

Grant Writing 101

Presented by:

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May 12, 2009 in San Francisco

May 15, 2009 in Santa Barbara

May 19, 2009 in Marina

Supported by:

NOAA B-WET

Channel Islands National Marine Sanctuary, Cordell

Bank National Marine Sanctuary, Gulf of Farallones


National Marine Sanctuary, Monterey Bay National

Marine Sanctuary

Agenda


- Introduction
- NOAA B-WET
- Fundraising and Philanthropy
- Are you ready to apply for a grant?
- Where do you find grant opportunities?
- How do you apply for a grant (Federal vs. non-Federal)?

Agenda

- How do I write a grant proposal?
 - How important is evaluation?
 - What happens after submitting a proposal?
 - Is it all about the writing?
 - Tips!
 - Q & A
- 

NOAA Bay Watershed Education and Training

The California Bay Watershed Education and Training (B-WET) Program is an environmental education program that supports locally relevant experiential learning in the K-12 environment.

The bottom right corner of the slide features a decorative graphic of several concentric circles, resembling ripples on water, rendered in a lighter shade of blue against the background.

NOAA B-WET Priority Areas

- Meaningful Watershed Educational Experiences for Students
 - Weaves together classroom learning with field experiences
 - Sustained activity
 - Aligns with standards of learning

NOAA B-WET Priority Areas

- Professional Development for Teachers
 - Reinforces a teacher's ability to teach, inspire, and lead
 - Teachers learn why and how to use inquiry based learning in their classrooms

NOAA B-WET Priority Areas

- Community and Adult Education
 - Provides targeted training on watershed management for decision-makers and businesses
 - Leverages partnerships to deliver NOAA messages to communities and the general public


NOAA B-WET Target Areas

Funds are available for eligible applicants throughout the watersheds of:

- San Francisco Bay Area (San Francisco, Alameda, Contra Costa, and Marin Counties)
- Monterey Bay (Monterey, Santa Cruz, San Mateo, Santa Clara, San Benito, and San Luis Obispo Counties)
- Santa Barbara (Santa Barbara and Ventura Counties)

NOAA B-WET Eligible Applicants

K through 12 public and independent schools and school systems, institutions of higher education, nonprofit organizations, state or local government agencies, and Indian tribal governments.



NOAA B-WET Available Funding

- Applicants can request up to \$60,000 annually for up to three successive years for a single project.
- California B-WET funds can be used for a variety of expenses to conduct programming including: buses, stipends, travel, substitutes, equipment, and professional evaluators.

NOAA B-WET More Information

Contact Seaberry Nachbar
B-WET Program Manager
Seaberry.Nachbar@noaa.gov

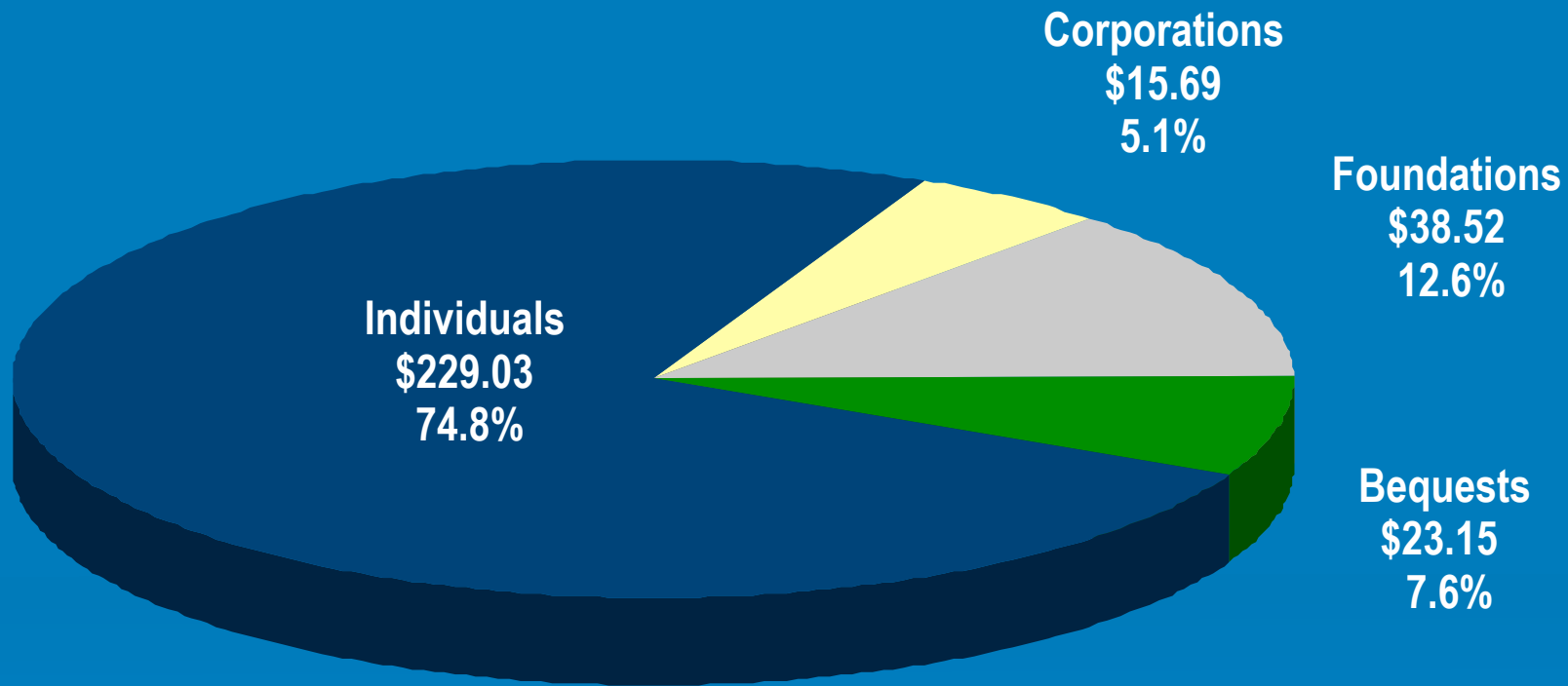
or visit their website at:
www.sanctuaries.noaa.gov/bwet

Fundraising and Philanthropy

Where does the money come from?



2007 charitable giving



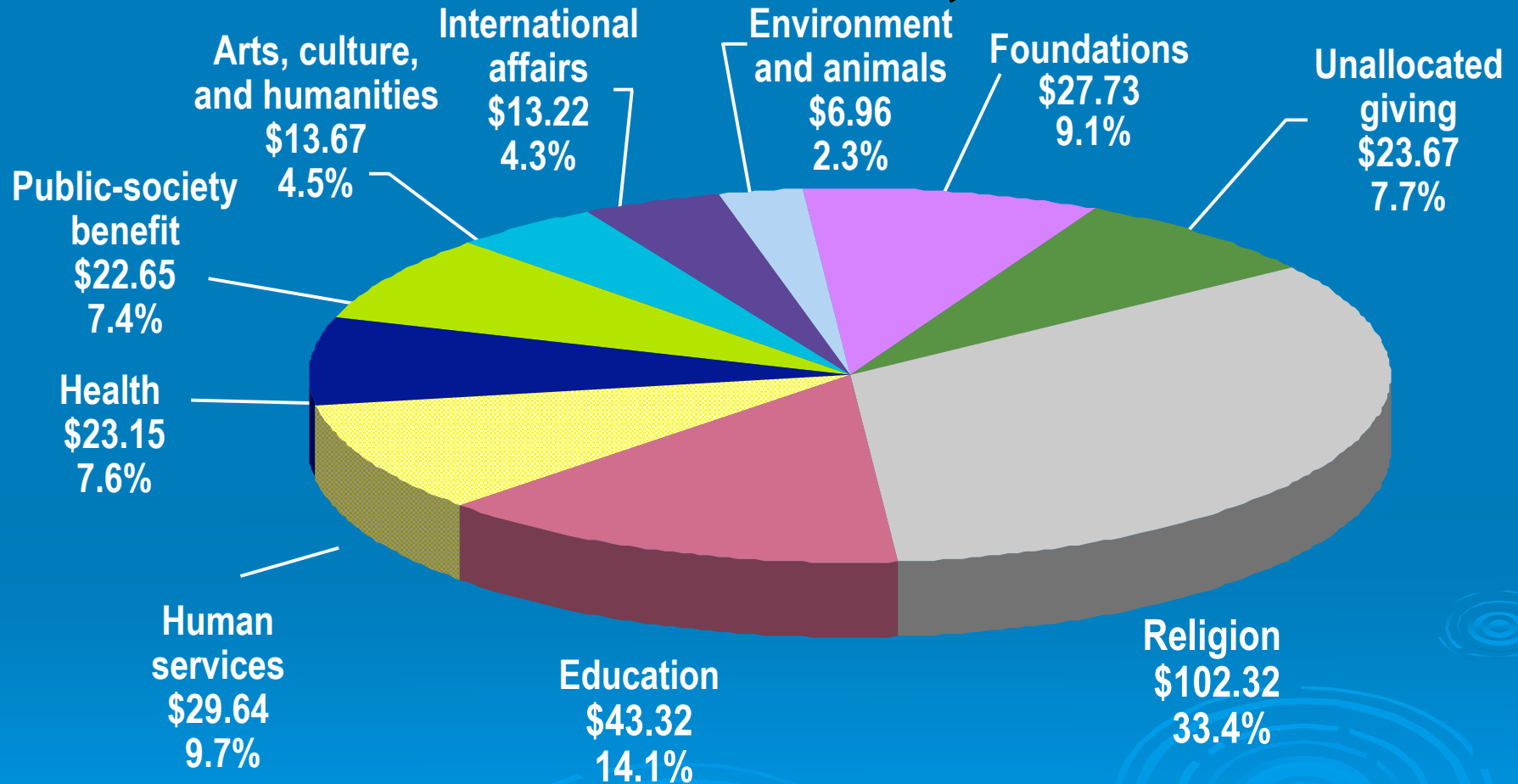
Total = \$306.39 billion (\$ in billions)

Fundraising and Philanthropy

Who gets the money?




Types of recipients of contributions, 2007



Total = \$306.39 billion (\$ in billions)


Are you ready to apply for a grant?

- Need
 - Target Audience
 - Impact
 - Timeline
 - Sustainability
- 

Need

- Has the problem been clearly identified?
- Does the project fulfill a community need or an organizational need?
- Is the need supported by statistical or other documented evidence?
- Are there other organizations currently providing this type of program?


Target Audience

- Has the target audience been clearly identified?
 - Has the target audience been involved in the project design?
 - Are you currently working with this target audience?
- 

Impact

- Are the goals and objectives
 - Clearly stated?
 - Tied to the needs?
 - Measurable?
- Have outcomes been identified?
- Is there a plan in place to measure/evaluate the project's impact?

Timeline

- When is the funding needed?
 - Have the project milestones been identified?
 - Can the project elements be accomplished within the time period indicated?
- 

Sustainability

- Has a project budget been developed?
- Have other potential funding resources been identified?
- Are the funds likely to be secured in the time period indicated?
- Is the organization committed to continuing the project after the grants end?

**Where do you find
grant opportunities?**

ONLINE RESEARCH



Where do you find grant opportunities?

- Foundation Center
- GrantStation
- Government websites
- Professional associations
- Newsletters, listservs
- Colleagues
- Other funders
- Current donors

Foundation Center foundationcenter.org

The screenshot shows the homepage of foundationcenter.org. At the top, there is a navigation bar with links for Register, Log In, Search, Site Map, and Ask Us. Below this is a secondary navigation bar with links for About Us, Locations, Newsletters, Press Room, and PND. The main content area features a large banner with a man sitting in a chair with a dog, and text promoting the 'FOUNDATION DIRECTORY ONLINE' with a 'GO' button. To the right of the banner, there is a section titled 'Focus on the Economic Crisis' and another titled 'WELCOME' with a search box and a 'REGISTER! It's free!' button. Below the banner, there are four columns of content: 'GET STARTED' with 'Free Webinars for Grantseekers', 'FIND FUNDERS' with a 'Foundation Finder' search form, 'GAIN KNOWLEDGE' with 'Global Philanthropy Forum', and 'Events' with 'Last Call to Register'. The footer contains the Foundation Center logo and copyright information: '©2009 Foundation Center All Rights Reserved. Privacy Policy'.

- Foundation Finder (free)
- Foundation Directory Online (paid subscription)
- Foundation Center Library or Cooperating Collections (free)

GrantStation

grantstation.com

The screenshot shows the GrantStation website homepage in a browser window. The browser's address bar displays "http://www.grantstation.com/". The website header features the GrantStation logo and the tagline "Your Fast Track to Funding". A navigation menu includes links for Home, About Us, Programs, Contact Us, and Help. A red banner at the top right encourages users to "Take a short, automated tour of GrantStation now!". The main content area is divided into several sections: a "Special Offer for Nonprofits throughout the U.S." announcement, a "GrantStation Insiders" newsletter promotion, and a "Please note" section regarding webinar schedules. A sidebar on the left provides a comprehensive list of site features and resources, including "Member Login", "Membership Info", "Testimonials", "Tracks to Success", "Office Productivity", "Find-a-Funder", "Grantseeker's Toolkit", "GrantStation Insider", "Grant Research", "IRS Form 990", "Pre-Proposal Work", "Grants Mentor", and "Development Program". The footer of the browser window shows the word "Done".

GrantStation.com - Your Fast Track to Funding

http://www.grantstation.com/

Most Visited ▾ Blue Shield of Califo... SF Gate: News and In... Foundation Director... DailyCandy - The La... Searchme Visual Sea... MobileMe Login

Google Search + Search + AutoLink AutoFill Send to Settings ▾

GrantStation Your Fast Track to Funding

Home About Us Programs Contact Us Help

Member Login →

Membership Info

Testimonials
Membership FAQ
Join GrantStation
Rates
Case Studies

Tracks to Success

Office Productivity

Find-a-Funder ↗

By Funder Name
Advanced Search
Search Terms

Grantseeker's Toolkit ↗

GrantStation Insider
Federal Deadlines
State Grants
International Grants
Archives
Common Grant Forms

Grant Research ↗

IRS Form 990
Fundraising Glossary

Pre-Proposal Work ↗

Creating Time
Getting Started
Building a Coalition
In-Kind Contributions
Grantseeking Calendar

Grants Mentor ↗

Development Program
Document the Need
Revising Inquiries
The Concept Paper
The Full Proposal
Grants Management

Take a short, automated tour of GrantStation now!

Special Offer for Nonprofits throughout the U.S.

GrantStation and TechSoup are pleased to present a special offer to the nonprofit community beginning May 19 at 8 a.m. Pacific Time and ending May 20 at 5 p.m. Pacific Time. During this limited-time offer, specially discounted GrantStation Memberships will be available to eligible nonprofits for only \$99. [Learn more about this special offer.](#)

Upcoming GrantStation Webinars

Getting Started: Grant Writing Basics – May 26th, 2009
This webinar will help you identify the information you need to collect, and the files you should establish, to begin developing compelling grant proposals. Click [here](#) for details.

Identifying the Right Grantmaker – May 28th, 2009
This webinar will walk you through the grant research process from start to finish. Click [here](#) for details.

Free Tour of the GrantStation Website – June 10th, 2009
Learn how to use the tools that GrantStation provides to help you identify the right grantmaker for any program or project. Click [here](#) for details.

Please note:
Unless otherwise noted in their [detailed descriptions](#), all webinars are scheduled for 2 p.m. EDT, and led by Cynthia M. Adams, CEO of GrantStation. To register, click on the webinar titles listed above.

Tracks to Success ↗

How to Increase Office Productivity Using Free Software
by Sage and Lena Adams,
Founders and Senior Consultants, [TWS Consulting](#)

How to Increase Office Productivity Using Free Software is a seven-part series that covers everything nonprofits need to know about moving from costly desktop office software to Google's free online office tools suite. This series offers tutorials for getting started with Google – using and configuring Google Mail (Gmail); Google Calendar; and Google Docs, including the spreadsheet and presentation functions – as well as a host of other free applications that increase productivity and are fun to learn. This series will show you how your organization can easily make use of free tools to achieve organizational objectives for both novice and

The GrantStation website was last updated on Friday, May 8, 2009

GrantStation Insiders

GrantStation INSIDER

Weekly news about new funding programs, upcoming deadlines, conferences, seminars, and more! [See a Sample Issue](#)

Want to receive the **GrantStation Insider** each week? [Sign up now](#) - it's only \$89 a year!

GrantStation International Insider

To read a sample of this monthly e-newsletter, click on the logo above.

Funder Spotlight

Douglas County Community Foundation

The mission of the Douglas County Community Foundation is to enrich the quality of life in the communities of Douglas County, KS. The Foundation provides grants to nonprofit organizations that address a wide range of community issues. Applications are due by December 1, annually.

Done

Federal Government Grants

grants.gov

The screenshot shows the grants.gov website in a browser window. The browser's address bar displays "http://www.grants.gov/". The website header includes the "GRANTS.GOV" logo and navigation links for "Search", "Contact Us", "Site Map", "Help", and "RSS".

FOR APPLICANTS

- Find Grant Opportunities
- Get Registered
- Apply for Grants
- Track My Application
- Applicant Resources
- Search FAQs, User Guides and Site Information

APPLICANT SYSTEM-TO-SYSTEM

FOR GRANTORS

- ABOUT GRANTS.GOV
- HELP
- CONTACT US
- SITE MAP

Sign-up for our "Succeed" Quarterly Newsletter

Quick Links

Latest News! Grants.gov Blog

FOR APPLICANTS

- Grant Search
- Grant Email Alerts
- Get Registered
- Applicant Login
- E-Biz POC Login
- Track My Application

FOR GRANTORS

- Grantor Login
- New Agency Users
- Resources

Find. Apply. Succeed.

Grants.gov is your source to FIND and APPLY for federal government grants. The U.S. Department of Health and Human Services is proud to be the managing partner for Grants.gov, an initiative that is having an unparalleled impact on the grant community. [Learn more](#) about Grants.gov and determine if you are eligible for grant opportunities offered on this site.

***IMPORTANT NOTICE: All applicants please read immediately**

Grants.gov does not provide personal financial assistance. To learn where you may find personal help, check [Government Benefits](#), [Student Loans](#) and [Small Business Start-up Loans](#).

What's New This Week at Grants.gov

New Opportunities This Week

***IMPORTANT NOTICE: All applicants please read immediately**

- New "Track My Application" Functionality
- Recovery Act Opportunities on Grants.gov
- Notices and System Information (Login Issues, Error Messages, Adobe Reader)
- Guidelines to Combat Grant Fraud
- Verify if Your Adobe Reader Version is Compatible with Grants.gov

GRANTS POLICY COMMITTEE

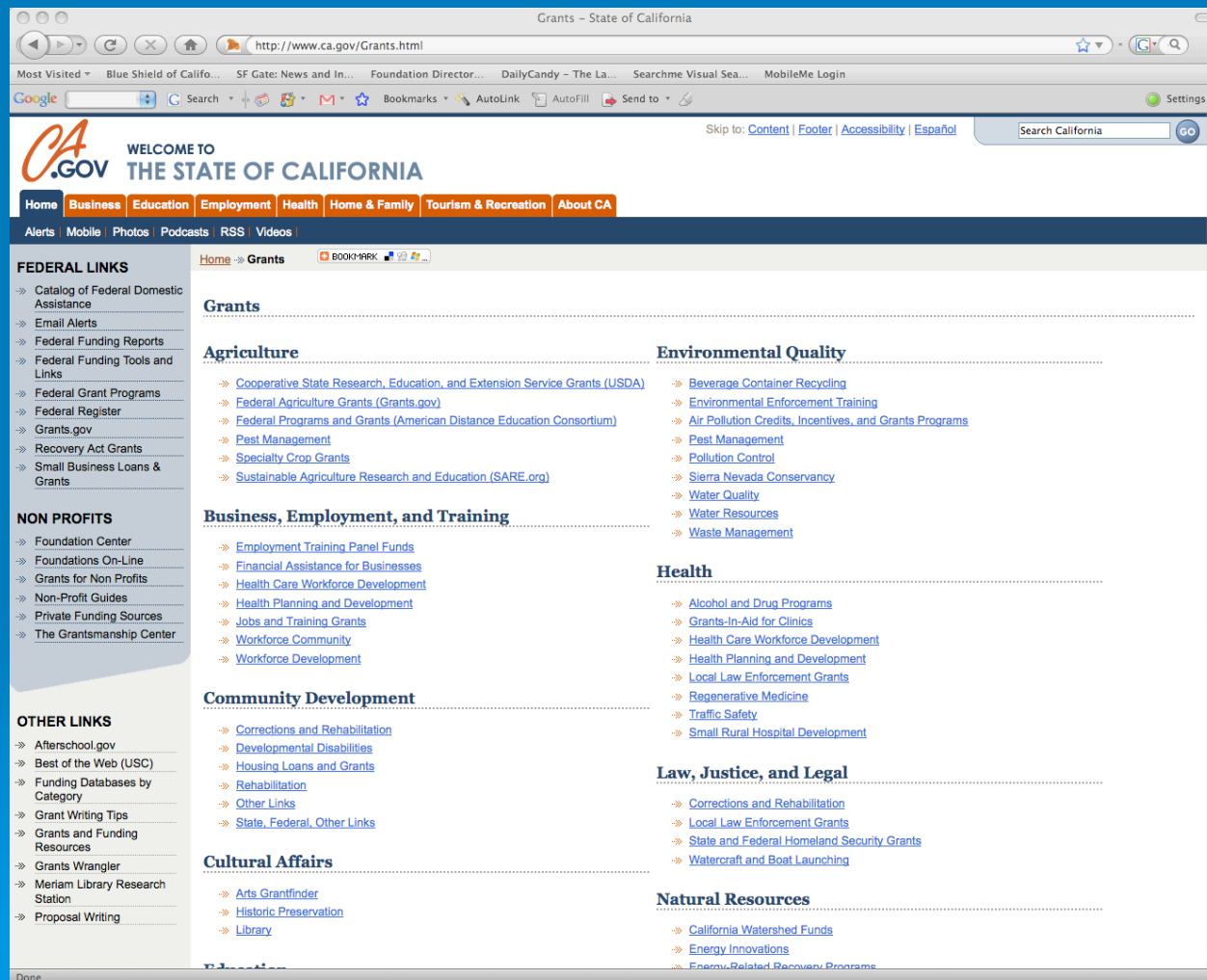
E-GOV

USA.gov
Government Made Easy

Benefits.gov

State Grants

www.ca.gov/Grants.html



The screenshot shows a web browser window displaying the 'Grants - State of California' page. The browser's address bar shows 'http://www.ca.gov/Grants.html'. The page features a navigation menu with categories like Home, Business, Education, Employment, Health, Home & Family, Tourism & Recreation, and About CA. A search bar is located in the top right corner. The main content area is titled 'Grants' and is organized into several sections: Agriculture, Business, Employment, and Training, Community Development, Cultural Affairs, Environmental Quality, Health, Law, Justice, and Legal, and Natural Resources. Each section contains a list of links to various grant programs and resources. For example, under 'Agriculture', there are links to 'Cooperative State Research, Education, and Extension Service Grants (USDA)', 'Federal Agriculture Grants (Grants.gov)', and 'Sustainable Agriculture Research and Education (SARE.org)'. The 'Environmental Quality' section includes links to 'Beverage Container Recycling', 'Environmental Enforcement Training', and 'Water Quality'. The 'Health' section lists 'Alcohol and Drug Programs', 'Grants-In-Aid for Clinics', and 'Small Rural Hospital Development'. The 'Law, Justice, and Legal' section includes 'Corrections and Rehabilitation', 'Local Law Enforcement Grants', and 'Watercraft and Boat Launching'. The 'Natural Resources' section features 'California Watershed Funds', 'Energy Innovations', and 'Energy-Related Recovery Programs'. The left sidebar contains 'FEDERAL LINKS', 'NON PROFITS', and 'OTHER LINKS' sections, each with a list of related resources. The page footer includes a 'Done' button.

Making a good match

How do you know if a grant opportunity is right for your organization and program?

- Mission
- Geographic location
- Areas of interest
- Types of funding
- Timing for availability of funds
- Have they funded similar organizations?
- Contact the program officer

Federal vs. Non-Federal Grants

➤ Major differences:

- Registry
- Online submission
- Forms
- Guidelines
- Review process
- Reporting

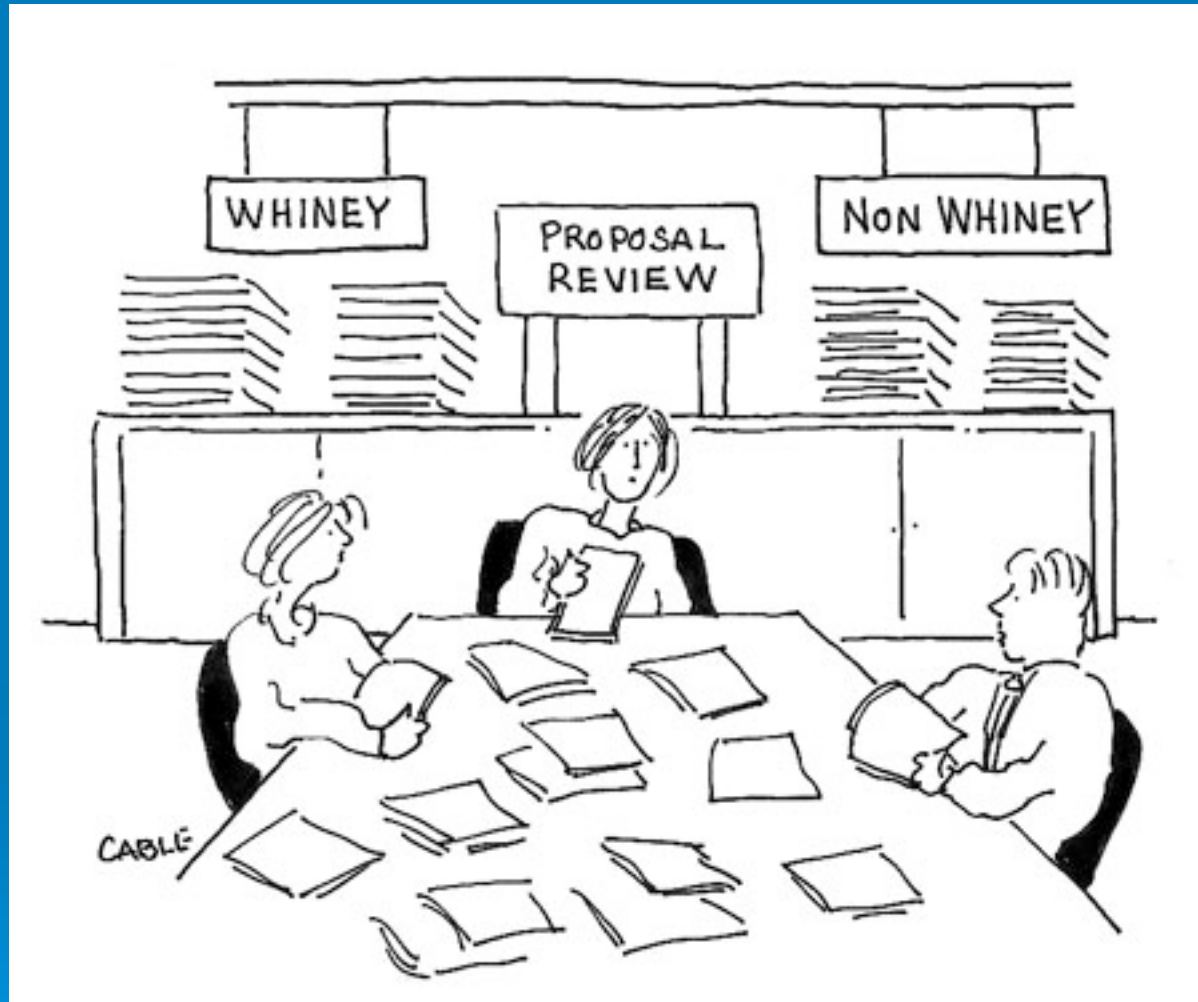
➤ More info online at:

sanctuaries.noaa.gov/news/bwet/howtoapply.html

**How do I write a grant
proposal?**

**Most importantly,
tell a
COMPELLING story!**





Hey, this year, let's fund a whiney!


Basic Proposal Outline

- Executive Summary
- Need Statement
- Target Audience
- Goals and Objectives
- Project Description

Basic Proposal Outline

- Partners/Advisory Panel
- Participant Recruitment/Dissemination
- Evaluation
- Timeline
- Key Personnel

Basic Proposal Outline

- Organizational Information
 - Budget and Budget Justification
 - Funding Strategy/Sustainability
 - Attachments
- 

Attachments

- 501(c)(3) IRS determination letter
- List of Board of Directors
- List of Key Staff (CVs)
- Letters of Support
- Current fiscal year operating budget
- Most recent audited financial statements
- Most recent Form 990

How important is evaluation?

- Evaluation is required by many foundations and government agencies.
- Evaluation helps with:
 - Developing projects
 - Adjusting projects
 - Assessing project success
 - Making a case for additional funding

Evaluation Resources

- Education Project Evaluation

sanctuaries.noaa.gov/education/evaluation/welcome.html

- My Environmental Education Evaluation Resource Assistant

meera.snre.umich.edu/

What's a logic model?

A helpful tool that can be used in project planning, implementation, and assessment.



**NOAA California B-WET Program
Logic Model Example**

Logic Model for [Project Name]

Audience: Identification/Description

Overall Goal: to improve...

Objectives (what your audience will be able to do/say/feel, etc. after the project)	Resources (what you have or need to do your project)	Activities (what you do to make project happen)	Outputs (what you produce or deliver as part of the project)	Short-term Outcomes (audience changes immediately after or within 1 to 2 years)	Mid- to Long-term Outcomes/Impacts (audience changes after a longer time — 2+ years)
Audience will show they know more about the local watershed by...					
Audience will demonstrate that they care about their local watershed by...					
Audience will state their intent to engage in these stewardship actions... <i>OR</i> Audience will engage in these stewardship actions...					

Logic Model Resources

- Education Project Evaluation,
Plan an Evaluation

sanctuaries.noaa.gov/education/evaluation/evaluation.html

- Logic Model Development Guide

www.wkkf.org

What happens after submitting a proposal?

- Confirmation
- Follow up by foundation or government agency
- You are awarded a grant!
- Your proposal was rejected


Is it all about the writing?

- Fundraising is about building relationships
- Do your homework
- Talk with a program officer
- Do your board members know foundation board members?

Is it all about the writing?

- Be sure to follow through on reporting requirements
- Keep the program staff informed
- Invite program staff to see the project in action


TIPS!

- Be sure to follow the directions
 - Clarity and brevity
 - Use a consistent voice
 - Avoid jargon
- 

TIPS!

- Pay attention to formatting
- Know your audience
- Don't assume they know your organization
- Have someone proofread your proposal

TIPS!

- Make sure your budget aligns with your project description
- Provide a detailed budget
- Remember, there's still work to be done 
AFTER you get the grant
- Confirm deadlines

Q & A

Contact Information:

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831-373-3406

dagoldstein@comcast.net

Funding Assessment Checklist

Project Title:
Project Manager:
New or Existing Project?:
Assessed by:
Date:

	Yes	No	Maybe
Need			
Has the problem been clearly articulated?			
Does the project fulfill a community need?			
Does the project fulfill an organizational need?			
Is the need supported by statistical or other documented evidence?			
Are there other organizations currently providing this type of program? (If yes, see next question.)			
Is there an aspect of the project that is unique or different from what others are providing?			
Target			
Has the target audience been clearly identified?			
Have their needs, current thinking and behaviors been identified?			
Has the target audience been involved in the project design?			
Is the target audience currently being served by the nonprofit?			
Is the staff appropriate and qualified to work with the target population?			
Impact			
Are the goals and objectives clearly stated?			
Are the goals and objectives tied to the needs?			
Are the objectives measurable?			
Have outcomes been identified (as opposed to “outputs”)?			
Are the expected outcomes reasonable and of value to the target population?			
Is there a plan in place to measure the project’s impact?			
Timeline			
Is the funding needed within six months?			
Can the project still be done if the funding is available in 9-12 months?			
Have the project milestones been identified?			
Can the project elements be accomplished within the time period indicated?			
Sustainability			
Has a budget been developed for the project?			
Is the budget reasonable?			
Is the project cost-effective?			
Have potential resources (other than grants) been identified?			
Are the funds likely to be secured in the time period indicated?			
Is the organization committed to continuing the project after the grants end?			

Some Favorite Fundraising Web Sites:

Association of Small Foundations - www.smallfoundations.org
BBB Wise Giving Alliance - www.give.org/
BIG Online - www.bigdatabase.com
California Coastal Commission - www.coastal.ca.gov/publiced/plate/plgrant.html
California Regional Environmental Education Community - www.creec.org
Charity Channel - www.charitychannel.com
The Chronicle of Philanthropy - www.philanthropy.com/
Council on Foundations - www.cof.org/
Foundation Center - www.foundationcenter.org/
Foundations Online - www.foundations.org/
Forum of Regional Associations of Grantmakers - www.rag.org/
Grantsmanship Center - www.tgci.com/
GrantStation - www.grantstation.com
GuideStar - www.guidestar.org/
Institute of Museum and Library Services - www.ims.gov/
National Center for Family Philanthropy - www.ncfp.org/
Network for Good - www.networkforgood.org/
The NonProfit Times - www.nptimes.com/
NOAA B-WET - sanctuaries.noaa.gov/news/bwet/welcome.html
The Philanthropy Roundtable - www.philanthropyroundtable.org/
Public Education Network - www.publiceducation.org/
School Grants - www.schoolgrants.org
State of California Grants - www.ca.gov/Grants.html
Techsoup - www.techsoup.org/

BASIC PROPOSAL OUTLINE

Executive Summary

Clearly and concisely summarizes the request. (One page maximum)

Need Statement

Why is this project needed? What is the problem being addressed? Statistical information that supports your statements is very helpful, with reference information included.

Target Audience

Describe the target audience the project will serve.

Goals & Objectives

State the goals and objectives of the project, how it will meet the needs outlined above. State the benefits of the project in measurable terms. What are the expected outcomes? Why are the outcomes of value to the target audience?

Project Description

Describe the elements of the project. Describe how these activities will be employed to reach the desired results. Explain link between the project and the problem. How does this project differentiate itself from similar projects?

Partners

Who are the project partners? What are their qualifications? How will they contribute to the project?

Participant Recruitment/Dissemination

How will you recruit participants? What is your timeline for recruitment? How will people know about this project? How will you share your results or important lessons learned?

Evaluation

Present a plan for determining the degree to which the goals and objectives of the project have been met. How will we know that the target population has benefited from the project? How will the impact/benefits be measured? Indicate what constitutes success and how you will measure it.

Timeline

What are your project milestones?

Key Personnel

Brief biographical statements for the key personnel of the project (longer bios can be included as an appendix if required). Bios should demonstrate how personnel are qualified to do the project.

Organizational Information

What is your organization's mission, history, background, significant achievements? How does this project fit within organization's mission and strategic vision? What unique qualifications does the organization bring to this project?

Advisory Panel (if required)

What is the role of the Advisory Panel? Provide a brief overview of their expertise (brief bios and/or letters of commitment can be included as an appendix if required).

Budget

What resources are needed to successfully undertake this project? Include a budget narrative that explains how you derived the numbers.

Funding Strategy/Sustainability

How do you plan to pay for the project? What are the anticipated sources of revenue for the project (ex., foundation grants, earned income, etc.)?

Attachments (keep these handy and update regularly)

- 501(c)(3) IRS determination letter
- List of Board of Directors
- List of Key Staff (CVs)
- Letters of Support/Participation from Partners (if project includes external partners; should specifically state how partners will contribute to the project)
- Current fiscal year operating budget
- Copy of most recent audited financial statements
- Copy of most recent Form 990