Use the chat box while we wait to tell us a bit about you….

► Name
► Affiliate name or organization
► Grant writing experience—just a phrase or sentence
All About Grants

Presenter:

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Housekeeping

► Finish by 8:30.
► Disregard the reference to Greg Hansch.
► Please chat questions to me.
► This is being recorded and will be posted on the NAMI Texas website
► I will be sending you these items tomorrow:
  ► A copy of this presentation
  ► Sample proposals
  ► A list of resources
Overall goal:
To demystify grants—*You can do this!*

- What do I need to do to prepare for this process?
- How do I research potential funders?
- Do I need to talk to grantmakers? (yes!)
- How do I write a successful grant proposal?
- What happens when we receive a grant?
Have a plan.

What projects or programs need funding and how much do you need?

► Educational programs?
► A new innovative idea?
► Infrastructure?
► $500 or $10,000?
What else will you need?

- Incorporation as a nonprofit 501(c)(3) organization (NAMI Texas may allow you to apply under their non profit status.)
- An organizational budget (this can be simple)
- A project budget (this can be simple)
- Time
Types of Funders

- Foundations: nonprofit organization, established to aid charities through grant making; must donate a minimum of 5% of assets each year
- Corporations
- Government
- Individuals: best source of unrestricted funding

What % of funding do you think comes from grants and corporations?
Finding Funders

- Foundations
- Bequests
- Corporate
- Individuals
There are 98,000 grant makers in the US, but there is no single place to find funders!

How do I decide which of these grant makers might want to fund us?
Foundations and corporations have established giving priorities.

Don’t waste your time.

Find a hot prospect!
The most likely to fund your organization is a funder who:

► You know
The most likely to fund your organization is a funder who:

- You know
- Wants to give in your region
The most likely to fund your organization is a funder who:

► You know
► Wants to give in your region
► Wants to support mental health, general health care organizations, or social service organizations.
Don’t waste your time!

Unlikely funders:
► National Foundations
► US government grants
► Grantmakers whose missions do not align with your mission
► Grantmakers who don’t give away very much money
Look around you.

Who is funding:
- Community Events
- Other nonprofits
- School events
- Church events
- United way
- Business news

Who is most likely to be excited about a program that benefits YOUR community?
Internet searches from home:

Google searches may help you identify a grantmaker in your region. Start with your community.

Try searching these terms:
[Foundation] [Your city or county]
Finding Funders

Internet searches from home:

Look on the websites of local nonprofits—especially those with a health or mental health focus. They may list their funders on their website. Be sure to look at their annual reports if these are online.
Caution:

➤ Some funders do not accept applications without an invitation.
➤ Don’t send an application to a random foundation in your town. They may only give away $500/year or they may (for example) only fund the local hospital!
GO TO THE LIBRARY!
Don’t you love librarians?

Nearly all Texas public libraries offer free access to The Foundation Center’s database. If you have a good librarian, she/he can point you to other resources.
GO TO THE LIBRARY!

You may live in or near a community with a specialized collection of grant making materials with a great librarian.

They are listed at this website: http://grantspace.org/Find-Us
# Regional Foundation Libraries

<table>
<thead>
<tr>
<th>Name</th>
<th>City</th>
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<tbody>
<tr>
<td>Amarillo Area Foundation</td>
<td>Amarillo</td>
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<tr>
<td>Arlington Public Library</td>
<td>Arlington</td>
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<tr>
<td>Regional Foundation Library</td>
<td>Austin</td>
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<tr>
<td>Southeast Texas Nonprofit Development Center</td>
<td>Beaumont</td>
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<tr>
<td>Dallas Public Library</td>
<td>Dallas</td>
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<tr>
<td>Southwest Border Nonprofit Resource Center</td>
<td>Edinburg</td>
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<tr>
<td>University of Texas at El Paso</td>
<td>El Paso</td>
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<tr>
<td>Funding Information Center of Fort Worth</td>
<td>Fort Worth</td>
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<tr>
<td>Houston Public Library</td>
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<td>United Way of Greater Houston</td>
<td>Houston</td>
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<tr>
<td>Texas A&amp;M University – Kingsville</td>
<td>Kingsville</td>
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<tr>
<td>Texas A&amp;M International University</td>
<td>Laredo</td>
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<td>Longview Public Library</td>
<td>Longview</td>
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<td>Lubbock Area Foundation</td>
<td>Lubbock</td>
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<tr>
<td>Tom Green County Public Library</td>
<td>San Angelo</td>
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<td>San Antonio Area Foundation</td>
<td>San Antonio</td>
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<tr>
<td>United Way of Tyler/Smith County</td>
<td>Tyler</td>
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<tr>
<td>Victoria College/University of Houston</td>
<td>Victoria</td>
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<tr>
<td>Waco–McLennan County Library</td>
<td>Waco</td>
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<tr>
<td>Nonprofit Management Center of Wichita Falls</td>
<td>Wichita Falls</td>
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</tbody>
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Refine your search:

► View the grantmaker’s website (if they have one)
► View their IRS 990 by going to the 990 finder: [http://foundationcenter.org/findfunders/990finder/](http://foundationcenter.org/findfunders/990finder/)
  (Look for a list of who they funded—it will be toward the end of the 990)
  • Contact Information and Board Members
  • How much do they give?
  • Who do they give to?
People give to people.

I write nearly 100 proposals every year:

► 85% of grantmakers who we have met with fund us.

► 25% of grantmakers who receive “cold” proposals fund us.
Do you know someone?

When you are researching, look at the list of board members and staff of grantmakers. You may be surprised to see the name of someone you know OR there may be a well connected person who works with your affiliate.
Developing Relationships

Collect phone numbers and email addresses when you research.

Even if you don’t know someone, just pick up the phone.

*I was wondering if I could get together with you to pick your brain... I want your advice... We are new to this and need your help. I just want to tell you about NAMI to see if your foundation might be interested in partnering with us... My Board chair would like to meet you.*
Just send us a proposal.

Okay I’ll do that, but I was wondering if I could talk to you to just get some advice about securing grants in general. I’m new to this and really could use some help. I just want to pick your brain. Can I buy you a cup of coffee?
You have identified a likely funder and (hopefully) have met with them…

Now what?

Now you write…
You can do this!
Writing Proposals

You need:

► Application guidelines and/or form (might be completed online)

AND:

► Ability to follow instructions
► Attention to detail
► A little creativity
► Passionate
Writing a good proposal

Application Guidelines

► Is my organization eligible to apply?
► Does my project “fit” with the funder’s goals/funding priorities?
► What is the proposal deadline?
► Is the amount I’m seeking within the funder’s giving range?
► Am I clear on what parts of my budget the funder funds and what it doesn’t fund?
► Is there a word or character limit for the proposal?
► Do I have all required documents?
If you don’t understand something, ask for help!

- Call the grantmaker—this is another opportunity to develop your relationship.
- Look online for some help.
- Email me—I can answer quick questions.
Typical elements in a proposal:

- Executive summary/abstract
- Organizational description/mission
- Needs assessment
- Project Impact
- Timeline
- Staffing
- Budget
- Project evaluation
- Sustainability
- Attachments

► Handout available
Follow their instructions.

These are some things you might include depending on what they request.
Executive Summary/Abstract

- Who what where when why about the project
- Brief introduction of the Project
- Usually first thing read by the reviewers
- Possibly only thing read by higher-ups
- “Snapshot” of proposal
- Includes amount of ask
- Usually written last
Organizational description

- Who what where when why about the organization
- Include your mission statement and vision.
- Describe organization’s programming
- Accomplishments/Awards
- Ties to community
- Description of the community you serve
- Good to include stories
Needs assessment

- Describe the *community* problem you are trying to address with your project
- Use up-to-date qualitative and quantitative data to support your description of the problem
- Census, surveys, data from local sources, anecdotes, quotes
- Other efforts in the community to address this problem (or not)
- Be able to fully describe community that you will be targeting
- Demographics, numbers

➤ **Handout available**
Project Plan

- Describe precisely what you plan to do to address the community issue you have identified, AKA nuts and bolts
- Start at the very beginning and describe every activity through to the very end of the Project
- Who, what, where, when, why in more detail
- Describe how you will target and attract the target audience
- Be able to describe why you chose this methodology over others
- Is this approach is innovative or new? If so, make sure to point this out
- Identify planned collaborations with other organizations
Impact/Goals and objectives

► Describe what you hope to accomplish with this Project
► Goals: broad statements of what you will accomplish
► Objectives: operational, specific things that can be measured
► What benefit will this have on your target population?
► Should be SMART—Specific, Measurable, Achievable, Realistic, Timelines
Writing a good proposal

Timeline

- Does not need to be a graphic timeline—simply list the dates when specific activities will be completed.
- A different summary of the Project, based on when events will occur.
- Timeline can cover entire funding period, may include activities pre and post-award
Staffing

- Who will be responsible for the project (including any volunteers)?
- What piece of staff time will be funded by this proposal?
- Include name, full title, qualifications, experience
- Will you be hiring new staff for this Project?
- What is the time commitment for each staff person on this Project?
Writing a good proposal

Budget

► How to Start? Go through entire list of planned activities and list expenses
► Total Project Budget vs. Amount you will ask for
► Ask for what you need
► Remember this is an *cost projection*
► Make notes so you can remember how you arrived at your budget
► Be able to justify how you arrived at an estimate
► Use budget forms if provided
► Level of detail required can vary enormously
► Review funding guidelines on allowable expenses
Evaluation

► How are you going to document whether or not your Project has been successful? How are you going to measure the success of the Project?
► Management tool, not necessarily scientific review
► What was the impact of this Project?
► Derived from Project goals and objectives
► Build into Plan how you will evaluate
► Outputs (numbers attending Project activities)
► Surveys (Satisfaction of participants or changes in attitude, knowledge, beliefs, etc.)
Sustainability

► Answers the question: what’s going to happen to this Project when these funds go away?
► Is the Project viable long-term?
► Are you developing other funding streams to support this Project long term?
► If you need more than you are asking for, be prepared to delineate other potential funding sources.
► If you plan on approaching other funders in subsequent years, who will you be approaching.
► Don’t assume once funded, always funded
Attachments

► Follow the instructions about attachments—you don’t need to send any of these unless requested.
► Most frequently asked attachments include: Your operating budget, financial statements (or annual audit), Board of Directors list, IRS form 990
► Letters of support are always a good idea
► Pictures and stories are always a good idea
After the first draft

Set your proposal aside for a few days then go back and fix the following…

► Use the funder’s language
► Edit—Under-write: Less is More
► Use active verbs
► Define acronyms
► Does the proposal hold together from start to finish?
► Typos, grammar, errors in the budget, etc.—it matters!
Wait and wait….

It may take 2 months to 12 months to hear back.
Thank the funder!!! Call them! Write them!

Want more funding next year?

► Thank the funder!!! Call them! Write them!
► Be in touch a few times during the year—tell them that their $$ is changing lives.
► Report on time. Send them a report even if they don’t ask for one.
Here’s a Utube video I like about writing grants:

http://www.youtube.com/watch?v=q05EoHsT9gs&feature=plcp
Please send me an email if you would like to receive the handouts and a copy of this presentation:

kathleenburnside@gmail.com
Thanks:

- To the Meadows Foundation for funding this webinar!

- To Jennifer Peters for sharing her slides!
Thank you and good luck!!