FINDING YOUR FUNDING

GRANTS, GRANTS, AND GRANTS

YOUTH MOVE NATIONAL
OVERVIEW OF THE WORKBOOK

We recognize how important it is that youth programs are funded. With resources and outlines, this workbook will walk you through the important parts of a grant, build your confidence, and strengthen your grant writing skills.

DISCLAIMER

The nature of grant writing requires time and thought. Use this book as a guide as you write your proposal.

“When looking for funding, don't just look for cash. Look for the right people.”
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WHAT IS A GRANT?

A grant is a sum of money given to an organization or individual in order to address a specific need in the community. Grant funding is available both in the public and private sectors and allows organizations to accomplish their state objectives and goals.

WHO CAN APPLY?

Applying for a grant can be a time-consuming process, so it is important to know if you are eligible before starting an application. The first step in the application process is to read the application thoroughly. Each Request for Proposal (RFP) will have specific requirements that the funder wants you to meet, and it is imperative that the program you seek funding for meets all those requirements.

You might consider writing a grant if you
- Want to fund a new project or program
- Need to expand an existing program
- You have identified a need and a funder with interests in your problem area
Things to Consider

- What type of organization are you? 501(3)c?
- What specifically do you need funding for?
  - Project: has an end, objectives, temporary undertaking
  - Program: ongoing, includes multiple projects You’LL
d    - generally be more successful if you frame your grant as project based because foundations like to see intended outcomes
- What is the timeline for what you need funded?

✓ Check In

Understand what a grant is
Know who can apply for a grant
Answered the questions above

NEXT: HOW TO FIND GRANTS
Sources of Funding

Community Foundations
Typically, each county or region of a state will have a community foundation. Community Foundations are grant making entities that work to improve the lives of individuals in a certain geographical area. Community Foundations look for how a grant proposal or project will impact their community and value relationships with their grant recipients. The Grantsmanship Center has a great resource for finding your local community foundation.

Private Foundation Grants
Outside of community foundations, other foundations have a grant funding component. Often times these foundations, such as legacy endowments, banks, or other local businesses, will have specific grant guidelines that align with their mission.
Federal Grants

Both state and federal governments support grant and grant programs. These grant proposals usually require a more thorough proposal complete with tax forms or other documentation. It is more labor intensive, but has a larger pay out than smaller community or local grants.
Eligibility
Criteria can be dependent on location, budget, how long your organization has been in operation, new project, ongoing project, general operating expenses, etc.

This is step #1 and is VITAL. You don't want to start writing a grant unless you know you are eligible.

Research the Funder
Get an idea of the funders interest areas, what they have funded before. This can usually be found on their website

It is important that the granter and grantee both have a common goal. It doesn’t have to be an exact mission statement match, but if a funder focuses on food security and you work with at-risk youth, your common goal might be ensuring that young people receive healthy food
Announcement
If you have determined that you and the funded are a match, and that you are eligible to receive a grant from them, the next important step is to read the grant announcement or application summary. The summary will provide you with vital information on what to include in your grant, funders priorities, and give you an idea for the workload that is involved in the grant (i.e. what documents they want included)

Timeline
When is the due date? Does that leave you enough time to write it? Also consider the funding period, if you are awarded the grant, when are the funds released and does that work with your program?

Format
What font? Size? Page setup. What does the grantee want? How do you submit the application? Are there required attachments that need your attention?

Pro Tip: Write to your reader. Keep the application and announcement close to refer to
How do I know if I am eligible for a grant?
There are a few things to look for when trying to figure out your eligibility status for a specific grant.

- Location
- Type of Organization
- Funders Interests
- Do you meet all of the criteria in the RFP or application?

- Each grant will have specific criteria and projects that they are looking to fund that align with their funding interests
- Look at what projects and programs a specific organization or foundation has funded before
  - Most often you will find this on the funder’s website
  - Networking with other similar organizations
Parts of a Grant Proposal

Cover Letter
The opening document of your grant proposal serves a couple of different roles. First, it introduces you, as the proposal author, and the organization you work for or represent. In just a few paragraphs, you should briefly introduce your project, express your enthusiasm towards your project, and convey your appreciation for the funder’s consideration of your proposal. Consider the cover letter a first impression. It sets the tone for the entirety of your grant proposal.

Executive Summary
This part of your proposal might also be called a project summary or abstract. One of the best ways to write a successful summary is to do it last. Essentially, this section is an overview of your grant proposal. It outlines the problem to be solved, the objectives and methods to achieve the desire goal and how this program or project will be evaluated. This summary should be no longer than 1 page long.
**Organizational Description**
Individual grants should outline what information to include. They may request things like your mission statement, vision statement, core values, organizational history, or how the organization is structured. A big role of this section is to establish credibility. It tells the funders what makes you, as an applicant, eligible or qualified to undertake this project. It also connects how your mission and vision connects and supports the desire to complete the project or reach the desired goals. This is a section that can be collaborated on to ensure that your team is on the same page.

**Needs Statement / Problem Statement**
Your project is important because it is addressing a lack or gap in resources, knowledge, or opportunity. The needs statement helps to establish the value of your project. Outline the context or background, what groups of people it affects, and included any relevant data. If needed, literature reviews, scholarly articles, or other data as applicable. Consider the following questions...

Who is affected?
How are they affected and to what extent?
Why is this problem occurring?
SMART Goals

Specific: How much, what behavior, by when
Measurable: Information concerning this objective can be collected as data
Achievable: This objective is feasible to reach. Aka you can do it
Relevant: to your mission. This objective aligns with the overall goal and clearly fits in
Timely: A timeline has been created to ensure this objective is met in accordance with the overall program
Equity: Does this goal support access and achievement of ALL?

Example: By 2025, Youth MOVE will increase our chapter reach by 75%.

Pro tip: Making sure your objectives are measurable is imperative to a successful evaluation
Budget

The most popular and straightforward way to write a budget is by using a line-item budget. (See appendix). It is important to know what the granters foundation will fund. Direct costs are always included and are things like personnel, supplies, and equipment. Indirect costs are things like overhead, insurance, and utilities. Not all funders will support indirect costs. Make sure you read the guidelines before crafting your budget.

There are lots of opinions about writing your budget up to or under the funders gift amount. The best way to determine what direction to go is to look at their past giving. Most foundations will have this information accessible to you. If they are giving even dollar amounts, write up to their gift amount. If they are giving amounts with odd cents, write under the amount and as direct as you can.

Budget Narrative

The budget only tells the funder so much. The narrative is the place to explain why it is you need what you budgeted for. Using full sentences, try and connect the need for the items on your budget back to your goals or project objectives.
LETTER OF INQUIRY

Many foundations are requesting a Letter of Inquiry (LOI) prior to your submission of a full grant proposal. Consider an LOI as your audition. Carefully review the parts of a grant proposal prior to writing your LOI as many aspects are similar. Consider these questions as you write and review your LOI:

- Did I state the name of the project and the amount of money I'm seeking in the first paragraph?
- Does my second paragraph elaborate adequately about the project and any related projects?
- Did I include our mission statement?
- Did I lay out the need for the project?
- Have I been clear about the outcomes the project will achieve?
- Is the implementation of the project clear?
- Have I made a case for a good fit between this project and the foundation's priorities?
- Did I include information about any funding already committed?
- Have I included the contact details for a particular person who can answer questions?
Can I search for grants on Google? How do I find them?
There are pros and cons to starting broad versus starting narrow. A broad search might be “grants in Georgia” which might inquire millions of hits, while a search like “mental health support grants in ___ county” might return only a couple hundred viable hits.

Try a variety of both and make sure you carve out time to find good grants. It is better to spend time on the front end, applying for grants you are eligible for than stretching eligibility requirements and not doing such an in-depth search.
Depending on the size and connections of your chapter or organization, there are grant search engines that require a paid subscription that can aid in your search efforts. Of course, that isn’t feasible for all organizations, especially early on, so let’s consider some tips that might narrow your search.

Also, search frequently. Especially on government sites as new grants and opportunities are constantly arising.
**Project Objectives**
Now that you have establishes why you need your project, it is time to describe your project. This can be done in a variety of ways such as a project timeline, goals and objectives, and evaluation standards.

**Project Description / Methods**
Here you can describe the steps that need to be taken to reach your project objectives. It can include more concrete goal or action steps, as well as strategies or tactics of how you will achieve them. It is important to set SMARTE goals.

**Evaluation**
It is great to have goals, but funders want to know how you’re going to measure those goals. This is the place to explain what kind of data or feedback you will collect about your project, what will define success for your project, and how often you will evaluate.
What do I need to know before I start searching?

- What type of organization are you? 501(3)c?
- What specifically do you need funded?
  - Project: has an end, objectives, temporary undertaking
  - Program: ongoing, includes multiple projects

You’ll generally be more successful if you frame your grant as project based because foundations like to see intended outcomes

What is the timeline for what you need funded?

What do you do when you find a grant?

- The first step is to thoroughly read the funding guidelines an grant requirements to check your eligibility

Can I use the same proposal for multiple grants?

- The same proposal will not work for multiple grants. While some content might stay the same, funding guidelines will change. It is also important to write to your reader with their mission in mind which isn't possible if you just have one neutral proposal.
Resources

The Awesome Foundation: They award $1,000 grants every month with their applications being accepted the 1st - the 15th of the month. This is a great ‘mini grant’

The Grantsmanship Center: This is a go to resource when looking for grants. They provide a list of community foundations for each state, top giving foundations per state, and direct links to grant applications on foundation websites.

Nonprofit Ready: They offer a variety of resources and trainings related to grant writing

Grant Seeking Certification: A 3 hour do it yourself curriculum pertaining to finding and securing grant funding

Community Block Grant for Mental Health
Government Grants Main Website
Foundation Center
Grant Gopher
Youth Service America
GuideStar
Council on Foundations – Publications
Grantmakers.io

Email Subscriptions: The following links take you to email subscription lists. These will send an email to your inbox weekly with grant opportunities. This is an easy way to access a broader scope of opportunities.

Grant Station
Philanthropy News Digest
Funds for NGOs
<table>
<thead>
<tr>
<th>State</th>
<th>Funding Foundations</th>
</tr>
</thead>
</table>
| Arizona   | Del E. Webb Foundation  
|           | Whiteman Foundation  
|           | Sundt Foundation                                                                 |
| Arkansas  | WR Foundation  
|           | Charles Frueauf Foundation                                                          |
| California| Annenberg Foundation  
|           | Marisla Foundation  
|           | Santa Barbara Foundation                                                            |
| Colorado  | Coors Foundation  
|           | Anschutz Family Foundation                                                           |
| Connecticut| American Savings Foundation                                                          |
| Delaware  | The Chichester duPont Foundation  
|           | Longwood Foundation                                                                 |
| Florida   | Hobbs Foundation  
|           | Community Foundations                                                               |
|           | Jim Moran Foundation                                                                |
|           | Publix Super Markets                                                                |
|           | Health Foundation of Central Florida                                               |
| Georgia   | Tull Foundation  
<p>|           | Peyton Anderson Foundation                                                          |
|           | Community Block Grant                                                               |
|           | Georgia's Own Foundation                                                            |
|           | Georgia Power                                                                       |
|           | Humboldt Area Foundation                                                             |
|           | United Way Atlanta                                                                  |
|           | Help for Children                                                                   |
|           | Georgia Health Foundation                                                            |
| Idaho:    | Nagel Foundation                                                                    |
|           | The Gibney Family Foundation                                                        |
|           | CHC Foundation                                                                       |</p>
<table>
<thead>
<tr>
<th>State</th>
<th>Foundations</th>
</tr>
</thead>
</table>
| Indiana    | Noyes Jr Memorial Foundation  
Old National Bank Foundation  
Koch Foundation               |
| Maryland   | Maryland Philanthropy  
Community Foundations  
Knott Foundation  
The Straus Foundation  
Morton K. and Jane Blaustein Foundation  
Goldseker Foundation |
| New York   | Wilmington Trust  
Charitable Contributions  
Arcus Foundation  
Citi Foundation - Overview  
The Starr Foundation |
Sample Cover Letter

[Date]

[Name]
[Title]
[Foundation Name]
[Address]

Dear [Mr./Ms. _____],

In this paragraph you should introduce your organization, tell the funder the amount of money you are requesting and why. In one or two sentences explain what your organization does and include one fact or statistic that shows the need for what your organization does.

Next, you can write one or two brief paragraphs that state the projects’ purpose and how it aligns with the mission or priorities of the funder.

End your cover letter acknowledging what the funds and partnership could mean for the beneficiaries of your organization and offer a way to get in contact with someone at your organization.

Sincerely,

[Contact Person]          [Director/President of Organization]
[Title]                   [Title]
PARTS OF A PROPOSAL CHART

Before starting to write your grant, it is important to thoroughly read the grant application in its entirety. Your proposal should perfectly align with the requirements of each specific grant application. Listed below are common parts of a grant proposal, although some sections might be omitted while others not listed might be required.
<table>
<thead>
<tr>
<th>Part of the Grant</th>
<th>Description</th>
<th>Guiding Questions / Tips</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover Letter</td>
<td>These serve to personally introduce yourself as the grant seeker, establish professionalism, and express your enthusiasm for your proposal. You can also convey your appreciation to the reader for considering your proposal.</td>
<td>Briefly introduce your project in one or two sentences.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Use friendly and enthusiastic language</td>
</tr>
<tr>
<td></td>
<td></td>
<td>It should not be more than a 2-3 paragraphs / 1 page</td>
</tr>
<tr>
<td>Project Summary / Executive Summary / Abstract</td>
<td>This is a summary of the problem to be solved, a brief outline of the objectives and methods to achieve those objectives, and a description of the evaluation. It might also include a brief introduction of the applicant agency.</td>
<td>It is helpful to write this section last to include key points from each section of your proposal.</td>
</tr>
<tr>
<td>Organization Description</td>
<td>Each grant will specify what to include in this section. It might include things such as - Mission statement - Vision statement - Core values - History - Organizational structure This section is where credibility has to be established to ensure the funder that the applicant is qualified to complete the proposed project.</td>
<td>What makes the applicant eligible to undertake this project?</td>
</tr>
<tr>
<td></td>
<td></td>
<td>What qualifications of staff support this project?</td>
</tr>
<tr>
<td></td>
<td></td>
<td>What about our history, goals, or mission, supports the desire to complete this project?</td>
</tr>
<tr>
<td>Needs Statement / Problem Statement</td>
<td>This is the place where you are able to explain what you do and why you do it. Outline the need or issue you are addressing and what makes you fit to address it. It should include information on - Purpose for developing this proposal</td>
<td>It is important, especially with local foundations to connect your issue to the local community. Funders want to see change in their own community and are more likely to fund projects that have a local benefit</td>
</tr>
</tbody>
</table>


<table>
<thead>
<tr>
<th><strong>Project Objectives</strong></th>
<th>The project or program objectives explain what will come out of the project</th>
<th>Use the SMART formula. Make them Specific, Measurable, Attainable, Realistic, and Timely.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Project Description / methods</strong></td>
<td>Describe the process and steps that will be used to achieve your listed objectives. Include who will benefit, the impact it will have, who will carry the acidity out, and the strategies that might be used.</td>
<td>You can almost consider this a timeline of how you will progress through your program or project.</td>
</tr>
<tr>
<td><strong>Evaluation</strong></td>
<td>Justify how you will measure the effectiveness of your methods, success of your program, and how you will meet your program objectives.</td>
<td></td>
</tr>
<tr>
<td><strong>Budget</strong></td>
<td>This section serves as a way to clarify where the funds you are seeking will go. It is important to account for every dollar and be specific in its allocation.</td>
<td>Organized in tables and figures with clear labels</td>
</tr>
<tr>
<td><strong>Budget Narrative</strong></td>
<td>Consider this as the justification to the above section. Here you will explain why each cost is valid, reasonable, and important to your project.</td>
<td>Use clear and concise language</td>
</tr>
</tbody>
</table>