



Writing a Winning Proposal

GRANT WRITING: De-Mystifying the Process

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JCCGCI NonProfit Help Desk



NonProfit
HelpDesk



JCCGCI

**JEWISH COMMUNITY COUNCIL
OF GREATER CONEY ISLAND**

Community-Based | Citywide Impact

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Course Objectives

To demystify the grant writing process

To provide tools for research

To understand how grants are evaluated by funders

To consider factors in program design, evaluation and sustainability

WHY????? WHY ME?????



**WE NEED MORE
RESOURCES TO DO OUR
WORK**



**"MONEY DOES NOT GROW
ON TREES!"**



**Developing funds and
developing programs
ensures your marketability**



**Enhances your professional
stature within your agency**



**Taking matters into your
own hands - Helps you
sustain programs that help
you serve your community**

A SUCCESSFUL GRANT WRITING PERSONALITY

1. Is driven to get more resources for clients and agency
2. Can read directions and follow them
3. Is tenacious and unwilling to lose
4. Has an intact sense of self (low % of grants get funded)
5. Can take criticism – reviewer comments can be bad for the ego!!
6. Can sit down for days on end to complete tasks
7. Can collaborate with others
8. Can handle time deadlines & stress

(Excerpted from 2004 LSU School of Social Work
Office of Social Service Research & Development)

TWO BASIC SOURCES OF GRANTS

GOVERNMENT –

(local, state and federal)

PRIVATE –

(Foundations, private sources)



Finding the Money

- Fund seeking is almost more important than actual proposal writing
- Know what you are looking for
- Match what you need with funder's purpose
- Sources: On-line, Federal Register, Foundation Directory, News Publications
- Keep up with legislation, money and priorities of funding bodies.





Private Foundation Grants

A private foundation is a legal entity set up for totally charitable purposes. The funding comes from a single individual, a family, or a corporation that receives a tax deduction for donations.

- The individual, family, or corporation then decides what they are interested in funding, who is on their Board, where their funds are invested, and how and where the funds are given away.
- They fund public charities – 501(c)(3)'s and must make charitable contributions during the year.
- Examples – Melinda Gates Foundation, **your local banks!**

Why do banks have private foundations?

- The Community Reinvestment Act (CRA) was enacted to encourage banks to meet the credit needs of the neighborhoods in which they operate, including low-and moderate-income communities.
- Banks are evaluated on how they help their communities.



One Example

- Nonprofit grant funding
- At Bank of America, we drive responsible growth and help address society's biggest challenges. One way we do this is by helping to build thriving communities by addressing issues fundamental to economic mobility, including workforce development and education, community development and basic needs.
- As a financial institution, we respond by helping to address the immediate need while also awarding grants for innovative, longer-term solutions that build economic self-sufficiency. We encourage interested nonprofits and other organizations to [learn about our grants](#) and our [eligibility criteria](#). We offer two application cycles: January 22 – February 16, and May 27-June 21, and welcome you to apply during one of those windows. At this time, we are not accepting unsolicited applications. Please visit our website in May to submit an application.

Bank of America

- FAQs for the Bank of America Charitable Foundation Request for Proposal (RFP) grants
- **How do I apply for a grant from the Bank of America Charitable Foundation?**
Organizations can apply online at www.bankofamerica.com/foundation by selecting *Apply for a Grant*.
- **Is there a specific time period when Bank of America accepts applications for funding?**
In 2024, the Bank of America Charitable Foundation will issue two requests for proposals (RFPs) on the priority focus area of economic mobility:
- **Economic Mobility focused on needs of individuals and families**
(workforce development & education and basic needs)
Applications accepted 1/22/2024 – 2/16/2024
- **Economic Mobility focused on needs of community**
(affordable housing, small business, neighborhood revitalization)
Applications accepted: 5/27/2024 – 6/21/2024
-

Eligibility Criteria

- Must be tax-exempt under section 501(c)(3) of the Internal Revenue Code, not classified as a private foundation and not operating through a fiscal agent or sponsor
- Must be based and serve communities in [these markets](#)
- Must be aligned with our funding priorities of community development, health, jobs and small business resiliency.
- The following organizations are not eligible for funding:
- We do not provide funding to any organization that discriminates based on race, religion, color, sex, sexual orientation, gender identity, age, national origin, ancestry, citizenship, veteran, or disability status, or espouses hate.
- Individuals, including those seeking scholarships or fellowship assistance
- Political, labor, fraternal organizations, or civic clubs

Eligibility Continued.....

- Government and municipal agencies and organizations
- Endowment funds
- Fiscally sponsored organizations
- We do not provide general funding to any organization whose purpose is to promote or to discourage the observance or proselytization of religious beliefs. However, we will support such organization's funding of homeless shelters, soup kitchens or other social service needs. The organization may be asked to provide proof of the community project receiving funding.
- Individual pre-K-12 schools (private, public, charter, individual school supporting foundations, PTA/PTO organizations)
- Memorial campaigns
- While we may sponsor the opportunities below through other funding avenues, these opportunities are ineligible for charitable grants
 - Sports, athletic events, or athletic programs
 - Travel-related events, including student trips or tours
 - Development or production of books, films, videos, or television programs.
- Contact us at foundation@bofa.com

Connecting to a specific business

- In 2024, to celebrate the fifth year of the [Neighborhood Grants program](#), The Starbucks Foundation plans to award \$5 million to eligible, local organizations across North America and is inviting Starbucks partners to nominate a local organization in their community. These grants will support organizations that are empowering youth, fighting hunger, uplifting families, addressing homelessness and promoting environmental stewardship. See the last year's list of grant recipients [here](#).
- <https://www.theshareway.com/blog/starbucks-donation-request>



A Few of the NYC based organizations awarded Starbucks grants

- Bonnie Youth Club
- Callen Lorde
- Breaking Ground
- Children of Promise
- Community Help in Park Slope



Public Foundation Grants

- A public foundation is distinguished from private foundations in that they actively solicit funding from the public and then make grants to charitable organizations, individuals in need, or to specific communities. They may also provide services.
- Make a Wish Foundation
- Ronald McDonald House
- Brooklyn Org



Brooklyn Org

- **Welcome to the Foundation of Our Future**
- We're confident Brooklyn can become a beacon for justice and equity — a place where everyone can find joy, reach for their dreams, and thrive. Realizing that vision starts with you. From memberships to volunteering to Donor Advised Funds, Brooklyn Org provides a pathway for you to help ignite change for our communities.



Current Grant Opportunities

- **Brooklyn Org provides multi-year, general operating support of up to \$45,000 per year, for up to three years.**
- We fund organizations that advance racial justice and provide critical resources to BIPOC and other groups who have been historically disempowered and discriminated against across Brooklyn.
- Our new strategic grantmaking process replaces our previous stand-alone grantmaking initiatives and portfolios (except for the [Spark Prize](#), which maintain its own timeline and application process), in favor of a universal application that welcomes the full scope of racial justice work beyond any one priority issue or focus area.
- All eligible Brooklyn-serving organizations are invited to apply for general operating support. [Applications are accepted at any time](#); funding decisions are made twice per year. All organizations will receive notification of their status and select organizations will be invited to submit a full proposal for review by our Community Advisory Council.
- Current cycle is due on May 15, 2024. New application period opens on May 16, 2024.

FINDING THE \$\$\$\$\$

- WHAT ARE YOU LOOKING FOR? – RANGE AND SCOPE OF PROJECT
- DO YOU MATCH WITH THE FUNDER'S PURPOSE
- DO YOU AND YOUR AGENCY QUALIFY FOR THE FUNDING OPPORTUNITY
- DOES YOUR AGENCY HAVE THE CAPACITY TO IMPLEMENT THE PROJECT FOR WHICH A FUNDER IS INTERESTED IN FUNDING
- HAVE YOU DONE SUFFICIENT BACKGROUND RESEARCH REGARDING THE FUNDER, USE OF FUNDS, LEGISLATION AND CURRENT FUNDING PRIORITIES



Government Funding

- Local – NYC based
- NYC Council Discretionary Funding – the best place to start;
- Competitive RFPs from NYC agencies: examples include DFTA, DYCD, Mayor’s Office, DOE
- Range in complexity but most have significant writing and many, many appendices and forms.
- Before considering applying, your organization must be active in PassPort

<https://www.nyc.gov/site/mocs/passport/about-passport.page>

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PASSPort, the City of New York's end-to-end digital procurement platform, manages every stage of the procurement process from vendor sourcing – who we purchase goods and services from (that's you – the vendor) to releasing and responding to solicitations (referred to as “RFx” in the system), and contract award, development, registration and management.

[Register NYC.ID](#)

The first step to getting started in PASSPort is to create your NYC.ID account. Click on “Register NYC.ID” to begin the process and check out the Getting Started: Doing Business with NYC for more detailed instructions on creating your PASSPort account.

[Procurement Navigator](#)

You can view contracting opportunities in the Procurement Navigator. No PASSPort account is required to search for solicitations on the Procurement Navigator. To respond to a solicitation, however, a PASSPort account is required. Note: The Procurement Navigator can be used from a

NYC Service 2024 Civic Impact Fund (CIF)

Overview

Funding opportunity for NYC based nonprofits to engage volunteers and expand vital services to residents in neighborhoods with significant socioeconomic gaps.

- Awarded to 10 organizations in the amount of \$10,000 each
- Eligible organizations must serve in one Task Force on Racial Inclusion & Equity (TRIE) Neighborhood
- View the TRIE map here: bit.ly/TRIENeighborhoodMap

Apply Here: bit.ly/CIF2024
Deadline Feb. 23rd, 2024

Visit nyc.gov/service for:

- Program details
- Previous CIF recipients
- CIF highlights to date

NYC Service
nyc.gov/service

Contact nycservice@cityhall.nyc.gov

What is Discretionary Funding?

- Discretionary funding is money in the City's budget allocated to an eligible **not-for-profit** organization by the Council or a Member of the Council.
- This helps the City Council Members address local needs within their communities.
- There are specific Discretionary Funding Policies and Procedures that both Council Members and agencies need to follow.
- For more information on NYC Council Discretionary funding go to nyc.gov and search NYC Nonprofits, City Council Discretionary Funding
- Make sure to attend JCCGCI's NonProfit Help Desk's Discretionary Funding Workshops that will start in November 2024 for the FY2025 Season!

Major Competitive RFAs from Government Agencies



Announcements will appear on PassPort for RFAs for which your organization may be eligible.



The RFA will be posted and will be responded to in PassPort



A Proposers Conference will further explain the RFA. A must do!



Review the RFA carefully to honestly assess eligibility, including the scoring criteria.



Let's review a few components of a DYCD RFA.

*The “Five C’s of A
Competitive
Proposal
by Luz M.
Rodriguez, New
York Non-Profit,
April 2015*

- **CLEAR** – Your narrative must be an understandable and logical read.
- **CONCISE** – Your summary statements must effectively summarize your proposal and invite additional reading.
- **COMPELLING** – Is your title persuasive? Do you use effective story-telling/examples/metrics?
- **CREDIBLE** - Drive home the strength of your organization and its commitment to see the project succeed.
- **COLLABORATIVE** – Describe your network of allies and collaborators that will serve to support successful outcomes.



Investment not Entitlement

- Nonprofits are now held to the highest standard of performance and accountability.
- Private Funders, Public Foundations, and Government are treating nonprofits the same way as businesses treat their investments. Can your agency use the money wisely to produce real community benefit?
- Do you have demonstrated ability to manage your programs and finances?
- What are your program goals and corresponding outcomes?
- How are you measuring your performance?

BASIC GRANT FORMAT

- Forms
- Abstract
- Problem/Need Statement
- Goals/Objectives
- Program Description/Narrative
- Project Outcomes/Evaluation
- Management Plan – Timelines
- Budget

ABSTRACT

- The first thing the reader sees; the last thing written; possibly the only thing that some grants committees read....
- Abstract Checklist – Needs to be Clear, Concise, Compelling, Credible
 - Is your abstract short & to the point (less than one page)
 - Does your abstract define your agency and highlight organizational capacity?
 - Do you describe and provide specific evidence of need?
 - What is the target population to be served? How many will be served?
 - Describe your program activities
 - What are your measurable objectives and how will you evaluate your success?
 - How much money are you asking for?

“PERSEVERANCE, THE SECRET OF ALL TRIUMPHS”

VICTOR HUGO

- Keep Your Research
- Files are your friend
- Enjoy the Process
- Remember that grant writing is like playing baseball – Hall of Famers hit 1 in 3!

• **GOOD LUCK!!!!**



NonProfit
HelpDesk

- JCCGCI and the NonProfit Help Desk are grateful for the support of NYC Council whose Discretionary Grants have made this program possible.

