NonProfit HelpDesk

Nonprofits:
We're Here to
Help YOU

Grant Proposals That Work – for the Funder and for You

THURSDAY, MAY 26TH, 12PM | FACILITATOR: BONNIE OSINSKI

Jewish Community Council of Greater Coney Island's NonProfit HelpDesk

We focus on small and emerging nonprofits, offering
- Workshops
- Training
- Consulting

2,500 organizations have worked with us, benefiting from support in:

- financial management
- fundraising
- governance
- human resources
- management and operations
- marketing and social media
- strategic planning
- technology

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LOGIC MODEL
For Proposals

SOURCE OF GRANTS

- Private foundations
- Corporate foundations

- Mostly project grants
  - Specific purpose
  - Time limited- usually one year
  - Require reports
  - Multiple year – year 2 depends on year 1 report

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READY FOR GRANTS

- Solid management structure
- Board of directors – do they give?
- Some program history
- Expertise
- Support from other sources
- Funding history

NOT THE FIRST PLACE TO GO

RESEARCH

- The Foundation Directory Online

  - Keyword searches

  - Basic info on foundation guidelines and grants funded

- Foundation 990 tax returns

- Foundation websites

BEFORE YOU START

BRAINSTORM THE IDEA

- Our needs

- Priorities

- Support: staff, clients, board, others – necessary for successful outcome

- Reality : can we really do it?

- In line with our mission and values

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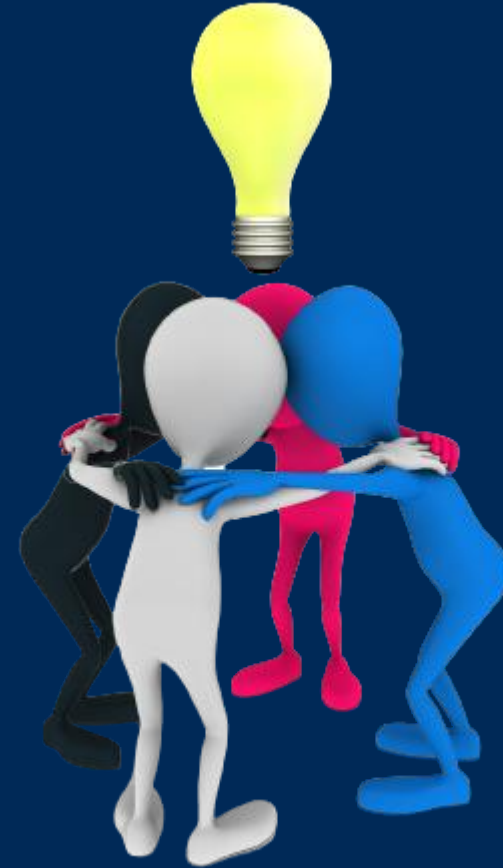
THE GRANT PROPOSAL
PROPOSAL DEVELOPMENT IS PROJECT DEVELOPMENT

- Relates the project to organizational priorities and resources
- A selling tool
- An internal management tool
  - Self evaluation
  - Testing assumptions
  - Issue research
  - Capacity to implement
  - Support
    - We have it
    - We have to get it
- Make sure it meets the funder's stated interests

PROPOSAL STRUCTURE

- Summary

- Introduction

- Problem/Need/Condition

- Objectives

- Methods/Activities

- Evaluation

- Budget

- Future Funding/Support/Continuation

ADDITIONS

501©3 Tax Determination
Audited Annual Budget
Board of Directors and affiliations
Current year budget
List of previous year's donors – individuals in aggregate
Percentage of funds from various sources:
- Government
- Foundations
- Individuals

ADDITIONS

CAUTION: READ GRANTOR'S LIMITATIONS

Brochures

Newsletters

Reviews

Commendations

Press

ONLINE SUBMISSIONS

- Becoming more common

- Different ways of organizing the proposal, defining components

- Strict rules about length of each section – e.g. character limits

- Most allow you to start, save, and finish later

- Farmed out to outside platforms

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ONLINE SUBMISSION TIPS

- Read the entire application in advance

- Do it first as a document and measure the character/word count and spell check before copying it onto the application form

- If you run out of space in one section, try adding what you wanted to say in another section

- Keep track of passwords; the system will remember you when you want to apply again or submit a report

PROPOSAL SUMMARY

- The last section you write; the first section the funder will read
- Not used often any more
- Funders now limiting the length of proposals, online and offline
- "Briefly describe the project"
- Can be used as a 1 – 2 page letter of intent

INTRODUCTION

- Introduces your organization
- Represents your experience with the community and the issue
- Provides evidence that you can do this project
- Boilerplate
  - History – longevity is a plus
  - Accomplishments
  - Awards, recognition

YOU ARE A GOOD INVESTMENT

NEED-CONDITION-PROBLEM

- Identifiable, measurable social condition

- Unacceptable – universal, specific group or community

- Something that IS, not something that ISN'T

- Not:

  - A lack of

  - Inadequate

  - Insufficient

  - Something the organization doesn't have

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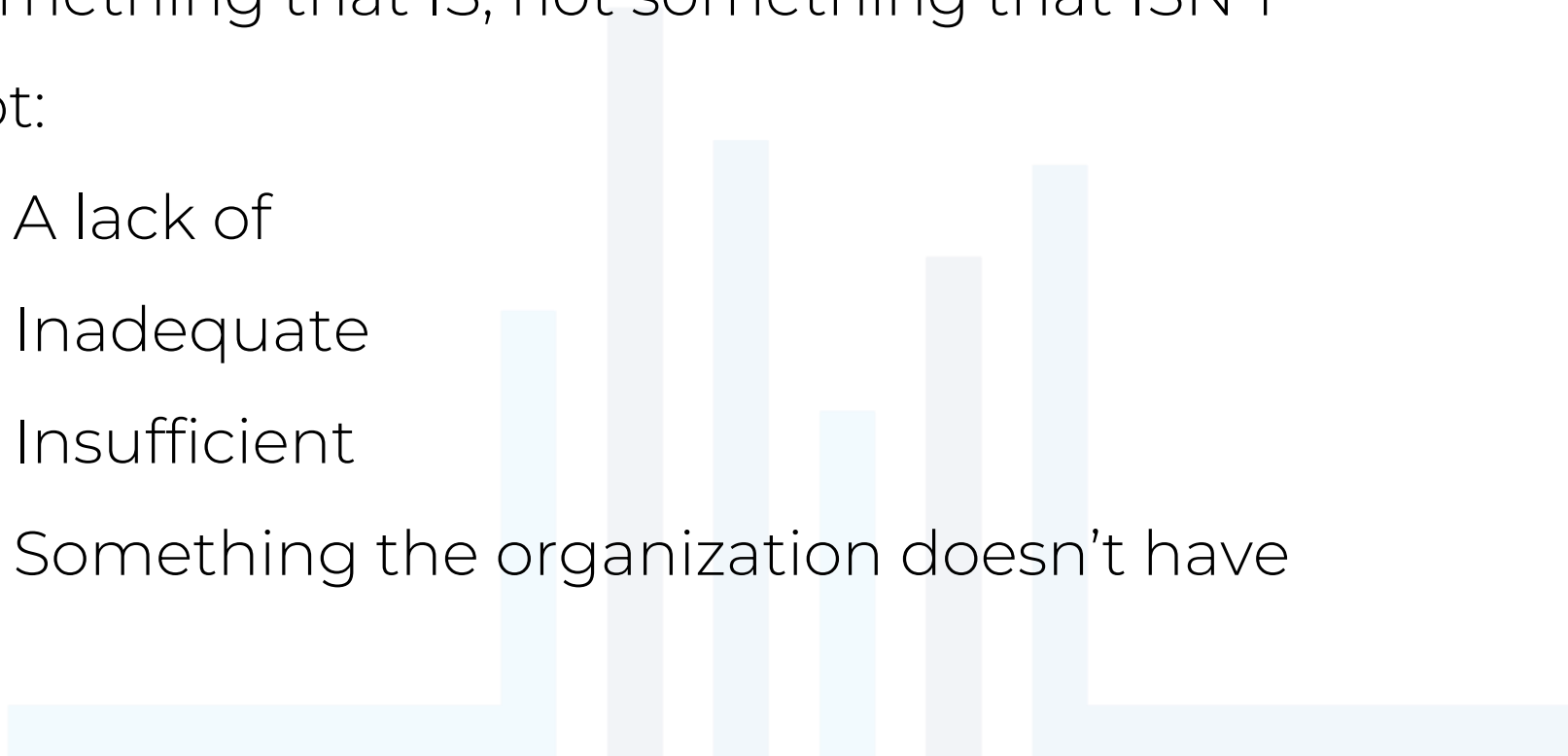
NEED-CONDITION-PRODBLEM

CAUSES AND CONSEQUENCES

- If you don't know the cause, and you can't identify a consequence, why are you doing this?
- Direct link to the objectives
- In proportion to what you can do

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NEED-CONDITION-PROBLEM

SO WHAT???

- Compliance with laws, regulations, standards

- Need to increase self sufficiency

- Efficiency

- Meeting demand

- Health and well being

- Path to success
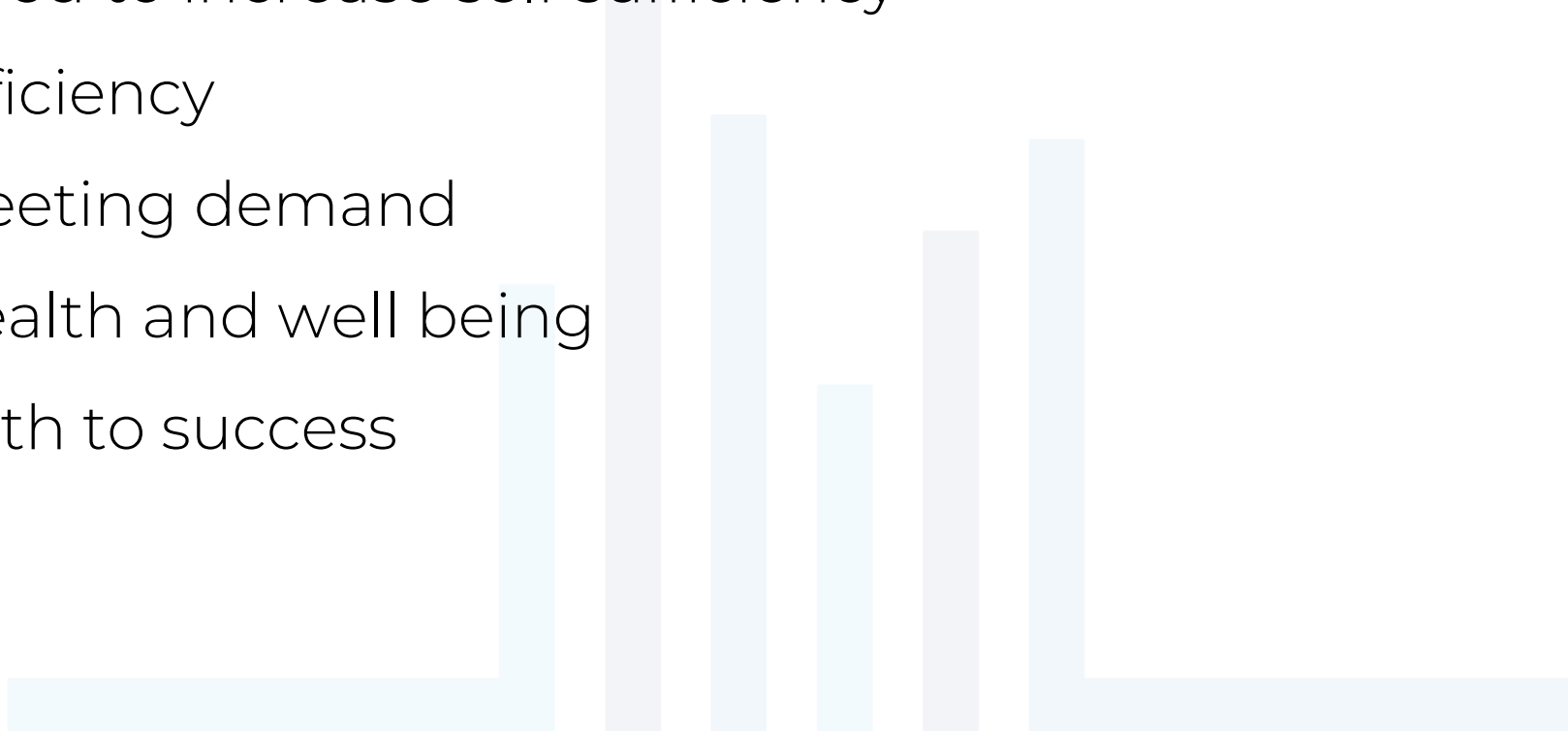
NEED-CONDITION-PRODBLEM

ADDED STRENGTH

- Research

- Documentation

- Authoritative sources

- Experience – yours or others

- Testimonials

- Progress so far

- Support – internal and external

THE NEED - SAMPLE

- In Knox County, more than 60 residents, aged 65+, live alone. Young families have moved away for better employment opportunities.

- Research has shown a direct link between isolation and premature death, depression, lack of appetite, chronic fatigue.

- The internet provides an opportunity for them to connect with their families and friends as well as to a larger world. Most cannot afford laptops/iPads or internet connections. Those who have the necessary equipment don't know how to use it.

OBJECTIVES

- Identifiable, measurable outcomes
- Desired accomplishments which can be reached in a specified amount of time

As a result of this project…

Progress – alleviation – reduction – change

Before and after snapshots
Eliminate a cause/eliminate or reduce a consequence

NO ACTIVITIES OR INTERVENTIONS

OBJECTIVES

Describe what a successful participant or client will realize or be able to do rather than what we will do to the recipients of our services

Set up the criteria for evaluation
- performance levels
- numbers
- time frame
- what we will know

REALISTIC

OBJECTIVES

- Relate directly to the need statement

- Take care of everything you brought up as a need

- Reduce a cause, reduce or eliminate a consequence

If you have trouble creating objectives go back to the problem statement. Both should be clear, measurable, and directly relate to each other

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OBJECTIVES - SAMPLE

AFTER 12 MONTHS

- XX number will have completed training in basic computer and internet skills

- Upon completion of training all participants will have laptop computers properly connected to the internet

- 95% will report at least two regular connections with families, friends, or other interpersonal resources such as courses or book clubs

- Clinical indicator of improvement in symptoms such as depression, etc.

METHODS
THE ESSENTIAL LINK TO THE BUDGET

- What are you going to do?

- What is the grantor paying for?

- What are you suppling/paying for/obtaining elsewhere?

METHODS

TASKS

- What will be done?
- Who will do it?
- What will be needed to do it?
- Where will it be done?
- How long will it take?

ACTIVITIES IN SEQUENCE

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METHODS

SUBSTANTIATE YOUR CHOICE OF METHODS

WHY WE THINK THIS WAY WILL WORK

- Research

- State of the art

- Experiences - yours or others

- Expert opinions

ESTABLISH YOUR EXPERTISE IN THE INTRODUCTION

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METHODS

NOT IN THE CURRENT BUDGET

- How can the results of this project be used by others?

- How will we disseminate?

- Future collaboration?

- Will we develop a training program?

METHODS - SAMPLE

- Training sessions will be provided by experienced agency staff; transportation will be provided; for those who cannot attend in person, staff will provide individual training

- Agency staff will install laptop computers, connect to the internet, and make sure participants know how to start using them

- For the first month, staff will check in weekly and make visits as needed; after that staff will check monthly and provide assistance as needed

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EVALUATION

HOW WELL DID THE PROGRAM WORK?
REVIEW THE PROGRAM'S OPERATIONS AND ACHIEVEMENT OF DESIRED GOALS AND OBJECTIVES

- Evaluate to inform your own decisions
- Not only a passive reaction to funder requirements
- What if it doesn't work? What will we learn?
- Costs related to the evaluation

EVALUATION

- Accomplishment of objectives

- Describe the process

- Counting

- Questionnaires

- Clinical professional standards

- Evaluating process/activities to make changes as the project proceeds

CAUTION

- Numbers of participants

- Statements of support or satisfaction

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EVALUATION - SAMPLE

- Trainers will assess readiness individually

- Installers will return after the first week and check usage monthly

- Agency staff will interview after 3 months and 6 months, looking for indications of increased connections

- Health providers will assess progress against the original indicators related to isolation

BUDGET

- Direct representation of your project in terms of money

- No surprises

- Explain line items if necessary

- More attractive if you or others are contributing

BUDGET SAMPLE

LINE ITEM	WE PROVIDE	OTHERS PROVIDE	OTHERS IN KIND	CURRENT REQUEST	TOTAL
Laptop computers			Lenovo 50 laptops		
Trainers	6 staff				
Installers		Best Buy – 2 tech staff			
Curriculum design				$5,000	
Participant transportation				$2,500	

THERE IS NO SUCH THING AS A GRANTWRITER

- Grammatically incorrect

- Misrepresents the job

- Unreal expectations

- Problems with staff support

KEEP IN MIND

- Keep moving back and forth through the various sections to make sure they relate to and are in proportion to each other

- Check spelling and grammar

- Have someone else read it through

- Most funders want these basic elements, even if they ask another way.

- Samples are ideal; reality is not that simple