

GRANTS WRITING

101

OUTLINE

- What is a Grant?
- Who is Eligible for a Grant?
- Are you Ready to Apply for a Grant
- Terms you need to familiarize yourself with
- Types of Grants: Federal & Foundation
- What your representative can do for you

WHAT IS A GRANT?

- Grants are not benefits or entitlements. A federal grant is an award of financial assistance from a federal agency to a recipient to carry out a public purpose of support or stimulation authorized by a law of the United States. Federal grants are not federal assistance or loans to individuals.
- A federal grant may not be used to acquire property or services for the federal government's direct benefit. The 26 federal agencies offer over 1,000 grant programs annually in various categories.



**SHOW
ME THE
MONEY!**

WHO IS ELIGIBLE FOR A GRANT?

- Government Organizations
- Education Organizations
- Public Housing Organizations
- Non Profit Organizations
- For-Profit such as Industries
- Small Business for Loans
- Individuals are eligible when announcements are open to individuals
- Foreign Applicants

WHO IS NOT ELIGIBLE FOR A GRANT?

- **Individuals seeking personal financial OR debt assistance**

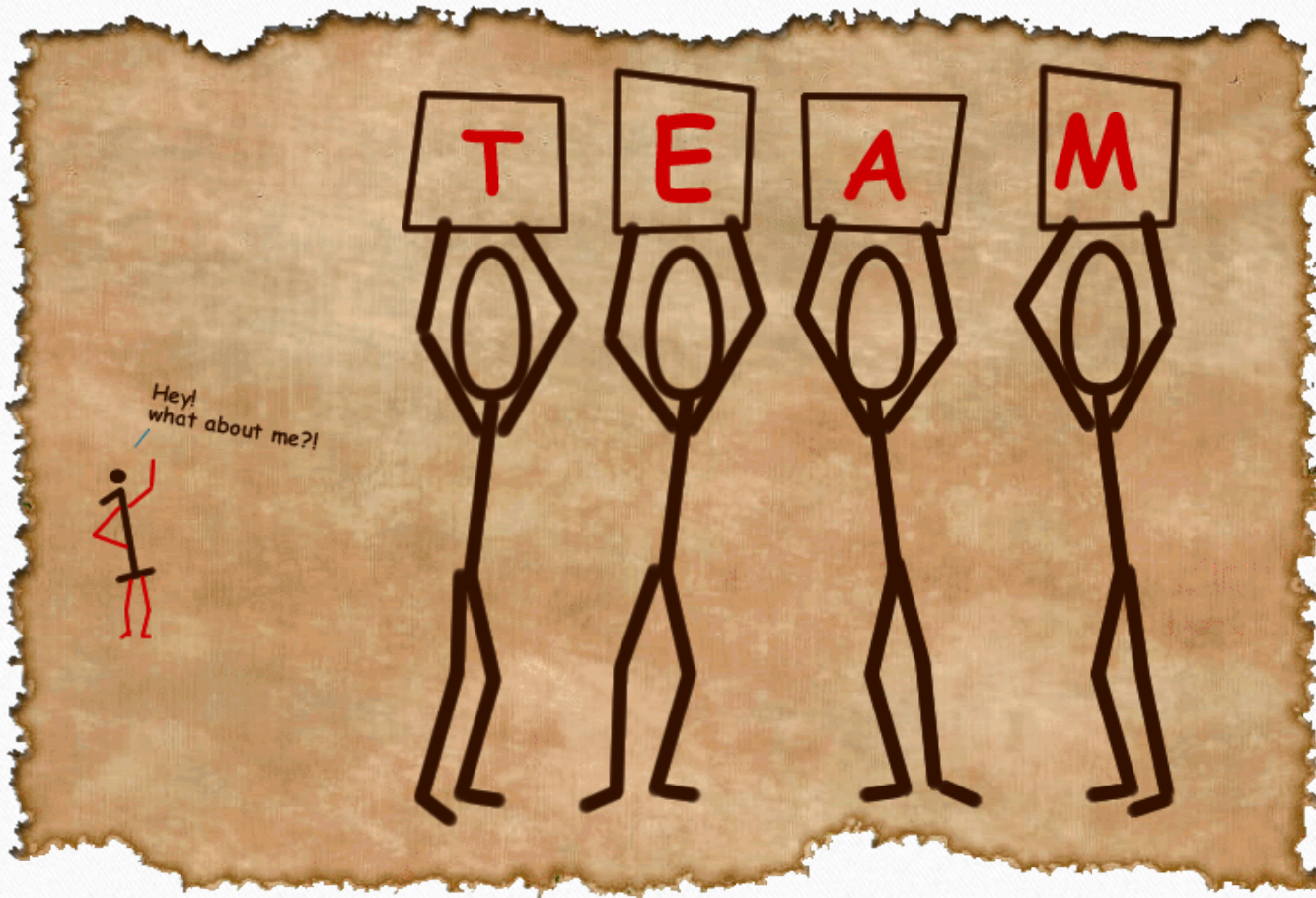
Are you Ready to Apply for Grants???

- Board Members
- Organizational Budget
- Financial Statements
- Accept In-Kind Donations and Acknowledge Gifts
- Have Volunteers and/or volunteer training program
- Have annual campaign mailing list of individuals, professional and corporations and acknowledge gift

Are you Ready to Apply for Grants???

(Continued)

- Had a minimum of one fundraiser each year
- Maintain a community presence through (PSAs, press release, social media)
- Applied to IRS to receive 501(c)3 letter
- Developed and maintained credible reputation in community
- Maintain Fiscal Control & Security Policies
- Developed expertise in program area in your community



There is no "I" in Team

Who makes up a Grants Team?

- Project Developer
- Researcher (Statistics and Funding Opportunities)
- Runner
- Proposal Writer
- Draft Reviewer/Proofreader
- Treasurer/Grant Fiscal Administrator
- Program Director

GLOSSARY OF TERMS

- ✓ **501(C)3.** Section of IRS Code that exempts charitable, religious, scientific, literary, and educational organizations from federal taxation and able to receive tax deductible donations
- ✓ **990.** IRS Return for exempt organizations (with more than \$50,000 revenue) to report annual information
- ✓ **990-T.** IRS Form for non-profits to report unrelated business income
- ✓ **Assets.** Cash, stocks, bonds, real estate, furniture, equipment, and other holdings of a corporation, foundation or nonprofit organizations. (Tangible/Intangible)
- ✓ **Assurances and Certifications.** Documents that attest to the fact that your organization complies with government regulations; attachment to government grant applications
- ✓ **Audit of Financial Statements.** An examination of financial documents by a CPA to render an opinion as to the fairness, consistency, and conformity to generally accepted accounting principles
- ✓ **Authorized Organization Representative (AOR).** Person who is approved to submit a grant application on behalf of an entity.

- **Benchmark.** Criterion against which progress or performance is measured
- **Bricks and Mortar.** Informal term referring to capital funds used for construction or remodeling.
- **Bylaws.** Rules governing the internal operation of a corporation or nonprofit organization
- **Capacity Building.** Increasing the scope or reach of the organization.
- **Capital Assets.** Tangible or intangible assets having a useful life of more than one year which are capitalized
- **Capital Expenditures.** Expenditures to acquire capital assets or additions, improvements, modification, replacements, rearrangements, renovations or alterations to capital assets.
- **Carryover.** Funds from one program year that may be used in the next program year.
- **Catalog of Federal Assistance (CFDA).** Historical database of federal programs providing grants and cooperative agreements.
- **Challenge Grant.** A grant that is awarded on the condition that other funding is secured.

- ❑ **Close Date.** Deadline by which application/proposals will be accepted
- ❑ **Cold Call.** A solicitation made without prior contact
- ❑ **Commitment Letter.** Written from one party to a 2nd party; indicates what the first party will provide and receive during the grant period
- ❑ **Competitive grant.** Discretionary grant funds that will be distributed based on open competition
- ❑ **Cost-Benefit Analysis.** Process to determine the effectiveness of expenses in relationship to the objectives
- ❑ **Cost Sharing.** Portion of project cost not paid by Federal agency
- ❑ **Data Universal Numbering System (DUNS).** Unique organization identifier provided by Dunn and Bradstreet
- ❑ **Declining Grant.** Multiyear grant with diminishing payouts each year
- ❑ **Direct Costs.** Expenses associated with a cost center (or program) such as labor, supplies, equipment, travel, etc.
- ❑ **Discretionary Grant.** Competitive grant of the federal government
- ❑ **Fiduciary.** An individual or entity responsible to manage assets for the benefit of others
- ❑ **Financial Statement.** Presentation of financial data including the balance sheet(statement of financial position as of date), income statement (statement of activities), and statement of cash flow

- ✓ **Fiscal Agent.** Organizations that manages funds for other organizations
- ✓ **In-Kind Contribution.** Donations other than cash.
- ✓ **Indirect Costs.** Costs incurred by organization to support a program or support the organization; administration and fundraising expenses; overhead
- ✓ **Intangible Property.** Assets such as are stocks, copyrights, trademarks, patents, royalties, and goodwill
- ✓ **Logic Model.** A picture of how your organization does it work; the theory and assumptions underlying the program
- ✓ **Matching Funds.** Cost sharing. Funds are provided by the grantee or a third party contributes funds to the program (may be cash or in-kind if allowed by funder)
- ✓ **Notice of Intent (NOI).** Published by an agency stating that they intend to publish a Notice of Funding Availability in the future
- ✓ **Outcome.** What the client will be capable of doing/knowing after the objectives have been achieved; the results of the program activities
- ✓ **Performance Goal.** A target level of performance expressed as a tangible, measurable objective, against which actual achievement can be compared, including a goal expressed as a quantitative standard, value or rate

- ✓ **Program Income.** Gross income earned that is directly generated by a supported activity or earned as a result of a grant award; with permission program income may be used to meet cost sharing
- ✓ **Qualitative Research.** Evaluating information about the attitudes and behavior of an organization and its constituents
- ✓ **Quantitative Research.** Evaluation information in numerical or objective form of an organization and its constituents
- ✓ **RFA.** Request for Application
- ✓ **Root Cause.** Primary source of problem (primarily put in program design)
- ✓ **SAM.** System for Award Management
- ✓ **SWOT.** Strengths, weaknesses, opportunities and threats; component of planning process to examine internal strengths and weaknesses of an organization within its market
- ✓ **Unallowed Costs.** Expenses that cannot be included in direct expenses or indirect expenses for government grant budgets.
- ✓ **Unrelated Business Income.** Revenue from activities that are not directly related to the nonprofit organization's exempt purpose; reported on form 990-T



Identifying Grant Opportunities

- Grant opportunities are found in a number of ways
 - www.Grants.gov (Federal Grant opportunities)
 - www.CFDA.gov (Federal Grant opportunities)
 - www.Federalregister.gov (NOFA published)
 - www.Foundationcenter.org (Foundation Grantmaking info)
 - www.guidestar.org (990s for Foundation & Nonprofits)
- Small business contracts
 - www.fedbizopps.gov

TYPES OF GRANTS COMMONLY SOUGHT:

- FEDERAL GRANTS
- FOUNDATION GRANTS

FEDERAL GRANTS REGISTRATION

- Obtain Employer Identification Number (EIN) also known as (TIN)
- Obtain a Digital Universal Numbering System (DUNS) number
 - Information needed:
 - Name of Organization
 - Address
 - Name of Owner or CEO
 - Type of legal structure (corporation, partnership, etc.
 - Year organization started
 - Primary type of business
 - Number of full-time and part-time employees

FEDERAL GRANTS REGISTRATION

- Register the business with System for Award Management (SAM) @ sam.gov
 - Information needed:
 - EIN or TIN
 - DUNS Number
 - Type of Entity (corporation, nonprofit, etc.)
 - Want to be eligible for grants and other financial assistance?
 - Commercial and Government Entity (CAGE) Code. You will be assigned one if you don't already have one.
 - Bank Name, Routing Number, Account No. (Make sure names match on all systems and accounts)
 - Type of Account
 - Point of Contact for ACH, remittance and accounts receivable

FEDERAL GRANTS REGISTRATION

- Staff or outside consultants register on grants.gov to be an AOR of your organization.
 - The AOR creates a profile with username and password which will be electronic signature.
 - POC will receive email notification of AOR registration
 - POC must login to grants.gov and approve AOR
- Register with the department e-Portal (NIH, DOE, etc.)

THINGS TO CONSIDER WHEN APPLYING FOR FEDERAL GRANTS

- Search announcements and read summary and full announcement:
 - Determine if organization is eligible, if project is eligible and if want to apply
- Reasons not to apply:
 - Too close to deadline
 - Too costly to prepare proposal
 - Reporting requirements outweigh value of grant
 - Will require too much change to program to meet NOFA guidelines
 - Too competitive (need more capacity building)
 - Can't raise matching funds

THINGS TO CONSIDER WHEN APPLYING FOR FEDERAL GRANTS

- Visit Department/Agency/Program website for additional information (FAQ sheet, Webinars, Technical Meetings)
- Obtain copy of grant management policies for that Department
- Obtain copy of OMB's Final Regulations on Federal Awards



Let's Get
Organized!

The Plan...

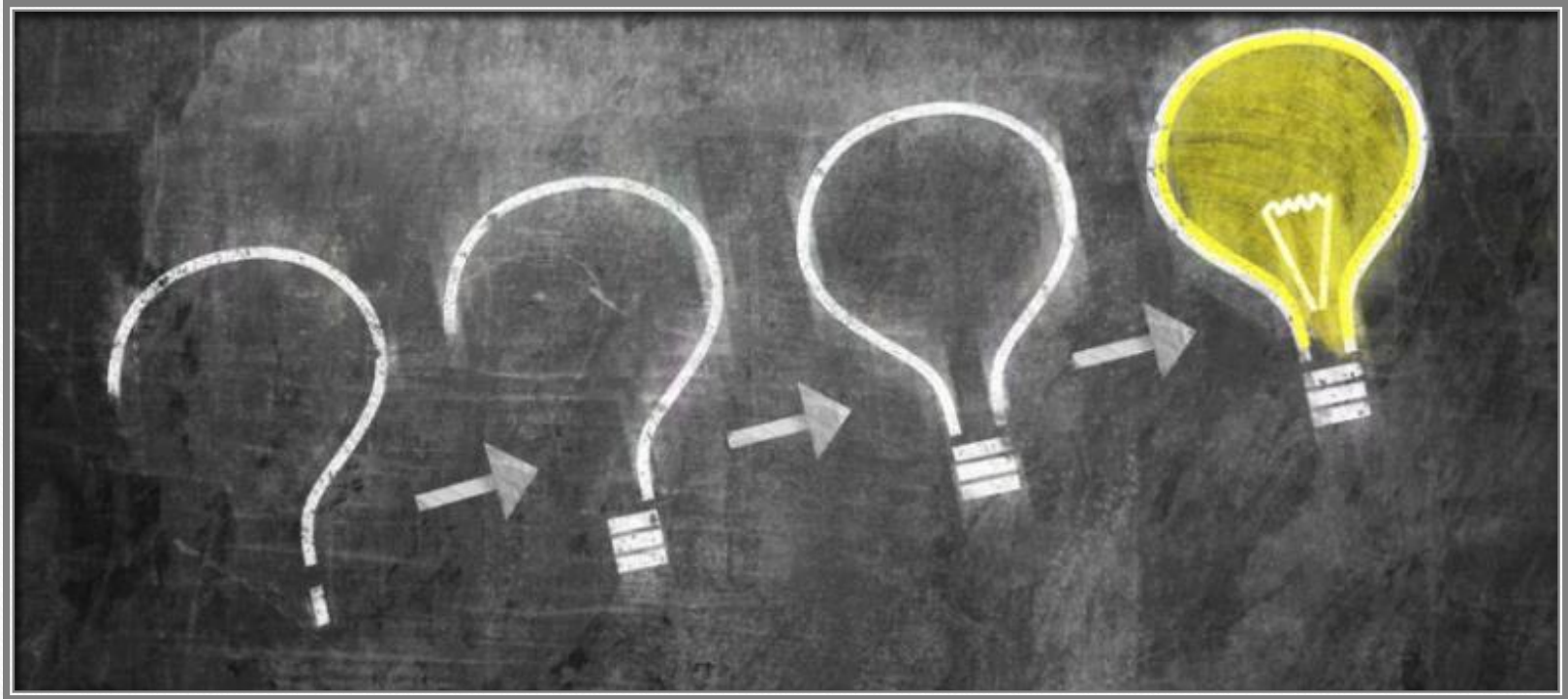
- Will use the announcement, NOFA, and any other additional pertinent data gathered to prepare a working summary to distribute to "the team".

Work Plan/Summary

- Working summary includes:
 - Project design information
 - Detailed Narrative including section titles and order
 - Specific information answered in each section of narrative
 - Forms and attachments
 - Budget and Cost Sharing Guidelines
 - Who in your organization will provide the information
 - Deadlines to provide this information to grant writer

Research and Stats

- WWW.FEDSTATS.SITES.U.S.A.GOV (Portal for statistics gathered by Federal Agencies)
- WWW.INDEPENDENTSECTOR.ORG (Portal that provides industry standard for value of volunteer time)
- WWW.DOL.GOV (Portal provides average salary info)
- WWW.CENSUS.GOV (Portal where data is published)



Why a Logic Model

Logic Model Approaches

- Theory Approach Model. Built from big picture thoughts and ideas used to make the case why you think your program will work
- Outcome Approach Model. Connect resources and/or activities with desired results using a change theory; useful for effective evaluation and reporting
- Activities Approach Model. Maps the process of program implementation; useful for management of program

Basic Logic Model Template

PROCESS			OUTCOME	
Input/ Resources	Activities	Outputs	Outcomes	Goals
The resources dedicated to or Consumed by the project, e.g. funds, staff, community support, participants.	What the project will do with the inputs/resources provided and the method used to accomplish program goals, e.g., classes, counseling, training.	The measurable products of a project's activities or units produced by a program, e.g. number and type of clients served, number of policies developed, number of events planned.	The change or improvement that occurs as a result of the project, short term and immediate indicators of progress toward a goal, e.g., collaborative partnerships, improved family functioning or school performance.	Long term desired program outcomes or effects, e.g. resilient community, economic self-sufficiency, violence prevention.

A logic model is a systematic and visual way to present relationships among resources available to operate a program, the activities, and changes/results you hope to achieve

- It requires systematic thinking and planning
- It points out areas of strength or weakness
- It strengthens the case for program investment

Write, Write, Write

- Write in present or future tense
- Be direct
- Use concise language
- Use same verb tense within the proposal
- Check for errors
- Familiarize with APA style



Don't Forget the Budget



Questions to consider for budget analysis:

- Is the program budget under the ceiling?
- Is the program for the correct number of months
- Does the match meet the minimum requirements?
- If points or priority given for additional minimum, do you want to increase the match?
- Are all expenses allowable in a federal budget?
- Are all of the require program cost included in the budget?

TYPES OF FOUNDATION GRANTS

- **Private individual foundation – funded by one person**
- **Private family foundation – funded by several related persons**
- **Private corporate foundation – funded by one corporation**
- **Community Foundation – receives gifts from public/foundations, but distribute grants within geographic location**

- Operating Foundation – private or public foundation that can operate its own programs and may also distribute funds by grants to non-profits
- Public Charity- funded by the public
- Special Purpose Foundation- Only distributes grants to one organization

FOUNDATIONS

- *EXAMPLES OF FOUNDATIONS:*
- BILL & MELINDA GATES FOUNDATION
- W.K. KELLOGG
- FORD FOUNDATION
- BLACK BELT COMMUNITY FOUNDATION
- MIKE AND GILLIAN GOODRICH FOUNDATION
- DANIEL FOUNDATION

FOUNDATION GRANTS

- **Request for Proposals
(RFP)**

- Each RFP listing provides a brief overview of a current funding opportunity offered by a foundation or other grantmaking organization.

Wrapping up...



Do your Homework

- Pay attention to the news AND notice the trends
- Know the in's and out's of your organization
- Always update your material and stats
- Look at all agencies for funding opportunities
- Look for more than one funding source
- Don't overlook grants with small award amounts
- Capacity Building! Capacity Building! Capacity Building!
- Research your competitors or past recipients
- *****Start early*****

TIME SENSITIVE

**GRANTS HAVE
DEADLINES**

**THERE ARE NO
EXCEPTIONS!!!!!!**

CONTACTING YOUR REPRESENTATIVE

- Grant Research
- Letters of Support

Guide to Grants

<http://www.sewell.house.gov/>



Welcome to the *Guide to Grants!*

I am honored to represent the 7th Congressional District of Alabama. One of the most important responsibilities as your representative is to provide you with information about funding opportunities. Now more than ever, grant opportunities are vital to the success of our local governments, organizations and other entities. This weekly guide will identify federal and foundation grant opportunities to assist you in goals for our communities. This Guide will include links to grant writing resources to help you make your proposals more successful. This Guide will also describe new funding opportunities for economic development, infrastructure, healthcare and educational projects as examples. In addition, I am pleased to provide a Letter of Support for grant application projects in the 7th Congressional District of Alabama. Please let us know when grants are awarded, especially if you found the opportunities in the *Guide to Grants*.

For more information, please visit the website at <http://sewell.house.gov/> and you can subscribe to *Guide to Grants* at: <http://sewell.house.gov/contact-me/newsletter> or call 202-225-2665. Previous editions of the Guide to Grants are archived at <http://sewell.house.gov/guide-grants>.

Recent News

- [Congresswoman Terri Sewell: Press Releases: Congresswoman Sewell Announces that President Obama Declares a Major Disaster in the State of Alabama](#)

Funding Alert

- [USDA Announces \\$78 Million Available for Local Food Enterprises | USDA Newsroom](#)



CONGRESSWOMAN TERRI A. SEWELL — REPRESENTING ALABAMA'S 7TH DISTRICT

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[HTTP://www.Sewell.House.Gov](http://www.sewell.house.gov) | Phone: (202) 225-2665 | Fax: (202) 226-9567

LETTERS OF SUPPORT

- **MEMBERS OF CONGRESS
MAY OFFER LETTERS OF
SUPPORT FOR PROJECTS
WITHIN THE DISTRICT**

QUESTIONS?



Contact Information

- **Nyaesia Campbell**
- Grants Coordinator
- Constituent Service Representative
- U.S. Representative Terri Sewell (AL-7)
- 2 20th Street North, Suite 1130
- Birmingham, AL 35203
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