

# AFP Summer Institute

## June 21, 2010



### PRESENTED BY:

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# Grants 101

The Foundation of a  
Successful Grant Program

# Grant Landscape

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- Total foundation giving decreased 8.4% between 2008 and 2009.
- Corporate giving declined 3.3%.
- Independent foundations declined 8.9%.
- Community foundation giving fell 9.6%.

# Grants by Subject

South Region, 2007

# Anticipated Changes in Foundation Giving, 2010

# Before the Proposal

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- Step 1: Planning—Broadly

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- Step 4: Fund Raising Research

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- Step 2: More Planning—Assess Key Issues
- Step 3: Still More Planning—Details
- Step 4: Fund Raising Research
- Step 5: Apply for a Grant

# The Foundation Center

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- Web Page: [www.FoundationCenter.org](http://www.FoundationCenter.org)
  - Latest Philanthropy News
  - Research including FC statistics and Trend Analysis
  - Virtual Classroom covering topics such as:
    - Proposal Writing Short course
    - Guide to Funding Research
    - Demystifying the 990-PF
    - Wealth of other information

# Research Resources

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- Foundation Center: [FoundationCenter.org](http://FoundationCenter.org)
- Foundation Directory Online (available at CCPL Main Library)
- [StateLibrary.sc.gov/docs/grant/foundation2010.pdf](http://StateLibrary.sc.gov/docs/grant/foundation2010.pdf) (lists all SC foundations)
- [GrantSelect.com](http://GrantSelect.com)
- The Grantsmanship Center: [tgci.com](http://tgci.com)
- Foundation-specific web sites
- Specific corporate web sites
- [Grants.gov](http://Grants.gov) (prepare for frustration!)
- Catalog of Federal Domestic Assistance: [CFDA.gov](http://CFDA.gov)
- [StimulusWatch.org](http://StimulusWatch.org); [Stimulus.sc.org](http://Stimulus.sc.org)

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## TIPS

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- Don't create a new program to satisfy a grant announcement.
- Partner with other nonprofits.
- Determine what funder prefers to fund: things, programs, general operating, etc.

# Engagement

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- Think beyond the proposal.
- Determine relationships between your board and a foundation board.
- Invite contacts to visit.
- Ask them questions. Take notes.
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## TIPS

- Distribute a list of foundation board members at your board meeting and ask who knows whom.
- Some foundations will give feedback on your proposal before the deadline.

# Engagement Resources

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- Foundation Center
- Foundation web sites
- Coastal Community Foundation
- 990 searches
- Your organization's governing board

# Proposal Parts

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## **EXECUTIVE SUMMARY**

- Succinct but descriptive.

## **STATEMENT OF NEED**

- What problem are you going to solve?

## **PROJECT DESCRIPTION**

- How will you solve the problem and when? How will you measure success?

## **BUDGET**

- Cost of program, funding from other sources.

## **ORGANIZATION HISTORY AND MISSION**

- Be brief.

# Proposal

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## TIPS

- Never appear desperate.
- Use clear, concise language. Avoid acronyms.
- Avoid “numbers numb.”
- Emphasize sustainability.
- Can the program be replicated or used as a model elsewhere?
- Show community support: volunteers

# Proposal

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## MORE TIPS

- Have someone unfamiliar with your institution read your proposal.
- Don't be greedy. Stay within a funders' average award range.
- Get your financial house in order. Explain budget discrepancies.
- Don't ignore the project budget.
- If your proposal isn't accepted, ask why

# Proposal Resources

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- [NPGuides.org](http://NPGuides.org)
- [GrantProposal.com](http://GrantProposal.com)
- [FoundationCenter.org](http://FoundationCenter.org)
- [WashingtonGrantMakers.org](http://WashingtonGrantMakers.org) (application sample)
- Demographics Now (online with CCPL card)
- [FedStats.org](http://FedStats.org) (statistics from 100 federal agencies)
- [ePodunk.com](http://ePodunk.com) (off-the-wall community stats)
- [Abstract.sc.gov](http://Abstract.sc.gov) & [ors.sc.gov](http://ors.sc.gov) (SC stats)
- [Bcdcog.com](http://Bcdcog.com) (Tri-county data)

# After the Award

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- Follow all reporting guidelines.
- Celebrate your grant successes to ensure repeat funding.
- Send OCCASIONAL updates that illustrate the difference the grant is making.

# Charleston Association of Grant Professionals (CAGP)

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- Place: Charleston County Public Library, Calhoun Street
- Time: 5:30 – 7:15 p.m.
- Upcoming Meetings:
  - Tuesday, July 20
  - Tuesday, August 17
  - Tuesday, September 21

Meetings are free and open to anyone



Please email us if you  
have questions or need  
some extra help.

Good Luck!