K-STATE
Research and Extension

Grant Writing

A Tool for Making Change

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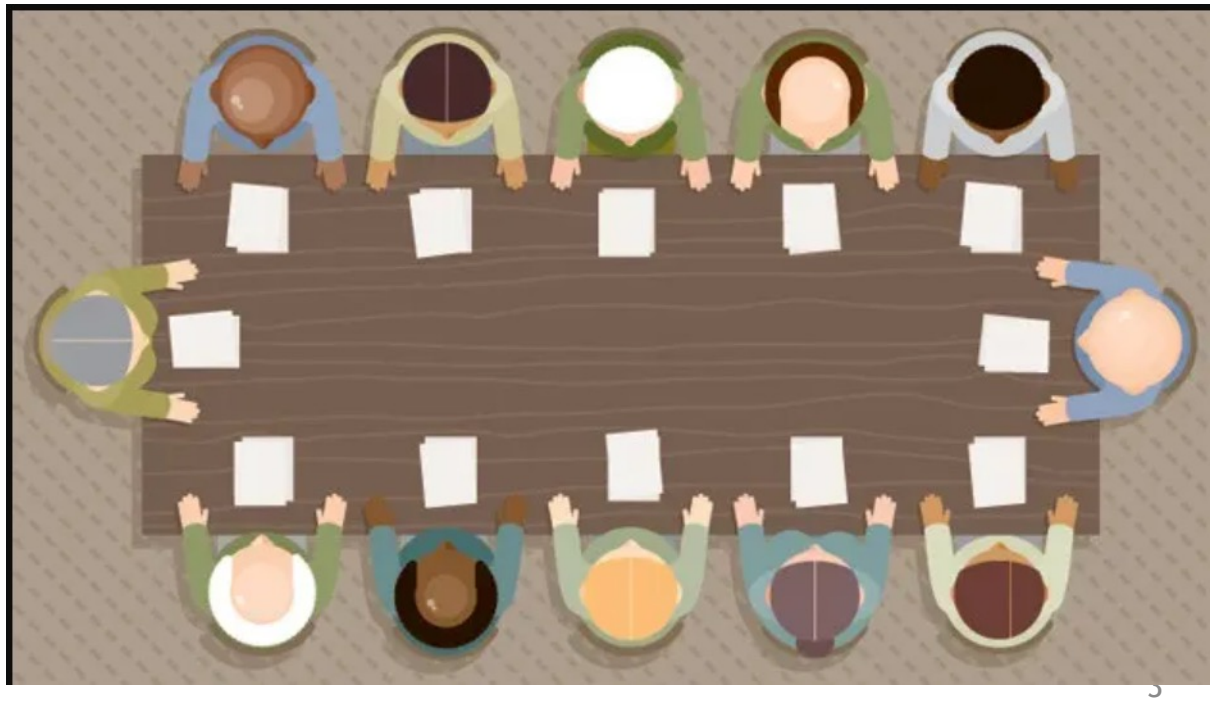
Ask Me Anything: Chat with the People
Who Help Write Grants for a Living
Grant writing teams from our state's universities
2 p.m., Menninger Boardroom

My Story

Director of Success By 6 for United Way of Greater Topeka

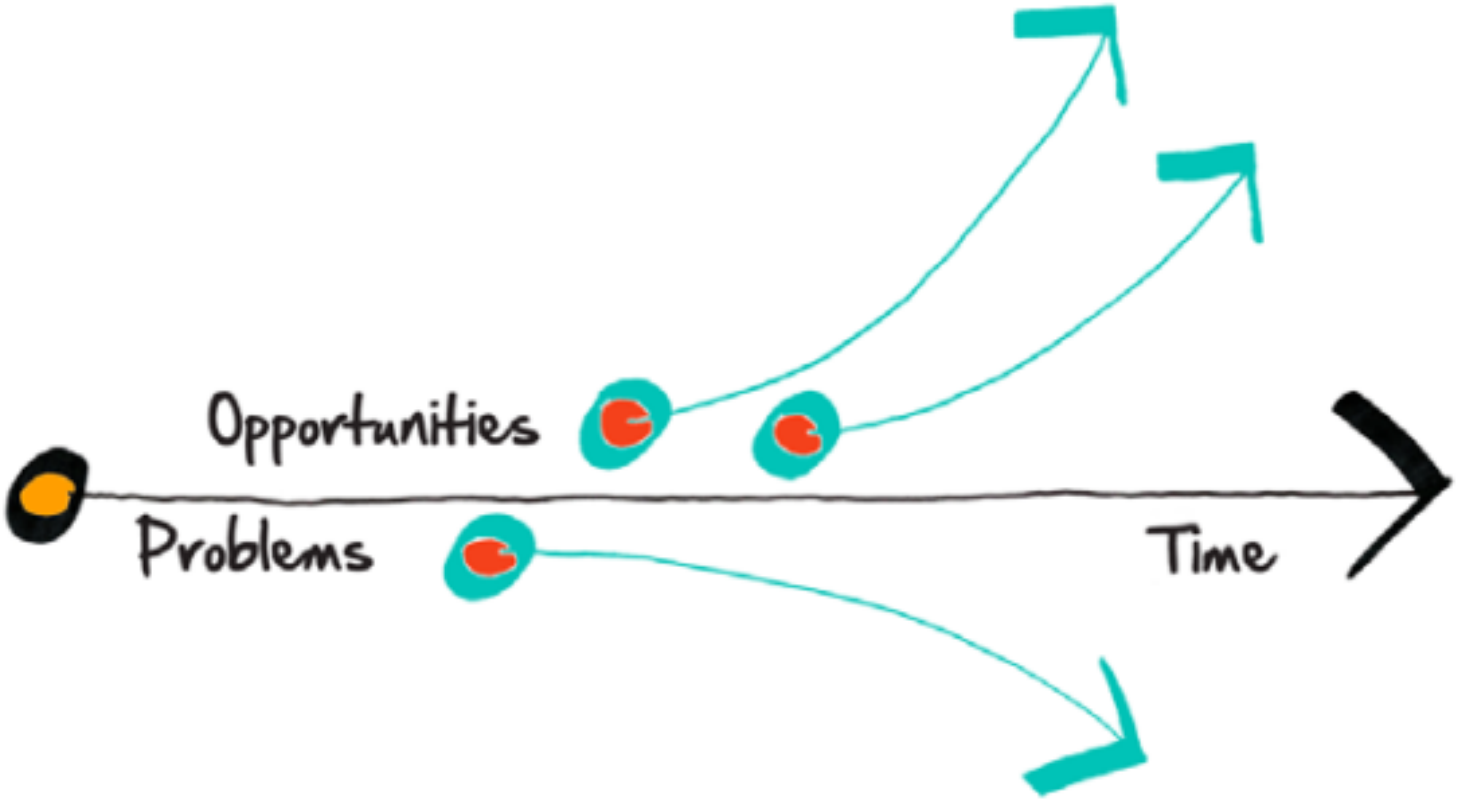
- A collaboration of community agencies and individuals
- Mission: ***To create a community where every child has the keys to success by the age of 6.***
- Pooled resources/common vision.

Grants made us flourish.



Asset Based Community Development

People move in the direction of their conversations



Don’t Chase Money, Chase Outcomes

- **Just Start**
  - **Grant writing isn’t the hardest part; the hardest part is a plan.**

✓ What is the problem or opportunity here?

✓ What change is possible?

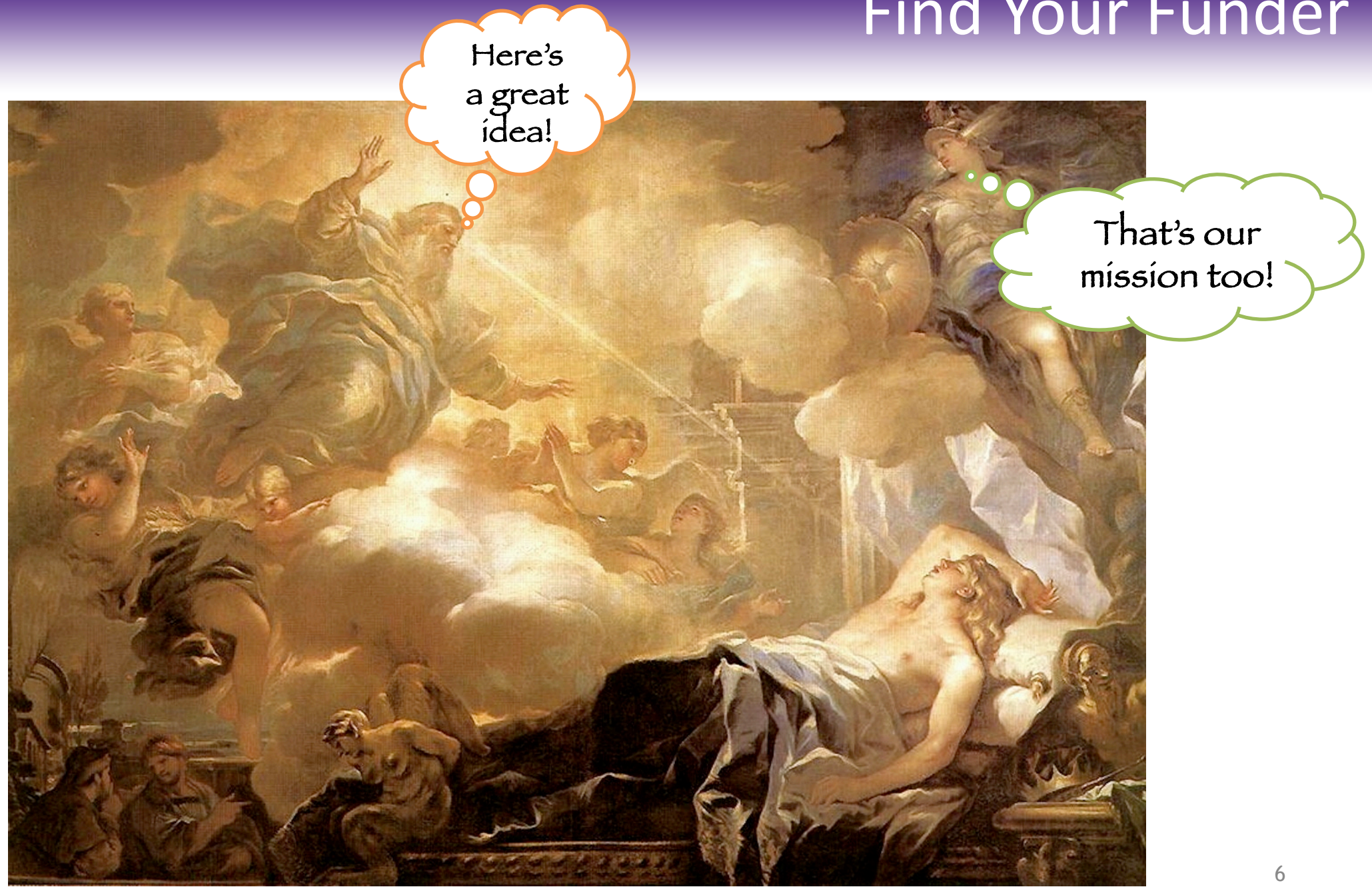
✓ What will we do?

✓ How will we measure success?

“Sometimes when you chase your dreams, you catch them.”

Steve Radley II

Find Your Funder



What's in it for them?

An Investment:

in achieving the funder's goals.

A Formal Partnership

for the purpose of producing change.

Research

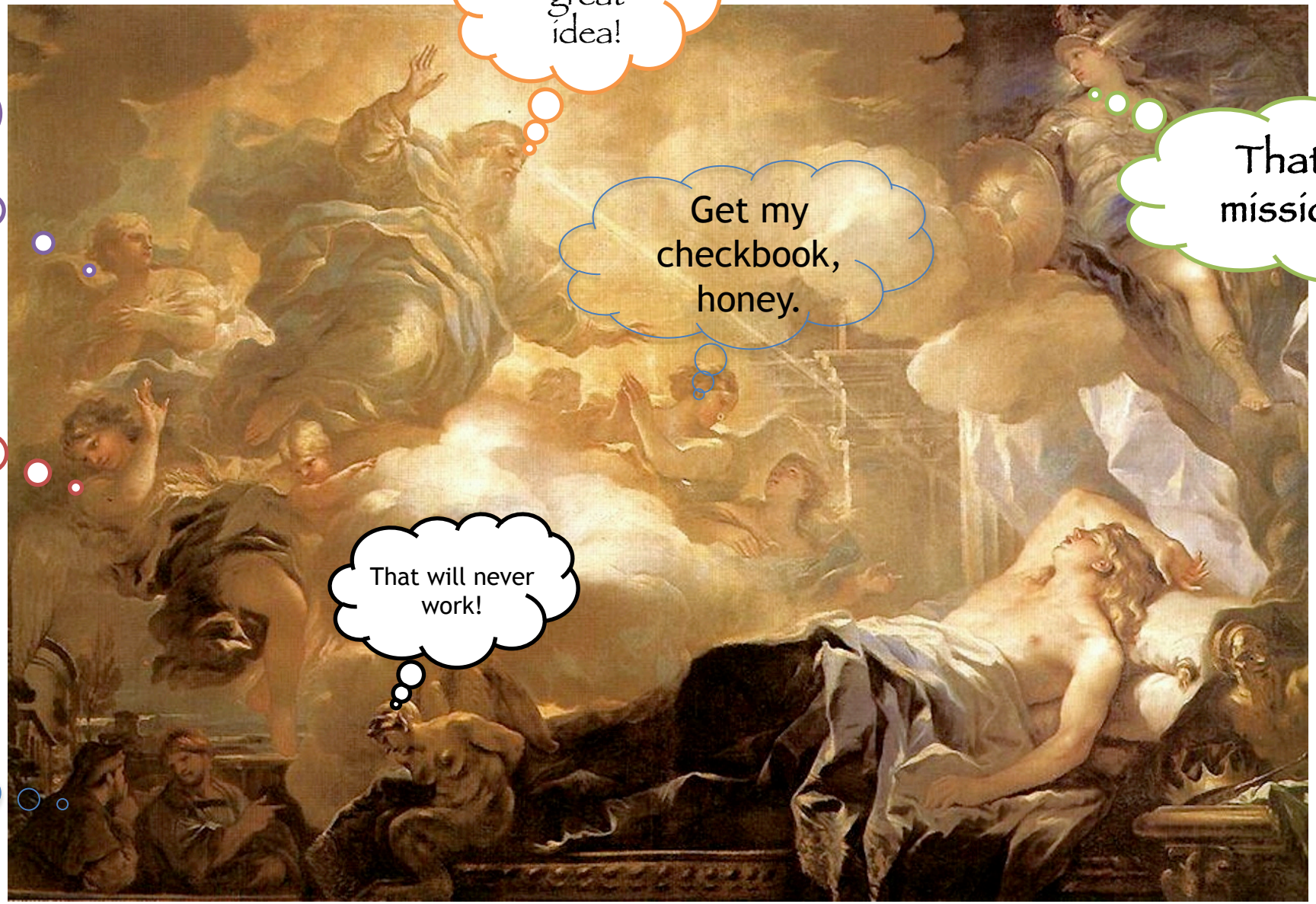
- What are they trying to achieve?
- What have they funded?
- Sign up for e-news and follow them on Facebook.

Sources: Foundation Website, Social Media, Annual Reports.

Keep your own social media and websites up to date.

  - They're researching you too.

Gather Your Partners



Guiding Principles

- Focus on the **beneficiaries**- not on the applicant organization.
- Provide **evidence** that the problem exists in the service area.
- Involve those affected in designing it.

We're Here to Help

KSRECV@KSU.edu

Grant Writing Basics

What you will learn:

- Sources of data for community needs.
- Where to find grants.
- Elements of a great grant proposal
  - Problem/Opportunity
  - Outcome
  - Activity
  - Evaluation
- Practicing the grant elements

This is Jan

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- Grant Searches
  - Where are you located?
  - What do you want to fund?
  - How much do you need?

KU Center for Public Partnerships and Research

Jenny Memmott

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Relationships

- Cultivate relationships before you ask for money.
- Many Foundations value learning about your organization and how you fit into the bigger picture of systems change.
- Provide an introduction and ask to learn more about their priorities.
- Respect their time and appreciate their limitations.
- Don't be presumptuous.

"The best time to make friends is before you need them."

Ethel Barrymore, Actor

Realistic

- Private foundations have funding priorities and parameters established through the board and staff.
- There is still value in sharing your organization's story and starting a relationship.
- Be realistic about what you need. Don't leave money on the table, but don't ask for more, expecting they will cut it.
- Foundations aren't there to rescue your organization, they are making strategic investments.

Responsive

- Acknowledge the foundation's response as quickly as possible and thank them.
- Every grant you receive is an audition for the next one. If you don't do the reports and ignore emails, you're not likely to receive the next grant.
- Always be ready to answer this question: *in what specific ways can funding advance your mission and goals.*

Guiding Principles

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Outcomes

Outcomes: are the expected benefits a program will produce during the grant funding period.

The connection between the problem and the expected outcomes must be direct.

Designing the Evaluation

A good evaluation is

- An essential part of planning a program and may begin before the program is launched.
- Right-sized: appropriate for the scope of the program
- Systematic
- Integrated with Program Activities

Activities

Major tasks the program will complete.

- Activities cost money and form the basis for the budget.
- If it's in the narrative, it should be in the budget.

Developing Smart Outcomes

Are they SMART?

Specific

Measurable

Achievable

Relevant

Time-limited

SMARTIE Outcomes

Strategic: *an important dimension of your priorities.*

Measurable: *definable standards of measurement.*

Ambitious: *a stretch for the organization.*

Realistic: *acknowledges limits of resources.*

Time-bound: *a clear deadline.*

Inclusive: *shares power with traditionally marginalized.*

Equitable: *seeks to address systemic inequity,*

https://www.cdc.gov/cancer/nccdphp/pdf/smartie-objectives-508.pdf

What are the Magic Words?

GENERAL INFORMATION FOR PARSONS AREA COMMUNITY FOUNDATION GRANTS

2024 Grant Applications may now be submitted with deadline of midnight January 31, 2024.

The Community Foundation is a unique charitable organization established to benefit the residents of Parsons and the surrounding area… within a 25-mile radius of Parsons.

Program areas: Arts and culture, education, health, parks and recreation, social services, or civic improvements and affairs.

Elements we are looking for:
1. A program or project positively impacting local citizens and/or the community
2. Programs that develop competencies, skills, and healthy habits enabling individuals to live fuller, more productive and healthy lives
3. A proposal that addresses a significant need affecting a broad segment of our population or special population
4. Promotes the cooperation of two or more agencies to avoid duplication of services
5. Organizations demonstrating the capacity to provide the necessary services with good administrative and financial management
6. Evidence of support from volunteers and in-kind resources to sustain the program

In the past, approximately 25 grants have been awarded each year, ranging from $500 to $50,000. However, the typical grant amount is in the $1000 to $5000 range. Grant proposals showing either internal fundraising efforts or collaboration with other organizations are generally viewed more favorably than those proposals asking PACF for the entire amount of funding necessary to complete their project.

Parsons Area Community Foundation

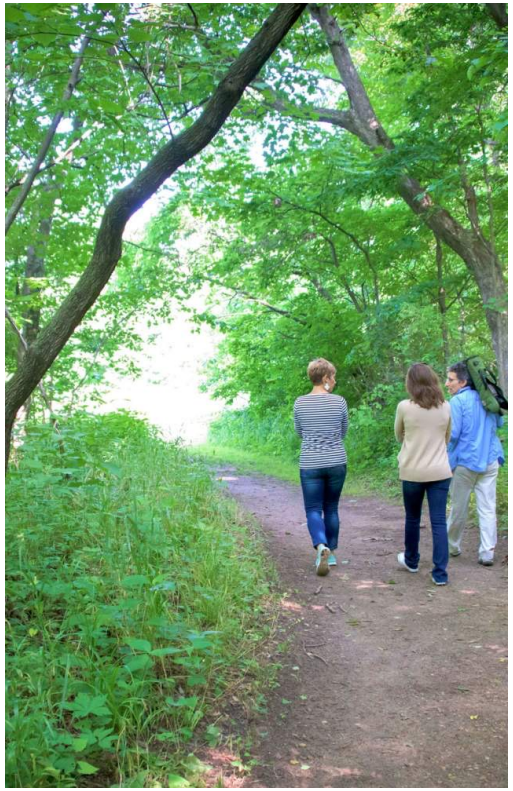
GRANTS IN ACTION: The Parsons Community Garden (PCG) started in 2010 and occupies two residential lots of FEMA buyout land. Before the 2003 tornado, this centrally located land had residential homes but after the tornado it was discovered that the land was in a 100 year flood plain even though the area had not flooded in anyone's memory. The City of Parsons has given the PCG a long term lease for the property. Additional space is available if more land is needed.

PCG was founded with the goal of providing people the opportunity to grow healthy food, be physically active, and interact with others while also reducing their food costs. The PCG promotes accessible, inclusive gardening to people of all ages, health conditions, and disabilities. With an average annual membership of 80 members, PCG offers membership dues on a sliding scale based on need. Approximately 65% of its members participate at no cost. This increases the need for private donations since the paying members cannot support all the costs of needed garden improvements.

To make improvements for individuals with mobility issues, problems with strength or fatigue, and other disabilities, the grant received from the Parsons Area Community Foundation provided funds to purchase raised hose reels, adapted tools, and soil improvement for four-foot square totes. These improvements have allowed gardeners of all abilities and ages to join. The PCG has 87 active members this year – some individuals admitted they joined because the easy use of the hose reels and adapted tools removed a barrier for them. We are very grateful for the support of the community foundation.

Donor-Advised Funds

- Community Foundations manage funds designated by families.
- Who might want to support what we do?



Nothing in this world can take the place of persistence. Talent will not; nothing is more common than unsuccessful men with talent. Genius will not; unrewarded genius is almost a proverb. Education will not; the world is full of educated derelicts. Persistence and determination alone are omnipotent.

- *Calvin Coolidge, American President*