

# Saginaw Faith-Based and Nonprofit Workshop

Office of Senator Carl Levin

RestoreHope Consulting

Department of Housing and Urban  
Development



# Grant-Writing for Grassroots Organizations

**Jeremy White**

Founder and President,  
RestoreHope Consulting

**Saginaw, MI**

June 24, 2011

# Opening Discussion

- Perception vs. Reality
- Past Grant Experiences
- Challenges

# Grants are Temporary: Think *Long-Term*

- Strategic Planning
- Organizational Assessment
- Diverse Fund Development Strategy
- Funding Options

# Strategic Planning: Start with a Plan

## **What**

What is the program or programs envisioned?

## **Why**

Is this a vision/mission/calling? What is the need? Is there a compelling reason for the creation of the program? Will it offer something unique and currently not-offered elsewhere?

## **How**

How will the program be implemented? How will it be supported/funded?

## **Who**

Who will the program serve? What is the target population? What are their needs?

## **Where**

Where will it be implemented? What are the boundaries of the service area?

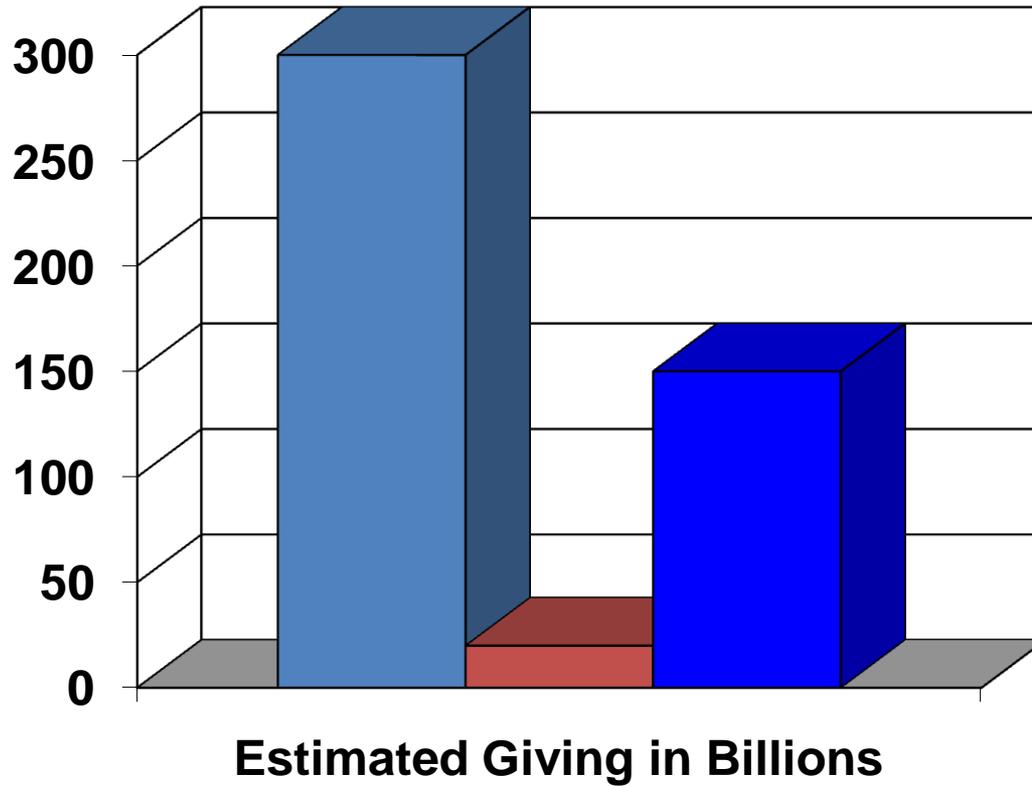
## **When**

When will the program be implanted? For how long? What will be the days and hours of operation.

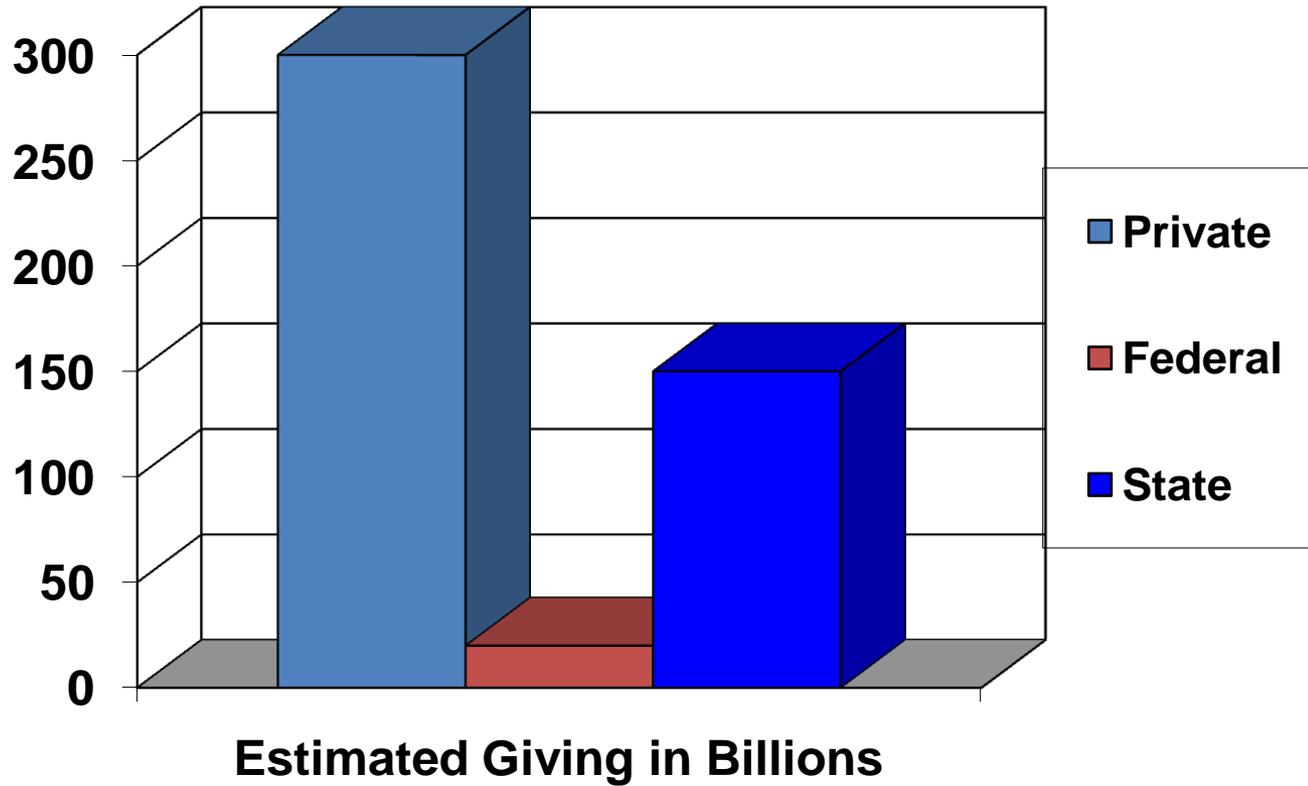
# Plan Components

- I. Mission Statement**
- II. Vision Statement**
- III. Community Assessment (Target Population/Areas)**
- IV. Program Development**
- V. Human Resource Planning**
- VI. Resource Development**
- VII. Board Development**
- VIII. Outcomes Measurement**
- IX Marketing**
- X. Action Plan**

# Where's the Beef??

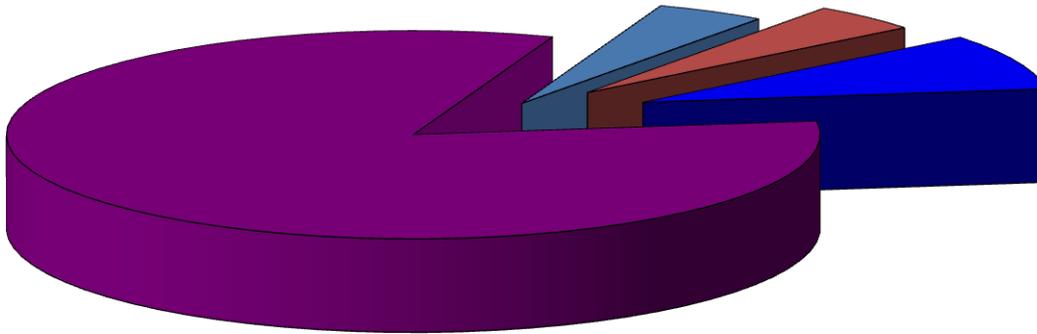


# Giving By Sector



# Americans contributed more than \$303 Billion to charities in 2009

- Foundations
- Corporations
- Bequests
- Individuals



# Michigan: In Focus

- 31,000 charitable organizations
- Almost 90 percent of Michiganders surveyed donated to charity in 2009
- Nearly 50 percent of those surveyed volunteered in 2009

# Creating a Fund Development Strategy

- Individual Donors
- Grants: Foundation & Government Support
- Corporate Support
- Special Events & Fundraisers
- Fees for Service

# Pro Bono Services & In-Kind Support

- Identify Organizational Needs
- Publicize Needs
- Properly Manage the Exchange
- Provide Tax Verification Letters

# Special Events & Fundraisers

- Determine Capacity for Planning & Managing Events
- Select an Annual Fundraiser & Financial Goal
- Create Partnerships in the Community
- Incorporate Mission
- Recruit Volunteers

# Grant Writing Principles

- Grants must fit your mission
- Grants must fit your budget
- Grants must be temporary
- Grants should be used for growth
- Recruit Volunteers

# Finding Compatible Foundation Grants

- Conduct Prospect Research  
Foundation Center, Local Community Foundations
- Create Calendar and Timeline for Submissions
- Create Grants Database
- Retain Professional/Staff Counsel

# Pre-Grant-Writing Steps

## ➤ **Determine Eligibility**

- Type of organization, size, location

## ➤ **Understand the Guidelines & Requirements**

- What is and is not permissible with grant funds?
- Review the criteria and write accordingly

## ➤ **Develop the Implementation, Objectives & Evaluation**

- What are the project goals?
- What are the project objectives?
- How will the project operate? Staff responsibilities, timeline,

## ➤ **Gather Required Attachments**

- 501c-3 status, budget forms, audits, board of directors

# As You Begin..

## ➤ **Answer the Questions**

- Specifically respond to the questions asked
- Be thorough but not excessive

## ➤ **Write within the Lines**

- Do **NOT** exceed the page limits
- Adhere to font, text and margin requirements

## ➤ **Speak Their Language**

- Mirror the terminology of the grant application
- Use the phrasing of the question

# Typical Grant Components

## ➤ **Executive Summary/Project Abstract**

- Brief overview of project, 1-2 pages

## ➤ **Statement of Need**

- What is the nature of the problem you are addressing?

## ➤ **Project Implementation/Program Design**

- How will the project operate?
- What are responsibilities of staff, other organizations?
- Timeline/Action Plan
- Be comprehensive

## ➤ **Organizational and Staff Qualifications**

- Past experience in operating similar projects
- Past achievements
- Resume and qualifications of key staff, certifications

# Typical Grant Components

## ➤ Objectives & Evaluation

- What are the project goals?
- What are the project objectives?
- How will you measure success?

## ➤ Budget/Budget Narrative

- Justify the costs of your project, budget forms, audits,

# Budget Details

- **Your Budget is an Estimate**
- **Your budget is an estimate. Still, you may not exceed the total amount for the grant. Do not feel you must spend the money to the penny.**
- **Be Specific**
- **The numbers should be specific and reality-based**
- **Don't Round. It also suggests you have not done much work preparing the budget.**
- **If you plan to buy equipment, contact the distributor to find out the cost of the equipment when you plan to purchase it.**

## The Proposal Budget Summary

	<b>Total</b>	<b>Total Requested</b>	<b>Total Match</b>
<b>Total this Grant</b>	<b>\$100,671.12</b>	<b>\$78,362.62</b>	<b>\$22,308.50</b>
<b>Personnel</b>			
<b>Salaries and Wages</b>	<b>44,950.00</b>	<b>43,200.00</b>	<b>6,750.00</b>
<b>Fringe Benefits</b>	<b>12,148.62</b>	<b>10,479.12</b>	<b>1,669.50</b>
<b>Non-Personnel</b>	<b>\$38,572.50</b>	<b>\$24,683.50</b>	<b>\$13889.00</b>
<b>Consultants and Contract Services</b>	<b>15,664.00</b>	<b>4,800.00</b>	<b>10,864.00</b>
<b>Equipment</b>	<b>7,710.00</b>	<b>7,085.00</b>	<b>625.00</b>
<b>Supplies</b>	<b>1,287.00</b>	<b>1,287.00</b>	<b>- 0 -</b>
<b>Travel</b>	<b>1,761.00</b>	<b>1,761.00</b>	<b>- 0 -</b>
<b>Other Costs</b>	<b>12200.00</b>	<b>9,800.00</b>	<b>2400.00</b>

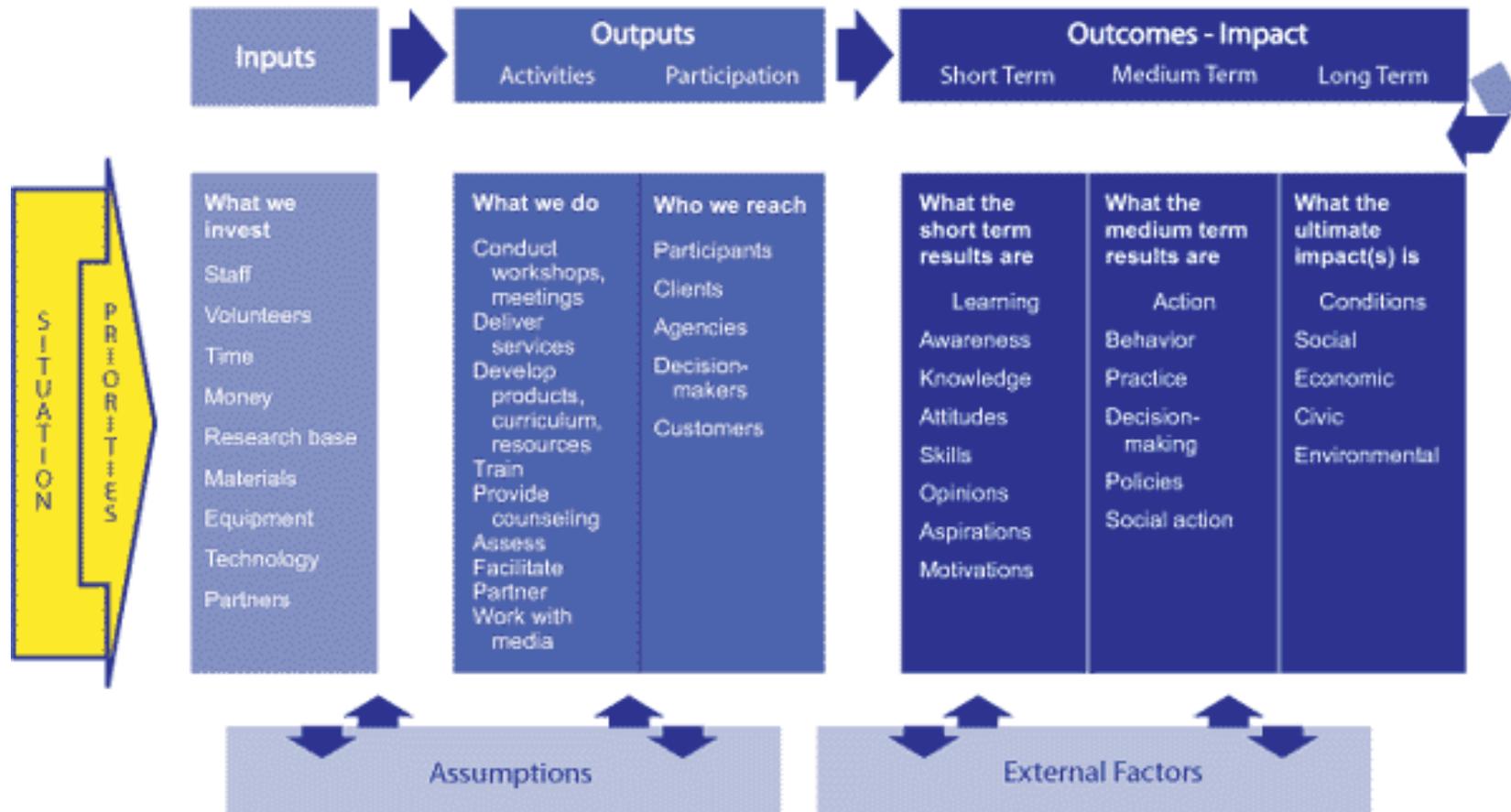
## A Logic Model:

Represents a graphical display of the correlation between inputs, activities, outputs and outcomes of any program or project. It can serve as a guide map for the operations of your organization

The basic logic model typically is displayed in a diagram such as this:



# Logic Model



# Partnering with Government

## Do's and Don'ts

- Understand the regulations
- Church/state: Use government funds for social programs only
- Equal Access to those in Need
- Separate 501 c-3: Prevent Commingling funds

# The Federal Grant Process

- Grant Types: Formula vs. Discretionary
- Window of Grant opportunities:
- Duns Number: No cost, call toll-free DUNS Number request line at 1-866-705 5711
- 501 c-3 highly recommended
- Matching requirements
- Collaborations

# The Grant Process

- Grant Review Process
- Grant Scoring
- Be Available for follow-up
- Award Letter
- “The Check is in the mail”
- “Sorry, maybe next time”
- Follow-up and Improve

# Foundation Resources

- Council on Michigan Foundations (300+ MI foundations)

[www.michiganfoundations.org](http://www.michiganfoundations.org)

- Saginaw Community Foundation

<http://www.saginawfoundation.org/>

- Kresge Foundation

[www.kresge.org](http://www.kresge.org)

- Foundation Center

[www.fndctr.org](http://www.fndctr.org)

# Opportunities and Resources

## Sample Grants

[www.grants.gov](http://www.grants.gov)

- Strengthening Communities Fund Grant (HHS)
- DOL: \$4M in Grassroots funding
- Mentoring Children of Prisoners Grant (HHS)
- SUPERNOFA(\$2.2 B): Housing for the Elderly/Homeless (HUD)
- \$30 M YouthBuild Grant (HUD)
- Community Economic Development Grant (HHS)
- Supplemental Educational Services (ED)

# Other Key Tips

## ➤ Be Punctual

- Plan ahead, meet deadlines

## ➤ Be Perfect

- Proofread, let others review and edit

## ➤ Be Personal

- People give to people

## ➤ If at first you don't succeed....

- Be Persistent

# **Contact Information**

**RestoreHope Consulting  
1425 K Street NW Suite 350  
Washington, DC 20005  
Ph.(202) 587-5624  
Fx.(202) 587-5601**

**[www.restorehopeconsulting.com](http://www.restorehopeconsulting.com)**

**E-mail: [jwhite@restorehopeconsulting.com](mailto:jwhite@restorehopeconsulting.com)**