Flint & Genesee Group

Grants 101 Workshop

Grants & Development Department
Worksheet Time

To help us further down the road, we would like you to take this time to fill out the worksheet provided to you prior to the class.

We ask that you please fill it out to the best of your ability.

We will be using this worksheet in an activity later in the workshop.

If you do not have a specific project or organization in mind, please fill in with realistic, hypothetical answers.
Grants 101

Flint & Genesee Group – Grants & Development Department

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Agenda

- Welcome
- Inclusion Activity
- Grants – What they are (and what they are not)
- Funder Identification
- Breakout – Worksheet Discussion
- Common Components & Supporting Documents
- Why Do Proposals Fail?
- Fund or Not Fund
- Q & A
Have you written a grant before?

Yes

No
Why are you interested in learning more?

Business*  Volunteer
What Grants are...

• Non-repayable funds
• An agreement/contract between a funder and grantee
• Are detailed descriptions of the organization applying for the grant
• Are detailed, data-driven proposals with budget projections
• Geographically specific to the funder
• Specific to interest/focus areas of funder
What Grants are...not

• The same as fundraising
• Guaranteed or entitled to you
• Free money
• Typically, not for general purposes or unrestricted uses
• Typically, not for individuals, for-profit, or religious entities
• Typically, not provided to pay debts, or for past projects
Funder Identification

Strategies

• Learn to love email lists
• Search often
• Bookmark funders/opportunities
• Find or create a system for checking back

Email Lists

• RFP Bulletin
• Grantspace
• Foundation Center
• Grants.gov
• Council of Michigan Foundations
Funder Identification

Research

• Explore various levels (Federal/State/Local)
• Topic-specific searches
• Foundation Directory Online*

Federal

Usa.govgrants
Grants.gov (now with mobile app)

State

Michigan Community Service Commission
Michigan.grantwatch.com
Council of Michigan Foundations

*Only available at University of Michigan – Flint Library
libguides.umflint.edureopening
Funder Identification: A Word on Eligibility

• 501(c)(3)
• No grants to individuals
• Geographic limitations
• Equal opportunity/Non-discrimination
• Unsolicited proposals – Letter Of Inquiry/Intent (LOI)
Breakout Session – Worksheet Discussion

• We will move into breakout rooms.
• Have worksheets completed and ready to discuss
• Share your grant idea!
• Based off what you’ve learned so far, what might you change?
Break – 15 minutes

Worksheet Debrief
Common Components

- Proposal Summary
- Introduction of the Organization
- Problem Statement (Needs Assessment)
- Project Objectives
- Project Methods/Design
- Project Evaluation
- Future Funding/Sustainability Plan
- Project Budget
Proposal Summary

Summary of the narrative

• Just like an Executive Summary
  • Save for the end (of writing)
  • Display at the beginning
• Outlines the program’s main objectives
• Provides a quick view of information for reader
Introduction to the Organization

Describes the organization
   History
   Location
   Mission, Vision, and Values

Establish credibility
   Build Case/Identify Successes

Needs Statement
   Data, facts, stories
   External influences
Right Tool, Right Job...

Problem Statement

• Relationship to funding source’s goals/priorities
• Why is the problem happening?

BEWARE:
“Thingamajig looking for a Whatchamacallit

“Solution looking for a Problem”

“If all you have is a whatchamacallit, then every problem looks like a thingamajig.”

(Tom Toro, “If all you have...”, CARTOONSTOCK.com)
Right Way

- Project Objectives
  - Specific activities
  - Objectives related to goals
    - Clear
    - Concise
    - Measurable

- How is the problem to be impacted by your program?

Specific
Measurable
Attainable
Realistic
Time-bound
What are the core objectives?

Description of activities
  What are you planning to do?

Implementation Timeline
  How long will this take?

Management Plan
  Who is doing the work?
  What are their qualifications?
Project Evaluation

How will you know your program worked?

Evaluation Plan
Data Collection
  Before (Benchmark)
  During (Process)
  After (Product)
Funding, Sustainability & Budget

Future Funding/Sustainability
- Are there other funders?
- What is your long-term plan for sustainability?
- Can you do this without our support?

Project Budget
- Personnel and Non-Personnel
- Direct and Indirect
- Supplies and equipment
- How much will this cost?
- How will this be paid?
Sample Budget

Elements of a Grant Budget:
• Show ALL revenue sources
• Expenses are often grouped into common categories – i.e. staffing, equipment, materials, travel, etc.
• In-kind or match will show a funder how you are contributing to a project
  • Value of Volunteering: $28.54
  • www.independentsector.org
• Show a funder exactly where their funds will be used
• A budget narrative justification may be required

### Park Improvement Grant Budget - Foundation B

<table>
<thead>
<tr>
<th>Revenue</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foundation A</td>
<td>$2,000</td>
</tr>
<tr>
<td>Foundation B</td>
<td>$4,000</td>
</tr>
<tr>
<td>In-Kind Revenue</td>
<td>$4,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$10,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Expenses</th>
<th>Total Cost</th>
<th>In-kind/Match</th>
<th>Grant Request</th>
</tr>
</thead>
<tbody>
<tr>
<td>Labor (10 park maintenance staff/1 day)</td>
<td>$4,000</td>
<td>$4,000</td>
<td></td>
</tr>
<tr>
<td>Equipment (backhoe rental, 10 shovels, 10 rakes)</td>
<td>$2,000</td>
<td></td>
<td>$2,000</td>
</tr>
<tr>
<td>Materials (2 park benches, 1 swing set, concrete, mulch)</td>
<td>$2,500</td>
<td>$500</td>
<td></td>
</tr>
<tr>
<td>Supplies (20 volunteer t-shirts, refreshments)</td>
<td>$1,000</td>
<td>$1,000</td>
<td></td>
</tr>
<tr>
<td>Evaluation Survey (stamps, envelopes, paper)</td>
<td>$500</td>
<td>$500</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$10,000</td>
<td>$4,000</td>
<td>$4,000</td>
</tr>
</tbody>
</table>
Supporting Documents

- 501(c)(3) Determination Letter/IRS Determination Letter
- Recent Audits
- Board List
- Staff List
- Letters of Support
- Other funder requests
Why Do Proposals Fail?

Common Mistake

i. Incomplete Application
ii. Funder/Funding Not Relevant
iii. Funder Relations
iv. Details
v. Financials
vi. Attitude

Avoiding the Common Mistake

i. More Eyes=Better Proposal
iii. Relationships (relationships, relationships, relationships)
iv. Proper Preparations
v. Eligible/Specific/Allowable
vi. Solid Proposal=Solid Chance
Suggested Data Sources

**National**

- **US Census Bureau**
  - Census.gov
    - Decennial
    - American Community Survey (ACS) estimates
    - Annual Economic Census
- **Federal Reserve Economic Data (FRED)**
  - FRED.stlouisfed.org
- **Centers for Disease Control & Prevention**
  - CDC.gov
    - National Vital Statistics System
    - National Health Care Surveys
    - National Survey of Family Growth

**Local**

- **Michigan.gov ("funding opportunities")**
- **Michigan Labor Market Information**
  - MILMI.org
- **Genesee County Health Department**
  - GCHD.us/resources/data
- **Michigan League for Public Policy**
  - MLPP.org
- **MI School Data**
  - MIschooldata.org
- **Michigan eLibrary**
  - Elibrary.mel.org
    - eJournals
    - Gale.com/c/business-demographicsnow
- **University of Michigan - Flint**
  - In-person access to Foundation Directory Online
Fund or Not Fund

Pretend that you are the program officer of a local, private foundation and we are conducting a review of the latest applications for funding.

The following slides include portions of grant submissions, and we will discuss WHY or WHY NOT these applications should be funded based on some common mistakes to avoid.
Fund or Not Fund?

Project Description:

1. What type of project is your group requesting funding to complete?

Funding for creating safe environment for neighborhood by: a) Train with hand on experience for green collar jobs. leaning mowing and maintaining 35 vacant abandoned lots, into green spaces, pocket parks, community vegetable and flower garden. c) To build safe zone with more lights, cameras, fence in areas where dumping occur. d) Develop and educate tools sustain community leadership skills, problem solving, decision making and cooperation. Start a new pilot program introducing mascot “Cpt. Playground” for event schools, parties, clubs, etc...

2. What problem, need, or opportunity will your project address?

Lower-income communities are burdened with the least healthy environment. Fear of dilapidated facilities or violence make engaging in physical act more difficult. Our neighborhood that lack grocery stores selling fruits and vegetables abounds, residents opportunities to choose healthy food. We need playground and good sidewalks in our neighborhoods. Unlighted areas to be light. Fences in areas where there is no light, to stop dumping. We need a hero “Captain Playground our mascot” so kids have something to do.
Fund or Not Fund

1. What type of project is your group requesting funding to complete?

Trowbridge Neighborhood Club is seeking funding for community meetings with residents in the specified area (Wright St. to the South, Lincoln Road to the North, Center street to the West and Cedarville Dr. to the East). The residents will be provided the opportunity to voice their concerns about relevant issues and concerns in their neighborhood. We will then attempt to determine if the creation of additional neighborhood block clubs could address some of these concerns. This initial meeting will be the first step in the building of relationship through conversations. At this initial meeting, residents will take surveys, participate in dialog relating to their neighborhood concerns, and bond through socialization.

2. What problem, need, or opportunity will your project address?

The meetings will inform the residents of the potential power of their voice when they come together as a group and participate in making decisions for their neighborhood. The meetings will demonstrate to the residents the Learn By Doing model and show them the importance of building associations, which will equip them with the confidence to participate in other community endeavors. In communities where residence not participating in the process things happen to them not with them. By not meeting with other residents, they lose the ability the opportunity to create synergy and critical mass to affect needed transformation.
Fund or Not Fund?

Project Description:

1. What type of project is your group requesting funding to complete?
To continue our 4th Annual Labor Day Family Funnnapalooza Event. To contribute to resource and supplies needed to bring golf training to our kids and Safe environment to continue to work with kids and parents to use parks and space in Trowbridge.

2. What problem, need, or opportunity will your project address?
Provide safe environment for our kids and being families together. To make use of our parks in Trowbridge and know that there are still nice and safe parks in Trowbridge that have a family environment.
In One Word... Evaluations
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