of all ages thrive in school, at home, and in life. To that end, our objectives are to:

- Provide second step curriculum to 90% of elementary /middle school-aged youth in the school district by the end of the year.
- Complete a formative assessment of 80% of students who completed the curriculum and identify students that may need more individualized support within six weeks of the assessment.
- Within six months of completing the assessment, begin providing support through the counseling program to at least 75% of students identified as needing more individualized support.

EXAMPLE GOAL & OBJECTIVE STATEMENTS

Program Development

The goal of our project is to increase the geographic scope of our program to reach more individuals in rural Washington. To that end, our objectives are to:

- Identify at least 5 partners in the geographic area that can refer potential clients to the program by April of this year.
- Identify at least 3 potential satellite locations to provide services and negotiate space usage fees by May of this year.
- Begin providing services to at least 50 new individuals in the geographic area identified by the end of the year.

EXAMPLE GOAL & OBJECTIVE STATEMENTS

General Operating

The goal of our organization is that of our mission statement, to help the poorest and most vulnerable in our community. To that end, our objectives are to:

- Provide shelter for at least 600 individuals and families experiencing homelessness each night through our shelter programs by the end of the year.
- Provide meals for at least 1400 individuals and families experiencing homelessness or at risk of homelessness through our meal programs by the end of the year.
- Provide strengths-based case management services to at least 200 individuals and families experiencing homelessness with the primary objective of increasing long-term stability and permanent housing placement by the end of the year.

For general operation, the goal might be your organization's mission statement. Your objectives may highlight three of your main three programs' objectives.

NEEDS STATEMENT

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Where do I find data?

- AGO's Gleaning Census (handout)
- Anecdotal and Internal data

These are some resources that I have used to find gleaning data:

Agriculture:

US Dept. of Agriculture

American Farm Bureau

National FFA Organization

National Sustainable Agriculture Information Service

General Information:

American Fact Finder

US Census Bureau

Population Reference Bureau

Note: use diverse and credible sources (scholarly, peer-reviewed). Use in-text APA

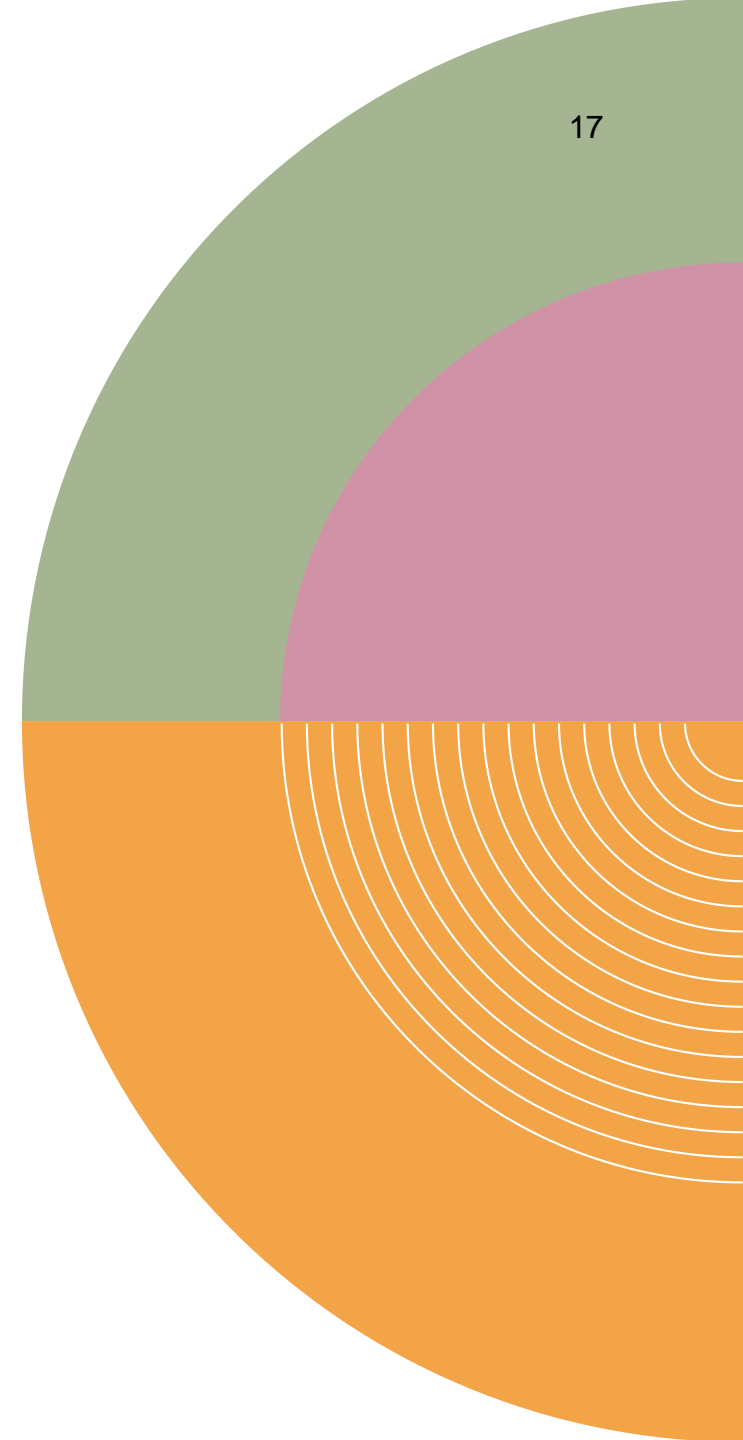
BUDGET

Endowment – money that is invested into the stock market and revenues that come from the interest on the profits are re-invested/given to a non-profit

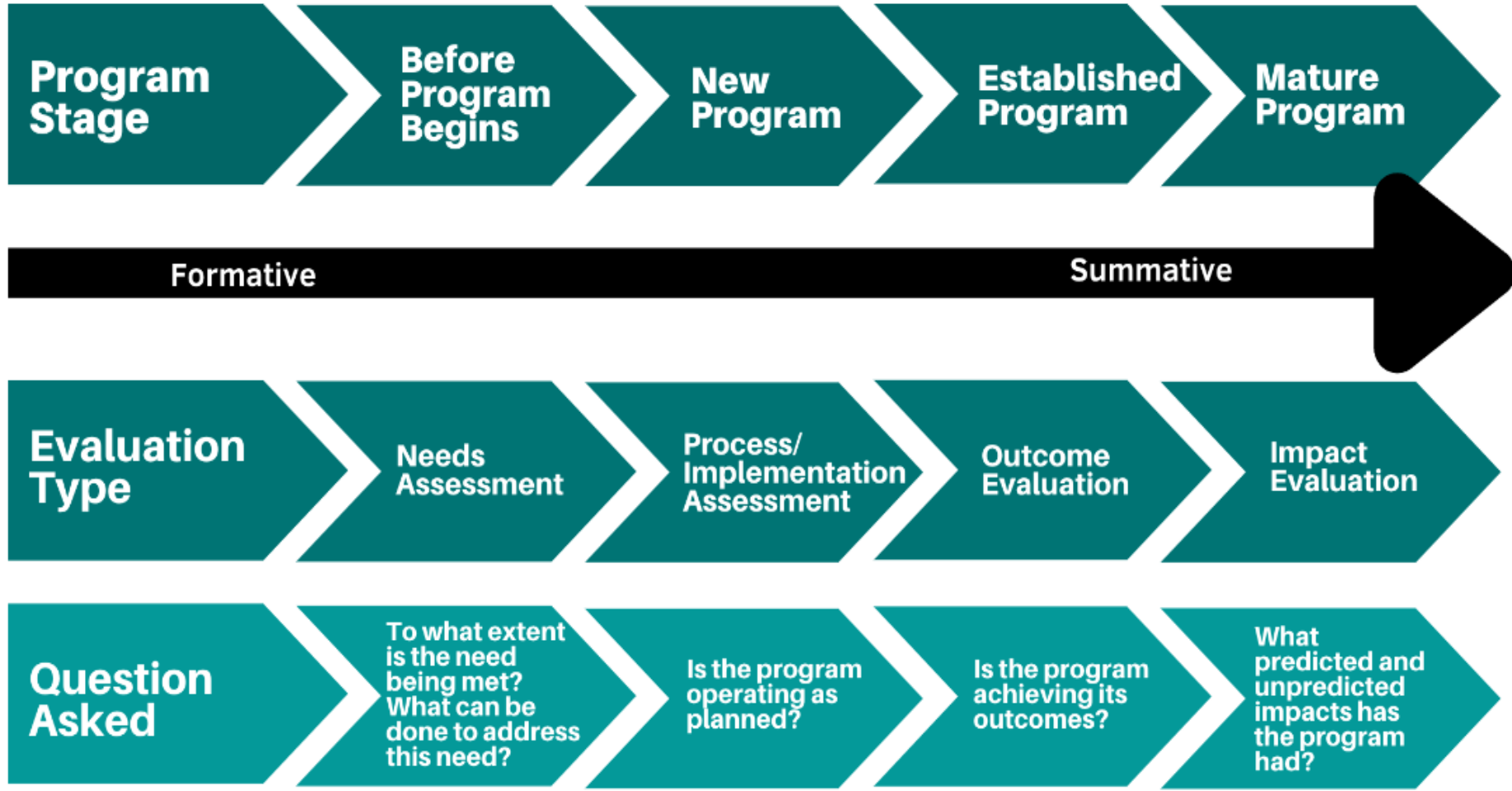
Budgets for proposal requests:

- Income should always equal the expenses when you prepare a project budget. Don't show a profit, don't show a deficit. That shows that we aren't using the money they are giving us
- The grant request is "projected income"
- Line items are descriptive
- Add cost per client, cost per client served that achieved the outcome, and/or cost per unit produced
- Make sure to add a budget narrative even if the grant doesn't ask for one
- For general operating support, you generally use your organizational budget

Budget Template (handout)



EVALUATION



EVALUATION MEASUREMENT TOOLS



Surveys



Pre and post-
tests



Interviews



Focus groups



Journals or
portfolios



Direct
observations

REQUESTED DOCUMENTS

Requested documents may include:

- IRS Determination Letter
- Board Roster (sample handout included)
- Key Staff Roster
- Financial Statements (W-9, Year Ending P&L, 990, audited 990 for requests larger than \$20,000)
- Balance Sheet
- Sources of Income (acquired and planned to acquire from other grants) (*sample handout included*)

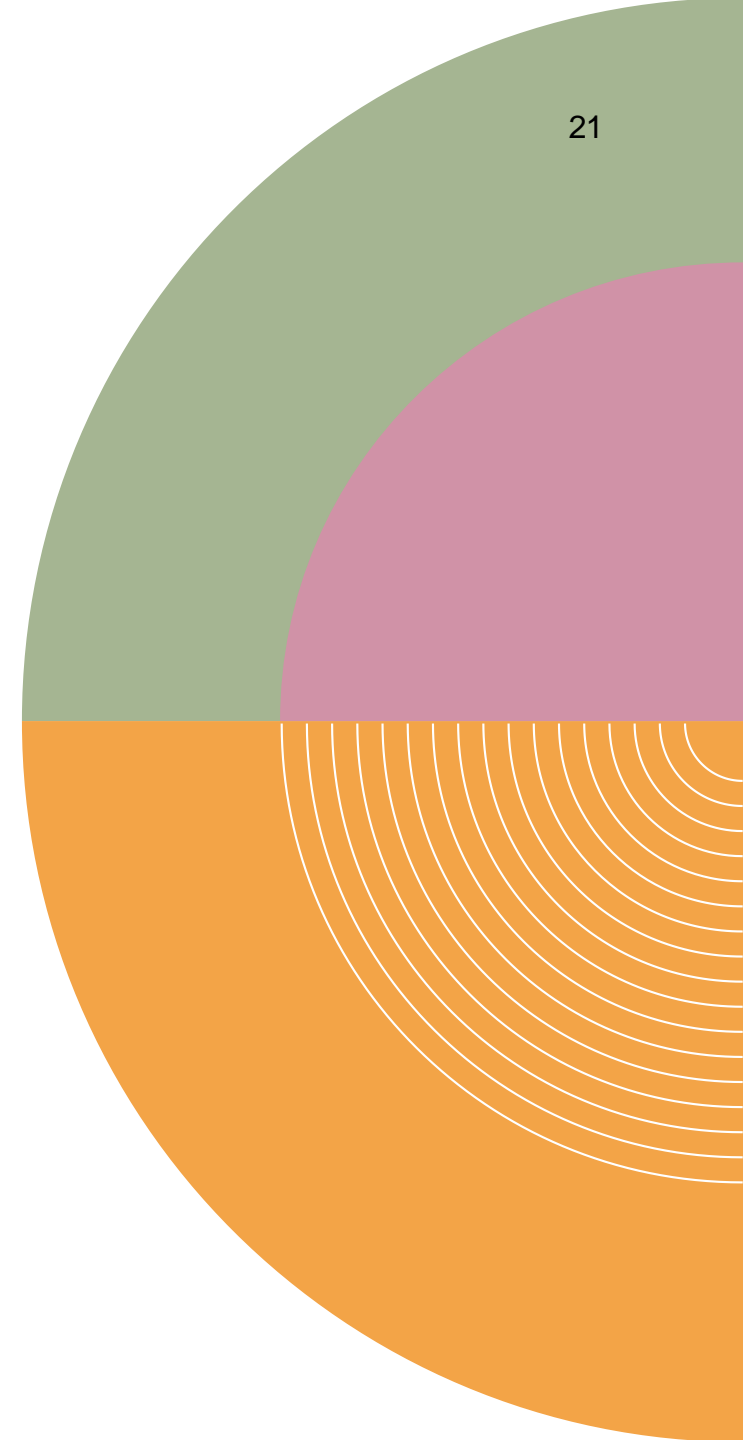
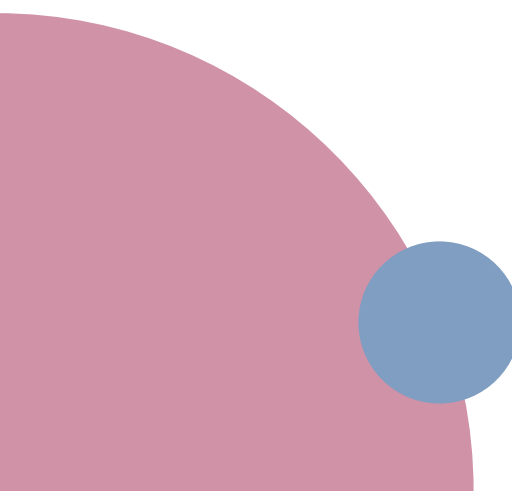
Tips:

- Submit documents in PDF
- Include a header on each document stating what the document is
- Title/save the document exactly how the grantmaker uses the language

NEXT MONTH...

- Reporting
- Learn strategies for sustaining relationships with grantmakers
- Explore more gleaning specific data
- Introduce equity-based philanthropy
- Recommendations from the group

Everyone will be sent electronic versions of the handouts



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QUESTIONS?