Welcome to OCD's Community Development Training Conference

Effective Grant Proposal Writing for Foundations

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Overview

- **Pre Planning**
- **Identifying & Accessing Funding Resources**
- **Writing a Proposal**

Pre-Planning

- **Determine the interest of your agency program areas**
- **Identify staff roles & responsibilities for proposal development**
- **Monitor and review funding sources**
- **Plan meetings**
- **Coordinate & Communicate**

Identifying & Accessing Funding Sources

Funding Sources can be divided into:

- **Federal**
- **State**
- **Foundation**

Federal Funding

- **Federal Programs are established by law**
- **Funded by money appropriated from Congress as part of the federal budget**
- **Administered by a federal agency**
- **Availability of money publicized in the Federal Register, also in The Catalog of Federal Domestic Assistance**

Federal Agency s Responsibilities include:

- Announcing the availability of funds
- Describing the program
- Screening & selecting applicants
- Awarding funds
- Working with grantees to insure compliance with program requirements

Federal Programs are Good Sources of:

- Large dollar projects
- For a long duration of time (3-5 yrs.)

Challenges-Before Writing the Proposal

- Great deal of work & preparation
- Can be complex applications requiring lots of forms & other information
- Competition for funds is fierce

Challenges-After Receiving the Funds

- Considerable amount of administrative detail & reporting is required
- Federal money comes with strings attached (reporting, financial audits, & evaluations)

! BE PREPARED !

State Funding

- Established by State law
- Funded from money appropriated by State legislature as part of State budget
- Each program is administered by a State agency
- Availability is publicized in State Register
- Each State agency is responsible for the life cycle of it s program in the same manner as federal agencies

Advantages of State Funding

- Eligibility is usually limited to the State
- Competition is less fierce
- Application process is simpler than that for federal programs
- Easier to solve problems as assistance is through regional offices

Foundation Funding

- Private Foundations
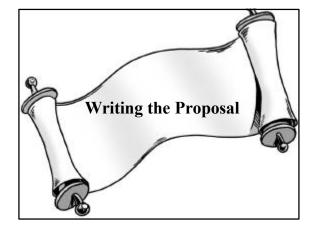- Corporate Foundations

Foundation Funding

- Information can be found in foundation directories at your local public library
- Some directories are:
  - Foundation 1,000
  - Foundation Center Search (Database)
  - Guide to U.S. Foundations
  - Directory of Corporate Giving

Foundation Funding in Comparison to Govt. Funding

- Significantly more research to match funding needs with giving interests and geographic giving preferences
- Foundations fund a broader range of projects
- Timetables for submission vary making them a more flexible source of funding
- Fewer reporting requirements

Foundation Funding in Comparison to Govt. Funding

- Dollar amount may be large but is generally less than federal or state grants
- Less likely to renew grants

Writing the Proposal

Basic Facts about Proposal Writing

- Proposals should be neat, orderly, and easy to read
- Final copies should be reviewed for typographical & formatting errors
- Unless otherwise specified -
  - all margins should be 1
  - text should be 12 pt. Typeface
  - printed in black on white stock
  - double spaced

Basic Facts about Proposal Writing

- Sign original in blue to distinguish from duplicate copies
- Don t send more copies than requested
- Focus on content rather than packaging
- Follow instructions for packaging
    - binder clips
    - staples
    - rubber-band

Basic Facts about Proposal Writing

- Make sure single words or paragraphs do not dangle on top or bottom of page
- Number the pages
- Add headers & footers, as specified
- Language of proposal should be
    - clear
    - simple
    - define terms if necessary

Basic Facts about Proposal Writing

- Be enthusiastic about your project
- Market your project
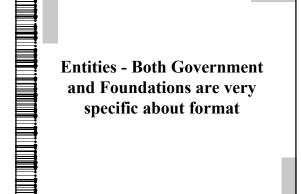- Write with conviction

Basic Facts about Proposal Writing

- Length of proposal

Basic Facts about Proposal Writing

- Have others review and comment
- Keep unsupported assumptions to a minimum
- Always site sources from where data is obtained

Proposal Writing Formats

- Application Format: pre-printed application form to be filled out
- A proposal of your own design

Entities - Both Government and Foundations are very specific about format

In absence of a specified format, a good format is:

- Cover or transmittal letter
- Summary/Abstract
- Proposal Narrative
  - Introduction
  - Problem or Needs Statement
  - Program Goals and Objectives
  - Methodology or Approach
  - Evaluation
  - Project Budget, including Other Funding Sources
  - Future Funding; and
- Appropriate Attachments

Cover or Transmittal Letter- Do's

- Brief statement of purpose of proposed project
- Information about total cost
- Name of person acting as liaison between agency and funding organization
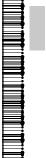
Cover or Transmittal Letter- Don'ts

- Do not make it too lengthy
- Do not tell them that they *should* fund the proposal
- Do not address *To whom it may concern* . Research and address it to the right person.

Proposal Summary or Abstract

- Should be written after the entire proposal
- It is one of the most important parts of the proposal
- Make it clear, concise, include major points from all other sections
- Summary should pique the interest of the reviewer

Summary Should Include

- Brief description of applicant
- Reason for the request
- Goals, objectives, and results to be met
- Activities to be conducted to accomplish objectives
- Project duration
- Total cost
- Summation of products (if any)

Remember

Summary may be the only page read by the decision maker

Proposal Narrative

- Introduction
- Problem or needs statement
- Program goals and objectives
- Methodology or Approach
- Evaluation
- Project budget, including other funding sources
- Future funding

Proposal Introduction

- Describe who you are & why your agency is qualified
- Include information on your agency s mission, philosophy, purpose & goals
- Explain why your agency would be a good investment and partner
- Establish primary applicant and other organizations involved
- Describe agency s clients & programs

Proposal Introduction

- Include past & current accomplishments
- Demonstrate credibility in the area
- Make it interesting to read and jargon free
- Make sure it flows logically into the problem statement

Problem Statement

Paint a picture in this section as to why your problem is more significant than someone else who may be competing for the same funds.

Problem Statement should be:

- Of realistic proportions
- Supported by statistical evidence
- Developed with the input of stake holders and clients
- Supported by statements from authorities
- Interesting to read and devoid of jargon

Program Goals

- Are client focused
- Are not limitless
- Are listed in priority order
- Are broad, issue-oriented statements that are clear and understandable

Program Objectives

Should ...

- Demonstrate progress toward the goal
- State what the agency intends to accomplish
- Be realistic and obtainable
- Describe an outcome in terms of specific targets and time frames

Program Objective Statements

Explain what will be accomplished during a project, but not how it will be accomplished; objectives are not methods.

Program Objectives

Statements often begin with ...

- To reduce
- To increase
- To decrease

Program Objectives

should be ...

- Measurable
- State and increase or decrease by specific amount using numbers, periods of time and percentages etc.

Methodology

- Describe all activities to be carried out
- Present sequence of activities
- Show target dates
- Show how partners will be involved
- Show a visual timeline

Methodology Tells

- Who
- What
- When
- Where, and
- Why

Project Evaluation

- Present a plan to determine the degree to which objectives are met
- Mention who will do the evaluation and why
- State criteria for success
- Explain evaluation instruments
- Explain how evaluation will be used to improve program

Project Budget

- Should be clearly delineated
- Should include careful estimation of cost of living, etc.
- Should include all personnel and non-personnel costs
- Should not include any miscellaneous category
- Should include contributions of volunteer time
- Should include all items paid by other sources

Future Funding

- Describe future funding sources
- Give examples of how it has been done in the past
  - Fund raising programs
  - Charge for services
- Include letters of commitment

Appropriate Attachments

- Letters of Support
- Resumes of persons working on the project
- Map of service area
- Detailed data
- Results of preliminary survey

Write to Win!!!

This presentation is available on the Web at:

http://coserve1.panam.edu/nce/   Look under Resources