

Grant Writing Basics

Go to

www.GhostWriterQuill.com

Click on: Resources, then IMPACT



Flow of the Day

Grants Overview

Guidelines and Eligibility

Review and Process

Budget

Narratives

Impact and Audience

Mission, Goals, and Objectives

We hope you

- 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 issue with the expectation of specific outcomes.

Granting organizations 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



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



Is Money What You Need?

Is there Will?

Is the project in line with strategic goals and objectives?

Is the organization's leadership and/or membership supportive?

Will they facilitate the work needed for full cycle of grant?

Share with decision makers what accepting money will mean in terms of acknowledgments, marketing, impact on other funding avenues.

Capacity to Fulfill Project?

Spend time with those who implement the program. Understand the challenges and successes.

Do programming staff understand the limitations, responsibilities, and potential changes associated with accepting a grant?

Capacity for sustainability? How will the program/purchases exist or be maintained after granting period?

Capacity to evaluate?

Is there staff in place to complete metricing if needed?

Will there be someone to evaluate and complete reporting? This is especially important if it is an all-volunteer organization.

Who will track expenditures? What process is in place for approval?



Tips on organizing your application

Start now

Read every syllable of RFP, application, final report, past winners, etc.

Start with what you need from others

Start your work with the budget



Cultural Impact Awards

Guidelines, Eligibility, and Dates

<http://www.culturalyork.org/creative-impact-awards/>



Cultural Impact Awards

Review Criteria and Materials

<http://www.culturalyork.org/creative-impact-awards/>



Cultural Impact Awards

The Budget

1:1 Match. Ask is for \$10,000, must show \$10,000 other funding

50% of your match can be in-kind donations

<http://www.culturalyork.org/creative-impact-awards/>



LIST ALL CASH INCOME FOR THIS PROJECT:		Insert "X" if secured	AMOUNT
D1.	Grant Amount Requested		\$ 10,000.00
D2.	Other Grant	x	\$ 3,000.00
D3.	Sponsorships		\$ 2,000.00
D4.			
D5.			
D6.			
D7.			
D8.			
D9.	Subtotal – matching cash (add lines D2 thru D8):		\$ 5,000.00
LIST ALL IN-KIND INCOME FOR THIS PROJECT (must equal in-kind expense):			
D10.	Marketing	x	\$ 2,500.00
D11.	Event Space		\$ 2,500.00
D12.			
D13.	Subtotal – in-kind (add lines D10 thru D12)	\$ 5,000.00	
D14.	Maximum allowable in-kind for match (50% of D1)	\$ 5,000.00	
D15.	In-kind used for match (D13 or D14, whichever is less)		\$ 5,000.00
D16.	Subtotal – matching income (D9 + D15 – must equal D1):		\$ 10,000.00
D17.	Total project income (D1 + D9 + D15):		\$ 20,000.00

<http://www.culturalyork.org/creative-impact-awards/>

LIST ALL EXPENSES FOR THIS PROJECT:		AMOUNT
D18.	Musicians	\$ 2,000.00
D19.	Food	\$ 6,500.00
D20.	Table and Chair Rentals	\$ 2,500.00
D21.	Transportation	\$ 4,000.00
D22.		
D23.		
D24.		
D25.		
D26.	Subtotal – cash expense (add lines D18 thru D25)	\$ 15,000.00
D27.	Subtotal – in-kind expense (D15)	\$ 5,000.00
D28.	Total Project Expenses (D26 + D27. Must equal line D17):	\$ 20,000.00



Cultural Impact Awards

The Narratives

Answer the question

Be concise

Write to your audience

Proofread



Impact

Economic Impact Calculator

John Crompton, Professor of Recreation & Tourism Science,
Texas A&M University

$$\# * .40 * \$32.50$$

Arts Economic Impact Calculator



Describe Your Targeted Audience

- Penn State Summary of Data
- Township/Borough Office
- County Office
- School District
- Kids Count
- US Census Data
- Community Needs Assessments



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: Derived from goals.

Specific, **M**easurable, **A**chievable, **R**ealistic, **T**ime-Bound

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

Metrics: What are you measuring?



Questions

