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# Grant Writing

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# Class Overview

- Researching Grant Opportunities
- How to structure a grant proposal
  - Proposal
  - Budgets
- Tips
- Reporting
- Q & A



# What You Need Before You Start

- 501 © (3) status
  - Some government agencies or schools can also apply for most grants.
- Current board list with affiliations
  - Bios for staff are sometimes needed
- Strong mission statement
- Identify your funding needs
  - Purpose, Amount, Timing



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# What Funders Are Looking For:

- Quality programs/projects that meet a relevant need.
- Board and staff commitment with the capacity to follow through on what is promised
- Strong organizational and financial infrastructure

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# Research

## Types of Funders:

- Private Foundations
  - Silicon Valley Community Foundation, Gates Foundation, Tides Foundation, etc.
- Corporate
  - Cisco, PG&E
- Government
  - Bond funds, appropriations, etc.



# Research Cont...

- Finding Grant Opportunities:
  - Online Resources (Foundation Center, Chronicles of Philanthropy, Google)
  - Library
  - Word of Mouth



# Research Cont...

- Looking for a good match
  - Who funds in my area of interest
  - Who funds in my geographic region
  - Who will provide the type of support I need?
  - Who has funded projects like mine previously?
  - Who has given funds in the amounts I need?



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# Grant Applications

- Follow the guidelines/directions!
- Types of applications
  - Letter of intent (LOI)
  - Final Proposal
  - Online or Paper
- Meet the deadline
- Contact the program officer for follow up

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# Components of Most Proposals

- Executive Summary
  - Keep it brief!
- Statement of Need
  - Why is this project important? Demographics/data.
- Project Description
  - Nuts and bolts of your project.
- Budget
  - Detailed financial description plus notes
- Organization info
  - Mission Statement, history, etc.
- Other: Evaluation/Goals & Objectives
- Conclusion



# Bad Budget Example

- Proposed Budget Breakdown (Total Budget: \$150,000)
- The costs associated with the work outlined in the proposal are based on the following staffing allocation:
- Senior Managing Director @ 4 days/month for six months
  - *Providing executive oversight of the project*
- Director @ 8-12 days/month for six months
  - *Managing day-to-day campaign-related activities*
- Working closely with the existing leadership team in place, the team will work to accomplish the following tasks related to the program goals and objectives outlined in this proposal:
- Planning
- Creating overall fundraising strategy
- Drafting text for materials and documents
- Developing meeting materials
- Community Group Leadership Development
- Developing leadership roles and responsibilities
- Staffing leadership
- Training volunteers and staff



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# Good Simple Budget

Budget Categories

Grant Budget

Salaries & Benefits	\$15,500
Development of Report	\$45,800
Travel	\$1,500
Facilitation, Room Rental Costs	\$20,000
Final Report Printing Costs	\$10,000
<b>TOTAL</b>	<b>\$92,800</b>

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# Good Detailed Budget

## ANTICIPATED DESIGN COSTS INCLUDING SOUTH SIDE

Construction Documents & Supplemental Specifications	\$	138,056
Regulatory and Municipal Permit Applications	\$	8,114
Additional Soil Characterization & Treatability Studies (South side)	\$	99,647
Expanded WDR Work Plan (north and south sides)	\$	16,301
Project Coordination & Meetings	\$	34,682
<b>Subtotal Additional Design Costs</b>	<b>\$</b>	<b>296,800</b>
	\$	
Construction - south side (Placeholder)	\$	10,000,000
Capital Improvements (Placeholder)	\$	3,000,000
<b>Estimated Project Budget - North and South</b>	<b>\$</b>	<b>29,692,900</b>

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# Reports

- Look to see what each foundation grant reporting guidelines require
- Send in report in a timely fashion
- Call program officer with any questions



# General Tips

- Avoid Jargon!
  - No acronyms
- Be compelling
- Keep it simple
- Build a relationship with the funder
- Follow the guidelines!
- Include cover letter
- Always send a thank you and follow up reports



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Van Damme State Park

Photo By  
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