

Metrics,
Measurements &
Effective Grant Writing
Powerful Proposals for Powerful
Projects





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Grant Writing
Program Development
Seminars and Trainings
Speaking Engagements



Flow of the Day

9:00 AM Intro

Define “Grant”

Why Do Grantors Torture You?

Defining Your Audience

9:45 AM Break

10:00AM Setting Realistic and Measureable Goals

Logic Models

10:45 AM Q& A

- **Make yourself comfortable!**
 - **Ask questions!**
- **Remain open. Trust our objective is to help you be successful!**



What is a grant?

Dictionary: Transfer or convey something such as a privilege or rights, a sum of money, or a tract of land.

Kirsten's definition: To best meet its own mission, an organization outsources solutions to address a defined problem with the expectation of specific outcomes.

Grantors are “investors”, not “donors”!



What is a grant not?

“Free” money

Reliable or stable

Typically, not intended to support entire organization or program

Not always worth the investment



Is a Grant What You Need?

Seed money for a new program

Expansion or improvement of a current program

Capacity or R&D projects

Purchases for capital improvements



Who gives grants and why?

Foundations

Tend to be less prescriptive than Public Monies. Large variance between size, mission and goals, and geographic targets:

Bill and Melinda Gates Foundation

Foundation for Enhancing Communities

Chamber Foundation

Summit Endowment

United Way

Private Corporations

Independent entities created by large corporations with funds from the business themselves. Typically tied to their own goals or customer base

WalMart

Banks

Phizer

Coca-Cola

Public Monies

Governmental monies derived from public

Federal : Grants.gov

Give money to states

State : Community Block Grant

PA Council on the Arts

County : Hotel Taxes

Gaming Funds

FCADC

Local Distributors of these funds:
United Way



Why Do Grantors Torture You?

1. More requests than money
2. Make sure meet their own goals
3. Ensure requestors understand the process
4. Evaluate effectiveness
5. Want informed, professional partners



Describing Your Audience

Local School Stats

Kids Count School Data

Penn State Data Center

County or Municipality Data Sets

U.S. Census Data

Internal Data



Break



Mission, Goals, and Objectives

Mission: Why the organization exists

Ex: To work within the community to end hunger and poverty

Goals: Broad priorities

Ex: Increase job skills, Provide steady sources of food,
Support education

Program: Weekend Snack Back Pack

Program Objectives :

Ex: To provide Weekend Snack Back Packs to 100 first graders for 29 weeks during 16-17

Ex: To provide children's books 8 times during 2016-2017

Ex: To direct 50% of participant families to website resources including video recipes during 16-17



What Makes A Good Objective

The objectives must be derived from, and consistent with, the intention of the identified goals.

Specific
Measurable
Achievable
Realistic
Time-Bound



Logic Models

Program Name Goal: Get Healthier. Objective: Run At Least 1 5k In Under 30 Minutes This Year

Inputs (resources dedicated to or consumed by the program)	Activities (services provided)	Outputs (participation - direct products of program's activities)	Outcomes (results - benefits for participants during and after program activities)	Data Source and Collection Method
What resources are used? Time: several times per week Equipments: Shoes Clothes Arm Band Headset Money: YMCA Membership Expert Advice: Friends Research	Type your Activities here Run 5Ks at least two per week Core strengthening Engage in other endurance-based cardio activity at least 2 times per week	Type your Outputs here. Ability to run faster Ability to run further Know how my body responds and what it needs.	Type your Outcomes here. What do you gain? Get Healthier	Type your Data Source and Collection Method here. Timing each practice run Tracking timing Timing at official races How many official 5Ks I run in 2017 How many official 5Ks I run in 2017 under 30 minutes ----- Blood pressure Cholesterol Weight BMI

References:

IRS 501(c)(3) Tax Code:

<http://www.irs.gov/Charities-&-Non-Profits>

IRS 501 (c) (3) Searchable Database:

<http://apps.irs.gov/app/eos/mainSearch.do?mainSearchChoice=pub78&dispatchMethod=selectSearch>

PA State Department of Charities and Charitable Organizations: <http://www.charities.pa.gov/>

DUNS number: <https://www.sba.gov/content/getting-d-u-n-s-number>

US Census Data: <http://www.census.gov/quickfacts/table/PST045214/00>

[http://www.healthyyork.org/pdf/2015 Community Health Needs Assessment Summary.pdf](http://www.healthyyork.org/pdf/2015_Community_Health_Needs_Assessment_Summary.pdf)

