

The background of the slide features a photograph of wide, light-colored stone steps leading up to a wall made of large, rectangular stone blocks. A bright spotlight beam shines down from the upper right corner onto the steps. A small child is standing on the steps near the bottom right, looking up towards the wall.

GRANT WRITING 101

STRATEGIES FOR FINDING AND WINNING GRANTS

MAY 24, 2022

CASE MANAGEMENT REDESIGN:
CAPACITY BUILDING LEARNING COLLABORATIVE

HEALTH MANAGEMENT ASSOCIATES

AGENDA

- Identifying the Right Grant Opportunities
- Preparing to Apply
- Strategies for Developing a Winning Application
- Designing Measures to Track Success



LEARNING OBJECTIVES

1. Understand how to identify the right funding opportunities for your organization
2. Support strategic decisions about whether or not to apply for a grant opportunity
3. Learn concrete strategies for developing a winning application



POLL

On a scale of 1 (not at all comfortable) to 5 (extremely comfortable), how comfortable do you feel helping your agency apply for grants right now?

Have you ever applied to a Foundation to get grant dollars? Yes/No/Not Sure

Have you ever applied to a Government Request For Proposals (RFP) to get grant dollars?
Yes/No/Not Sure





IDENTIFYING THE RIGHT GRANT OPPORTUNITIES

HEALTH MANAGEMENT ASSOCIATES

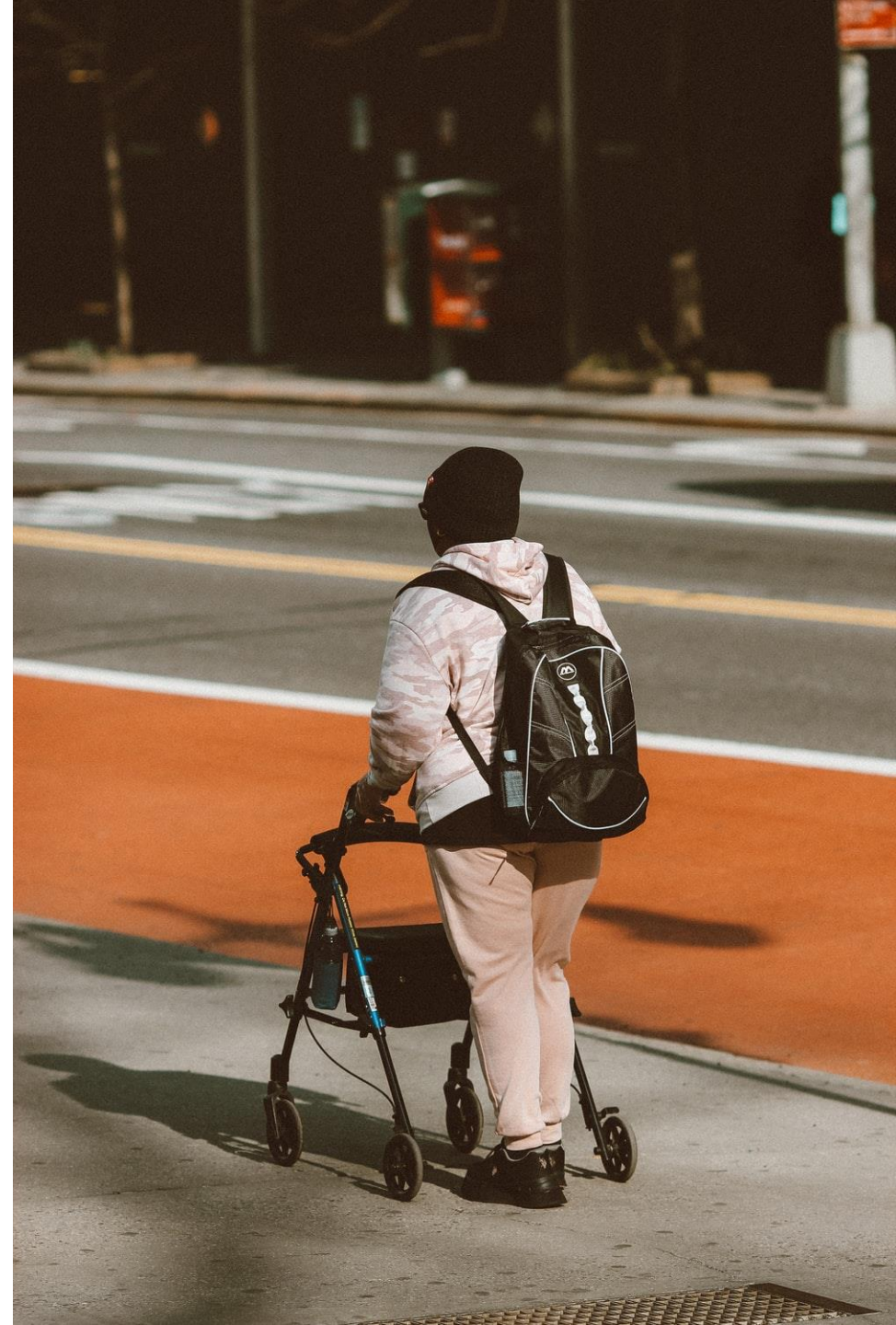
WHY APPLY FOR GRANTS?

- Allows your agency to better meet evolving community needs
- Enhances resources available to better support your community



HOWEVER, BE MINDFUL WHEN APPLYING

- Every grant comes with its own “cost” (e.g., time, start up costs, requirements)
- Risk of ‘chasing funds,’ which can shift you away from your mission in unintended ways



MANY TYPES OF GRANT MAKERS

- Private Funders:
 - Independent Foundations
 - Corporate Foundations
 - Community/Public Foundations
- Government Grants:
 - Local, State, Federal



WHERE TO BEGIN

- Start with a needs/gap assessment
 - For your community
 - For your organization
- Then start your research:

Funder	Funder Type	Relevant Priority Area(s)	Description	RFP Deadlines/Release Date?	Link for More Information
Bank of America	Corporation	Nonprofit Grant Funding or Sponsorships for an Event. Delaware is one of their geographic focus areas	In 2022, the Bank of America Charitable Foundation will issue two requests for proposals (RFPs) on the priority focus area of economic mobility: (1) Economic Mobility focused on needs of individuals and families (workforce development & education and basic needs) Applications accepted 1/24/2022 – 2/18/2022 More details (2) Economic Mobility focused on needs of community (affordable housing, small business, neighborhood revitalization) Applications accepted: 5/30/2022 – 6/24/2022 In addition to grant funding, they would like to know what volunteer opportunities agencies have available related to your grant request (including the ability for us to provide financial education/coaching), as BOA employees are interested in volunteering at their highest levels of contribution. They are very interested in skills-based opportunities, as they allow us to offer you our most competitive asset — our talent.	Organizations can apply online at www.bankofamerica.com/foundation by selecting Apply for a Grant. Will fund an organization no more than once in a calendar year.	https://about.bankofamerica.com/en-us/what-guides-us/find-grants-sponsorships.html?cm_mmc=EBZ-EnterpriseBrand--vanity--EB01VN008A_foundation--NA#fbid=SKMAKofV22R
Delaware Community Foundation	Foundation	Overall DCF manages a whole number of other grants focused on particular areas and issues impacting the health and wellbeing of Delawareans. Money in the Fund must be used for activities in 1 or more of the following categories: (1) Opioid addiction prevention. (2) The following opioid addiction services: a. Inpatient and outpatient treatment programs and facilities, including short-term and long-term residential treatment programs and sober living facilities. b. Services relating to treating substance use disorder for the under-insured and uninsured. c. Emergency assistance relating to prescription opioids, including purchasing pharmaceuticals used to reverse the effect of an opioid	Overseen by the statewide commission. The commission is expected to meet again in March, and then quarterly after that. Members will begin developing subcommittees to help create recommendations that will be reviewed by the Behavioral Health Consortium.	New Grant Cycles opening in Spring of 2022 through January of 2023 The Secretary of the Department of Health and Social Services shall allocate the money in this Fund by awarding grants and entering into contracts. Before allocating money in this Fund, the Secretary shall review any recommendations provided by January 1 of the most recent calendar year from the Behavioral Health Consortium, Addiction Action Committee, and the Overdose System of Care Committee.	https://www.delcfd.org/grants/
Delaware Opioid Settlement Dollars					
The DuPont Foundation	Foundation		At a time of unprecedented human need, the people and companies of DuPont are stepping up around the world to help the most vulnerable and support the organizations who are delivering this essential care with equipment, grant funding, and, when safe, volunteers. In our hometown of Wilmington, Delaware, this commitment to the community remains strong as ever. This long-term support and investment are intended to foster new or support existing place-based collaborations in the Delaware communities experiencing the greatest inequities, with the long-term goal that all people and places in Delaware are thriving—no exceptions.	Effective June 27, 2016, DuPont moved to an invitation-only grant application process. You may contact their Corporate Philanthropy and Education group by email at this address to inquire about	For more information: http://www.dupont.com/corporate-functions/sustainability/outreach/corporate-giving.html

GRANT MAKER EXAMPLES

Foundation Center Online:

- <https://fconline.foundationcenter.org/>

Philanthropy Colorado:

- <https://www.philanthropycolorado.org/grant-seekers>

Colorado Dept. of Health Care Policy & Financing:

- <https://hcpf.colorado.gov/grants>

American Rescue Plan Act Roll Out:

- <https://hcpf.colorado.gov/arpa>

Colorado Dept. of Education:

- https://www.cde.state.co.us/cdelib/funding_state

Rural Health Information Hub:

- <https://www.ruralhealthinfo.org/funding>

Grants.gov:

- <https://www.grants.gov/web/grants/search-grants.html>

GRANT MAKER EXAMPLES

Colorado Health Foundation

- <https://coloradohealth.org/open-funding>

Southern Colorado Community Foundation

- <https://sccfcolorado.org/>

Colorado Developmental Disabilities Council

- <http://www.coddc.org/>

Colorado Disability Funding Committee

- <https://disabilityfundingcommittee.colorado.gov/grants>

Corning Foundation

- <http://www.corningfoundation.org/>

May & Stanley Smith Charitable Trust

- <https://smithct.org/>

Kessler Foundation

- <https://kesslerfoundation.org/grant-programs>

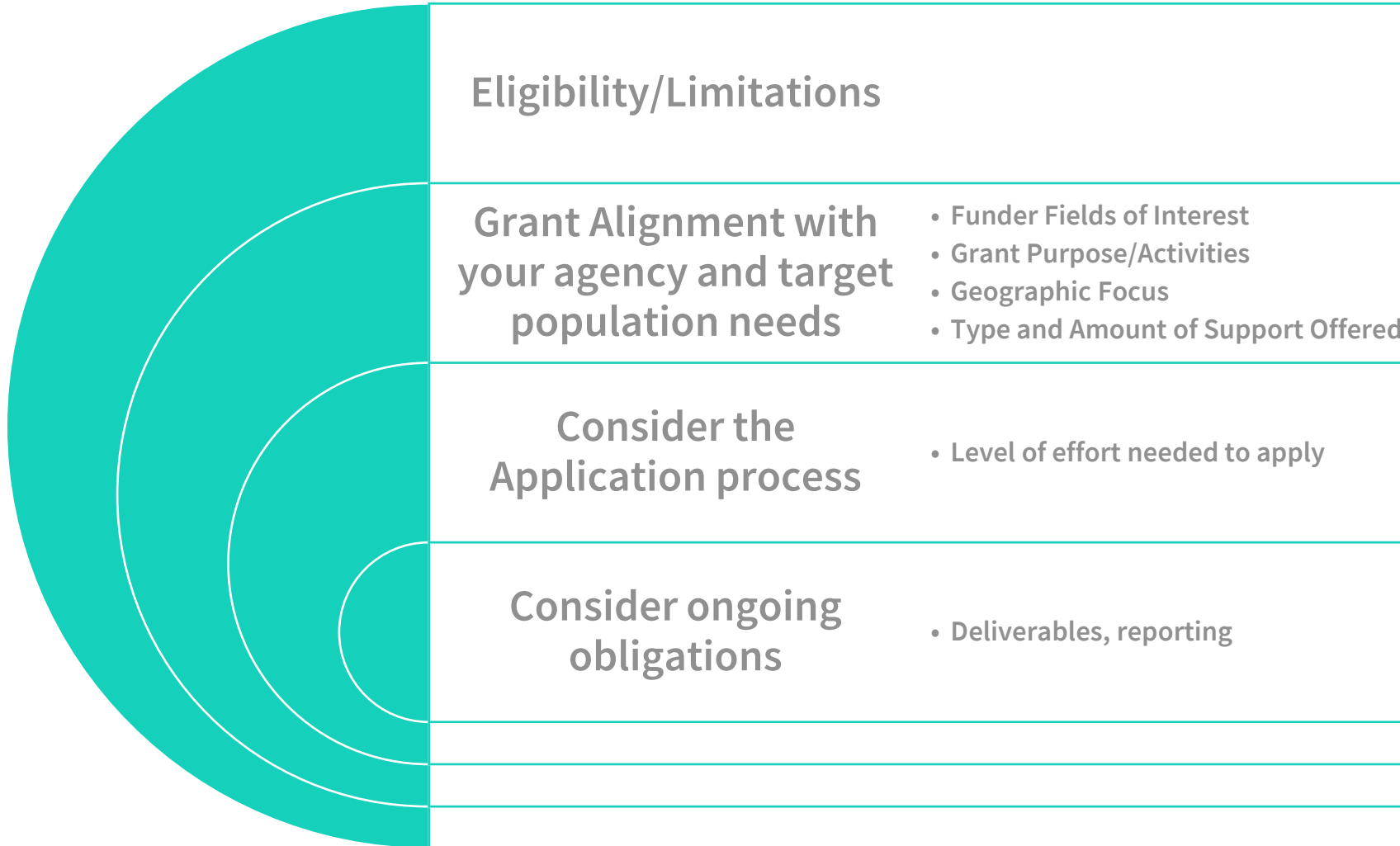
REGARDLESS OF THE FUNDER...

- Look for the match:
 - Who funds in my area of interest?
 - Who funds in my geographic area?
 - Who will provide the type of support I need?
- Refine the match:
 - Has the grant maker funded organizations like mine?
 - How much does the grant maker give to organizations like mine?



GO/NO GO DECISION

- For each opportunity, consider:



DISCUSSION

What other funding opportunities have you seen that could be helpful to agencies who support older adults or people with disabilities across Colorado?

What have your experiences been as an agency seeking out funding during the pandemic?





PREPARING TO APPLY FOR A GRANT OPPORTUNITY

HEALTH MANAGEMENT ASSOCIATES

WHAT TO EXPECT: FOUNDATIONS

- Many Foundations ask for a brief Letter of Intent and/or accept applications on an invitation-only basis
- In these cases, it can be helpful to outreach to the Foundation to introduce them to your organization and your program's alignment with their priorities
- Leverage your professional contacts and Board members to identify warm connections with Foundation staff or leaders
- Send an introductory email/letter, with the offer to meet to discuss potential grant opportunities within your shared priorities

WHAT TO EXPECT: GOVERNMENT GRANTS

- Most government funders issue a competitive Request for Proposal for grants
- Many require pre-registrations in various systems before you can apply
- For example, federal grants may require you to have:

D-U-N-S Number:
<https://fedgov.dnb.com/webform/>

Unique Entity Identifier (UEI) &
System for Award Management
(SAM):
<https://sam.gov/content/home>

Grants.gov:
<https://www.grants.gov/web/grants/applicants/organization-registration.html>

Apply

- When possible, review a prior RFP from the funder to inform your understanding of needed registrations and application content

DEVELOP FOUNDATIONAL CONTENT: *YOUR AGENCY'S VALUE STATEMENT*

Reflects an awareness of local community need

Reflects an understanding of health equity and community/population wellness

Highlights the service expertise and capacity of the organization or collective

Targets highest-need populations

Identifies unique connections to your target populations and community (language, culture, needs)

YOUR AGENCY'S VALUE STATEMENT

Who?

- Who are you as an agency? (and why are you uniquely prepared to meet the community's need?)

What?

- What will you do? (what service(s) do you provide?)

Where?

- Where will your impact occur? (the geographic area and population)

Why?

- Why are your services necessary? What sets you apart from others doing similar work?

How?

- How will you know you've made a difference in addressing the problem? What data do you have to show your impact?

DISCUSSION

Have there been any ways you have prepared for a grant opportunity that have been helpful?

What challenges have you faced when you were thinking about and/or applying for grants in the past?



A person's hand, wearing a grey sweater, is shown writing in a notebook with a blue pen. The notebook is open on a wooden desk. In the background, there is a white mug of coffee. The entire scene is overlaid with a semi-transparent blue filter. The text 'DEVELOPING A SUCCESSFUL APPLICATION' is written in white, serif, all-caps font across the middle of the image.

DEVELOPING A SUCCESSFUL APPLICATION

HEALTH MANAGEMENT ASSOCIATES

ONCE YOU HAVE FOUND AN OPPORTUNITY

- Develop a comprehensive outline
 - Includes the Funder's Questions with the Evaluation Criteria on which the application will be scored
- Prioritize application components that are worth more points
- Outreach to partners early to attain Letters of Commitment/support

***If requesting a Letter of Support from HCPF, contact the Grants team at Amanda.Jacquecin@state.co.us
For more, visit: <https://hcpf.colorado.gov/grants>***

ONCE YOU HAVE FOUND AN OPPORTUNITY

- Assign team member roles early using a workplan
- Don't forget about attachments

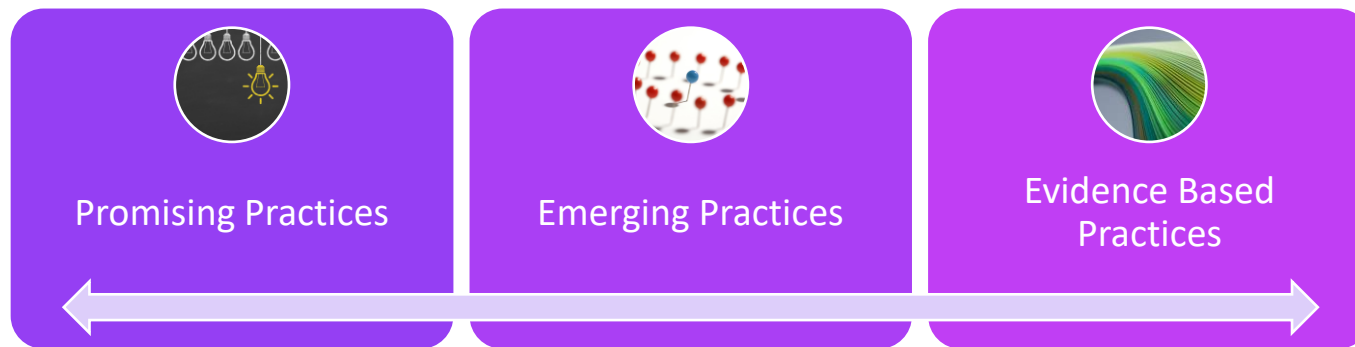
SAMHSA CCBHC-IA					
Applications are due by 11:59 PM (Eastern Time) on May 17th					
1 Project Narrative File (PNF) (one PDF for upload)				Responsible Party	Completion Status
A	Section A - Population of Focus and Statement of Need (10 points)	<p>The Project Narrative describes what you intend to do with your project and includes the Evaluation Criteria in Sections A-E. Your application will be reviewed and scored according to the quality of your response to the requirements in Sections A-E.</p> <ul style="list-style-type: none">You must use the five sections/headings listed below in developing your Project Narrative. You must indicate the Section letter and number in your response, i.e., type “A-1”, “A-2”, before your response to each question. You do not need to type the full criterion in each section. You only need to include the letter and number of the criterion. You may not combine two or more questions or refer to another section of the Project Narrative in your response, such as indicating that the response for B.2 is in C.1. Only information included in the appropriate numbered question will be considered by reviewers. Your application will be scored according to how well you address the requirements for each section of the Project Narrative.The number of points after each heading is the maximum number of points a review committee may assign to that section of your Project Narrative. Although scoring weights are not assigned to individual bullets, each bullet is assessed in deriving the overall Section score.	Sections A-E together may not be longer than 10 pages.	Michelle	Draft 1 shared
B	Section B - Proposed Implementation Approach (30 points – approximately 5 pages not including Attachment 4 – Project Timeline)			Elaine	Final draft by Wednesday, 5/12
A	Section C - Proposed Evidence-Based Service/Practice (25 points – approximately 2 pages)			Judy	Currently being edited by Steve
A	Section D - Staff and Organizational Experience (20 points – approximately 1 page)			Allenet	Final draft by Wednesday, 5/14
B	Section E: Data Collection and Performance Measurement (15 points – approximately 1 page)			Anne	Final draft by Wednesday, 5/15
2 Budget Narrative File (BNF) (one PDF for upload)					
	Budget Justification Narrative	<p>The budget justification and narrative must be submitted as a file entitled “BNF” (Budget Narrative Form) when you submit your application into Grants.gov. (See Appendix A – 2.2 Required Application Components.)</p>		Caren	Having a call on this on Thursday, 4/14

THE NEED

- Describe the problem that the grant will address for clients using:
 - Federal data sources
 - Local data sources
 - Agency data
- Comparisons can be helpful:
 - Compare local data with data for the city, state or nation
 - Compare needs data for your target population to other “comparison” populations
- If space allows, include both hard data plus an overall description of your client’s experiences
 - Paint a picture of the community/need

THE APPROACH

- Maintain the story across the full proposal:
 - The needs section makes the case for the proposed services
 - Your capacity and partners demonstrates a fit with the outcomes you hope to accomplish
- Plan the approach “through the eyes of a consumer”
- Engage a multi-disciplinary team to support the development of the approach



YOUR ORGANIZATION'S CAPACITY

- Customize your capacity/experience material for every proposal
- Describe specific agency and partner experience relative to the individuals you plan to serve
- Include program data related to your agency outcomes
- Identify and describe staff who have special expertise with the community or your services

What sets your agency apart from that of other organizations doing similar work?

How does your work affect your communities and populations today?

How can you most effectively illustrate your agency's value to this grant maker based on their expressed priorities?

EVALUATION PLAN

- Most funders will ask you to set goals and measurable objectives
- Strategize about how you will measure both outcomes and implementation processes
- Keep your goals simple, easily understood, measurable, and realistic
- Select tools and instruments to measure your objectives that are appropriate to the plan and population
- Consider addressing the impact of individuals' culture, norms, values, and beliefs on outreach, engagement, and retention

PLANNING FOR SUSTAINABILITY

- Sustainability planning is helpful to consider even before seeking out a new grant if possible
- Partner with other stakeholders like disability and aging networks, managed care, community organizations, etc.
- Incorporate evaluation elements that will support your sustainability
- Ensure all staff in the organization benefit from improved practices and quality based upon grant or foundation funding, not just staff working directly with the funded program

OTHER WRITING TIPS

- Avoid discussing needs that your program isn't addressing
- Avoid details that distract from your main “story”
- Avoid any unsubstantiated claims or unreferenced claims
- Address weaknesses by describing partner capacity or special attention within your planned approach
- Incorporate consumer and family input
- Identify how the plan addresses the culture, language, and accessibility needs of your clients
- Use headers/sub-headers specifically related to the Evaluation Criteria

DISCUSSION

What data sources have you used that have been helpful in describing your community's needs?

How have you described your approach and/or agency capacity in a way that made you stand out from the crowd?

Have you used any other tips that have been helpful when applying to a grant opportunity?





DESIGNING MEASURES TO TRACK SUCCESS

HEALTH MANAGEMENT ASSOCIATES

EVALUATION PLAN DEVELOPMENT

- Evaluation Planning begins during application development

Mission

- What is the need that your organization is trying to make better?

Programs

- How is your organization addressing the need?

Intentions

- What specific change is your organization trying to achieve?

Evidence

- What data do you have, and what data do you need, to show that change has been achieved?

EVALUATION PLAN DEVELOPMENT

- Each program you develop should have both goals and objectives:
 - Goals are broad statements of intent that help create a vision of what you are striving to accomplish.
 - Objectives are measurable, specific statements that lead toward program goals and define what change the community will try to achieve.

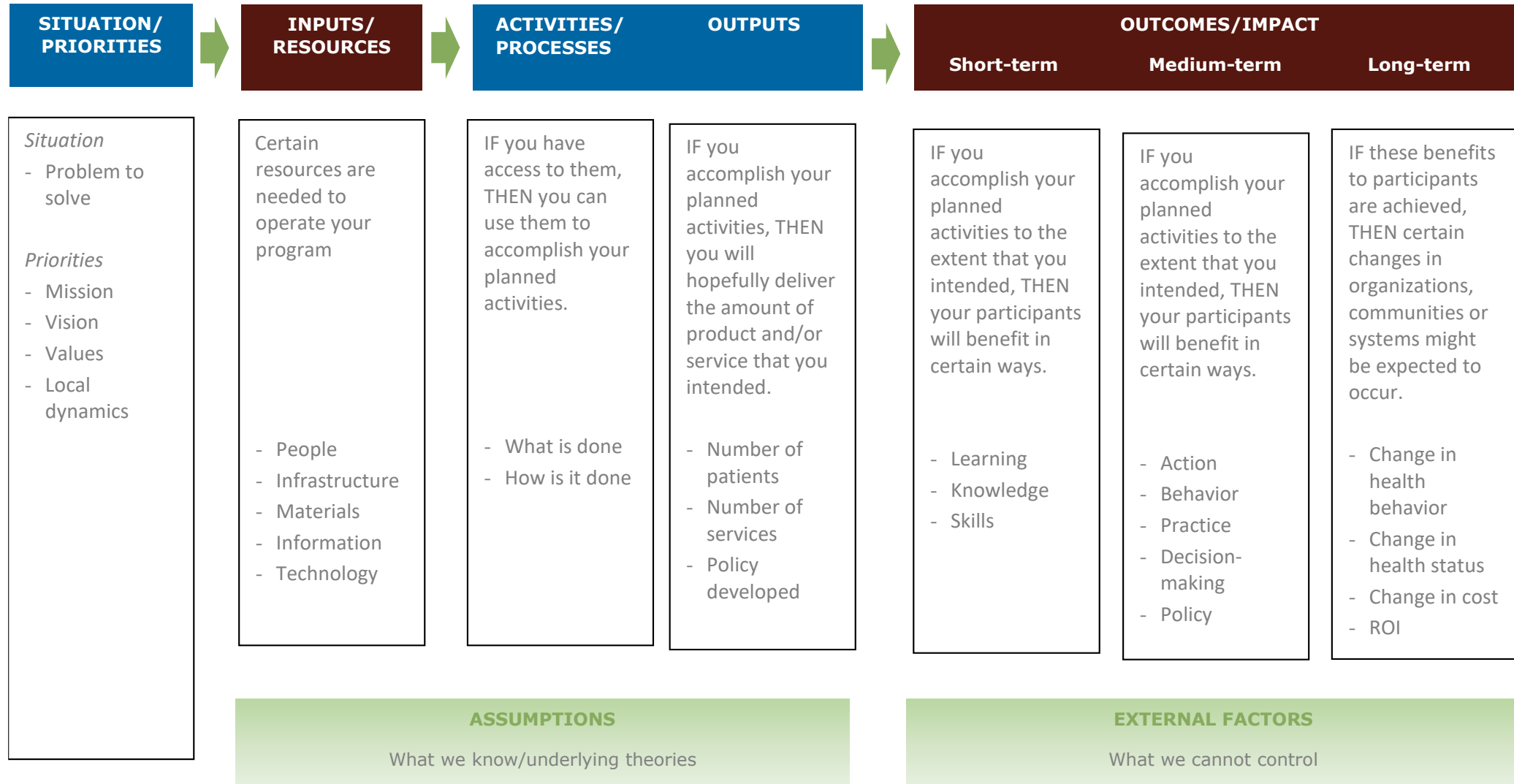


EVALUATION PLAN DEVELOPMENT

- Concrete goals and objectives allow agencies to capture and share data related to your impact
- To think critically about these details, agencies can utilize a Logic Model as a tool
- A Logic Model is a graphical depiction of the relationships between your resources, activities, outputs and outcomes of a program:



EVALUATION PLAN DEVELOPMENT



DISCUSSION

What has your experience been measuring your impact as part of your current grants/programs?

Are there particular outcome measures or tools that have been especially helpful?



QUESTIONS? DISCUSSION?

Please contact us if you have additional questions, suggestions, or ideas

- Stephanie Denning
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- Kristan McIntosh
kmcintosh@healthmanagement.com

PLEASE OFFER YOUR FEEDBACK:

<https://www.surveymonkey.com/r/GenARPA>

