

An Introduction to Grant Writing



Welcome to HAC's webcast! This webcast is a part of the HAC/OWEESTA Rural Housing and Economic Development webcast series.

The webcast, sound, and recording will begin at 2pm EST.

Slides will be posted on HAC's website: www.ruralhome.org.

Due to the number of participants, questions can only be accepted via the internet. Please click on the "Raise Hand" button at any time during the webcast and send a chat to Kelly Cooney.

Housing Assistance Council



- ❖ Established in 1971
- ❖ National nonprofit organization
- ❖ Created to increase the availability of decent and affordable housing for low-income people in rural areas throughout the U.S.
- ❖ Provide services to local, state, and national organizations

Housing Assistance Council



Housing Assistance Council

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HAC/OWEESTA



Rural Housing & Economic Development Webinar Series

The Housing Assistance Council (HAC), in partnership with the U.S. Department of Housing and Urban Development (HUD) and the First Nations Oweesta Corporation (OWEESTA), is pleased to present a series of capacity building webinar sessions for community-based organizations seeking to assess and improve organizational capacity. Each webinar is designed to provide key elements to consider in addressing critical topics to help ensure the long-term success of an organization's programs and overall operations.

Upcoming Webinars



Green Building

Date: Wednesday, June 20, 2012

Time: 2:00 - 3:00 PM EST

RHED Program Compliance for FY 2009 Grantees*

Date: Wednesday, July 18, 2012

Time: 2:00 - 3:00 PM EST

* By invitation only.

An Introduction to Grant Writing



"YOUR PROPOSAL WAS SO GOOD
I'M HAVING MY BOOK CLUB
READ IT."

Getting Ready for Grant Writing



Be sure you are familiar with:

- ❖ Organizational policies and procedures that impact grant writing
- ❖ Other staff that write grant proposals
- ❖ Previous grant writing efforts
- ❖ Board member affiliations
- ❖ Up-to-date organizational information, including: mission statement, goals, programs, financials, etc.

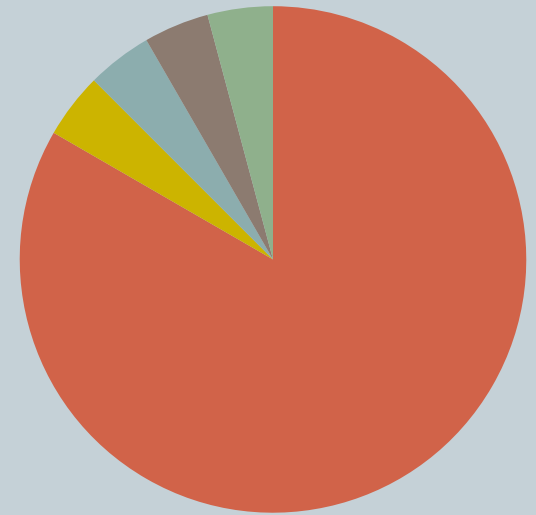
Grants and Your Organization



Grants are just one piece of the pie.

- ❖ Earned income
- ❖ Major gifts and endowments
- ❖ Annual campaigns and appeals
- ❖ Special events

**Organizational
Funding**



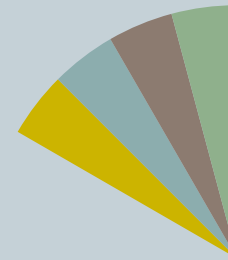
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**Organizational
Funding**



Researching Grants and Grant Makers



Grant research should be an ongoing process. Over time, with consistent effort, you can:

- ❖ Establish a calendar of funding periods and proposal due dates,
- ❖ Understand grant makers' trends,
- ❖ Position yourself to be a more attractive grantee, and
- ❖ Ensure that you have the basic information and time to apply for grants of various sizes.

Researching Grants and Grant Makers



- ❖ Google
- ❖ Chronicle of Philanthropy
- ❖ Guidestar.org
- ❖ Foundations.org
- ❖ Online newsletters
(foundationcenter.org)
- ❖ Fundraising LinkedIn
groups
- ❖ Corporate websites
- ❖ Annual reports for
similar organizations
- ❖ Regional resources
(United Way,
Community
Foundations, Statewide
associations, etc.)
- ❖ Grants.gov

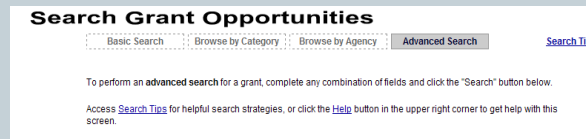
Grants.gov



- ❖ Visit www.grants.gov and select Find Grant Opportunities
- ❖ You can *Search for Grant Opportunities* and *Receive Opportunity Emails*
- ❖ FAQ's at http://www.grants.gov/help/general_faqs.jsp
- ❖ Search for program webcasts on agency websites



The screenshot shows the Grants.gov homepage in a Microsoft Internet Explorer browser window. The page title is "Grants.gov - Find Grant Opportunities - Search Grant Opportunities". The main heading is "FIND grant opportunities". Below this, there are sections for "QUICK LINKS", "RESOURCES", and "NOTE". The "NOTE" section states: "Once you find an opportunity for which you wish to apply, you will need to record the Funding Opportunity number or CFDA number and enter it manually on the Download Application Packages screen in the Apply for Grants section of this site."



The screenshot shows the "Search Grant Opportunities" form. It includes search options: "Basic Search", "Browse by Category", "Browse by Agency", "Advanced Search", and "Search Tips". Below the form, there is a note: "To perform an advanced search for a grant, complete any combination of fields and click the 'Search' button below. Access Search Tips for helpful search strategies, or click the Help button in the upper right corner to get help with this screen."



The screenshot shows a "Search Results" table with the following data:

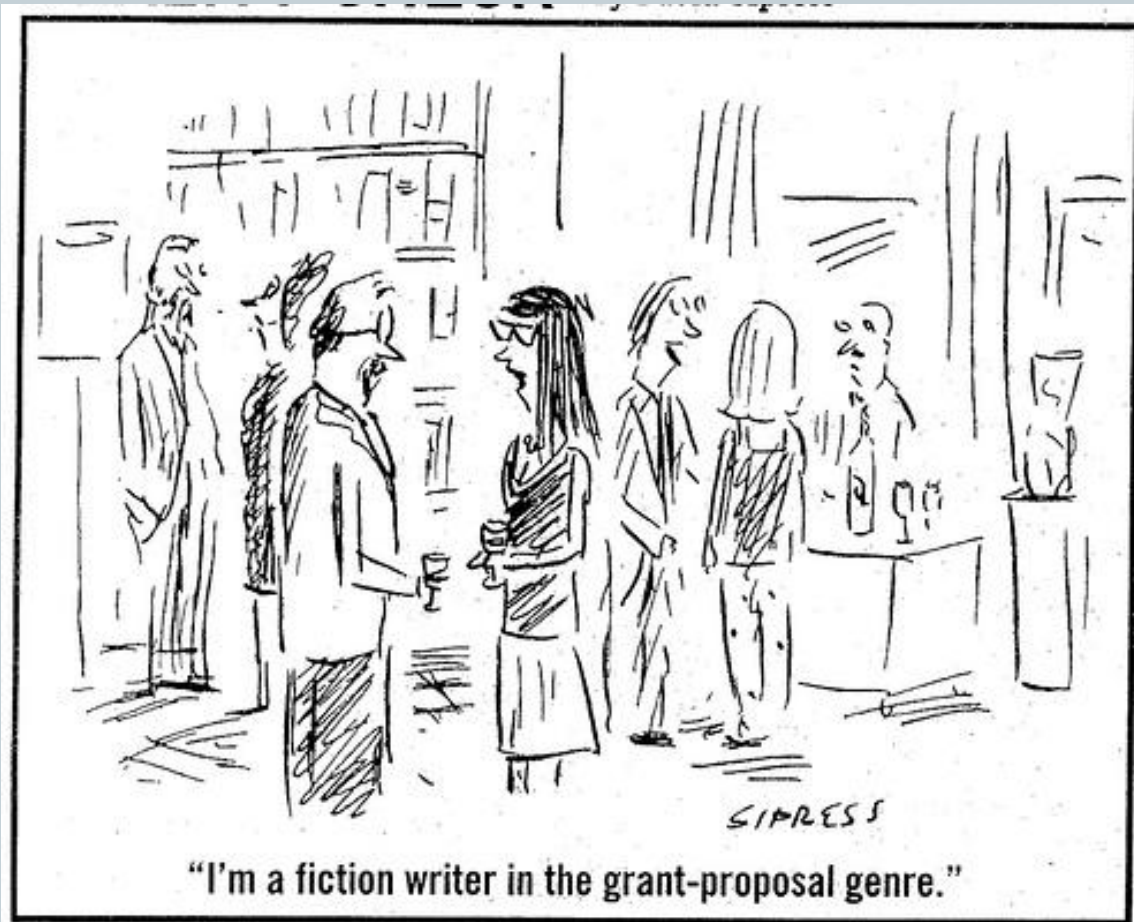
Close Date	Opportunity Title	Agency	Funding Number
05/24/2004	Rural Housing and Economic Development	US Department of Housing and Urban Development	FR-4932-H-01
06/17/2004	Public Housing Neighborhood Networks	US Department of Housing and Urban Development	FR-4900-H-32
06/22/2004	HOUSING CHOICE VOUCHER FAMILY SELF-SUFFICIENCY PROGRAM COORDINATORS	US Department of Housing and Urban Development	FR-4900-H-30
06/25/2004	Historically Black Colleges and Universities (HBCU)	US Department of Housing and Urban Development	FR-4900-H-25
07/01/2004	Resident Service Delivery Models-Family, Resident Service Delivery Models: Elderly/Persons with Disabilities, and Homeownership Supportive Services under the Resident Opportunity and Self-Sufficiency (ROSS) Program	US Department of Housing and Urban Development	FR-4900-H-31

Why You Will Get Funded



- ❖ **You read the directions! You follow the directions!**
- ❖ You're addressing an important issue
- ❖ You're highly qualified to do the work
- ❖ You have a thoughtful plan
- ❖ You've done your homework
- ❖ You have committed leadership
- ❖ Your proposal fits the funders objectives

Why You Won't



Common Proposal Elements



1. Cover Letter
2. Proposal Summary
3. Introduction
4. Problem Statement (Need)
5. Goals of the Project
6. Method(s)
7. Evaluation
8. Sustainability
9. Budget

Cover Letter



- ❖ Includes project name
- ❖ Includes amount of money requested
- ❖ Explains why the project is a good fit
- ❖ Conveys your enthusiasm for the project
- ❖ Signed by Executive Director or Board Chairperson

Proposal Summary



It may go at the beginning of the proposal, but the Proposal Summary should be the last thing written.

- ❖ A concise statement
- ❖ Addresses the who, what, when, and how much money

Introduction



Requirements for these elements vary by funder. Be sure to read the directions carefully. The introduction typically includes:

- ❖ Information about the organization
- ❖ Organizational history
- ❖ Qualifications
- ❖ Staff



"COULD WE RENAME THAT SECTION 'ORGANIZATION BACKGROUND' INSTEAD OF 'EXTENUATING CIRCUMSTANCES'."

Problem Statement



- ❖ Also known as a Statement of Need
- ❖ Defines: Who, What, When, Where, Why
- ❖ Fact-based
- ❖ Is a statement of current conditions

Goals of the Project



- ❖ Clearly state what you intend to accomplish
- ❖ Include quantitative improvements (that you can count)
- ❖ Address qualitative improvements
- ❖ Include reasonable 'trickle down' improvements
- ❖ Don't forget you will have to evaluate your impact

Methods



Explain what your organization will do to address the problem(s). Include a work plan, if appropriate, and detail the specific activities your organization will undertake. Details may include:

- ❖ A description of the target audience and how you involve them in the project,
- ❖ Where the project will take place,
- ❖ The activities you will undertake,
- ❖ Your project planning to date,
- ❖ Each person's role in the project execution, and
- ❖ A timeline of activities.

Evaluation



Demonstrate that you have rigorous performance measures and goals and the ability to determine if they are met.

❖ Identify outputs and outcomes

- What you are going to measure?
- How you are going measure it?
- What steps do you have in place to make changes if you are not on time or within budget?

❖ Outputs – quantifiable results

❖ Outcomes – benefits to program participants or communities during/after program participation

Sustainability



Demonstrate that the project will not cease when the grant funds end.

- ❖ Describe how you will replace the grant funds
 - ❖ Earned income
 - ❖ Third-party payment
 - ❖ Business ventures
 - ❖ Annual giving or special campaigns
- ❖ Include specific, realistic resources
- ❖ Include documentation, whenever possible
- ❖ Show that you have thought about the project on many levels

Budget



The budget clearly demonstrates how much the project will cost, what the specific expenses will be, and projected income.

Expense Categories

1. Personnel Expenses
2. Direct Project Expenses
3. Indirect Expenses

Income Categories

1. Earned Income
2. Contributed Income

Budget



Other aspects your budget must consider and address:

- ❖ Reasonableness,
- ❖ Actual or estimated costs,
- ❖ Justification of budget items that may raise questions
- ❖ The proposal narrative supports the line-item expenses
- ❖ Matching funds and in-kind contributions

Supplementary Materials



Funders may ask for a variety of materials to be submitted with the proposal. Examples include:

- ❖ IRS tax exempt letter
- ❖ List of board members and their affiliations
- ❖ Financial statement, audit, IRS Form 990
- ❖ Key staff resumes

Tips for Success



- ❖ Follow the directions
- ❖ Write clearly and concisely
- ❖ Avoid jargon
- ❖ Use facts
- ❖ Balance the proposal
- ❖ Proofread
- ❖ Mom approved?



Once You Hear the...



Good News:

- ❖ Sign and return documents promptly
- ❖ Send a thank you letter
- ❖ Begin communication with your funder
- ❖ Begin tracking your performance immediately

Not So Good News:

- ❖ Send a thank you letter
- ❖ Request a copy of the score sheet and/or reviewer's comments
- ❖ Nurture your relationship with the funder
- ❖ Don't give up

Wrap Up



**Materials from today's webinar
and the recording will be available
on HAC's website.**

www.ruralhome.org

