Grant Writing and Research

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Who to Research

- Categories of Donors
  - Individual
  - Corporate
  - Faith Based
  - Foundation
  - Government

	Personal Gift	Planned Gift	Sponsor-ship	Grant	In-Kind	Contract	Special Event
Individual	x	x			x		x
Corporation	x		x	x	x		x
Faith Based	x			x			x
Foundation			x	x			x
Government				x		x	

Where to Research

Foundations:

Center for Nonprofit Management –

www.cnm.org

Grantsmanship Center – www.tgci.com

Donors Forum (Chicago) -

http://www.donorsforum.org

Foundation Center –

www.foundationcenter.org

www.ssw.umich.edu/grantsetc.

Government:

-Catalog of Federal Domestic Assistance:
http://12.46.245.173/cdfa/cdfa.html

- Grants.gov: http://www.grants.gov

- HUD- www.hud.gov/grants

- HHS- www.dhhs.gov

- Federal Assistance Program Retrieval System –
http://www.srainternational.org/sra03/resourceguide

- Federal Register – www.federalregister.gov

- Commerce Business Daily -http://www.cbd-net.com/

Corporations:
Million Dollar Directory***
http://www.mergentmddi.com/
Directory of Corporate Affiliations*** -
http://www.corporateaffiliations.com
Corporate and Foundation Givers (print)
National Directory of Corporate Giving (print)
Corporate Foundation Profiles (print)
Dun & Bradstreet***-http://www.hoovers.com/company-information/cs/company-profile.The_Dun__Bradstreet_Corporation.e1f4145284c95314.html
Foundation Center***- http://foundationcenter.org/

*** subscription required

**And, check other organizations like yours and see
<u>who</u> is giving to them and
<u>how much</u> they are giving**

How to Research

First, see what they say they give.

- Go to website. Look under Community Giving.

- Also check About Us, Annual Report, News, Contact Us. What are they including about their giving here?

- If their giving priorities are not blatantly defined, what details can you glean?

Personal   Business   Wealth Management

About Us   Locations   Support   Search 🔍   Log In

Online & Mobile   Checking & Savings   Credit Cards   Mortgage & Refinance   Loans & Credit Lines   Investing & Retire

Buy a second home? Retire early?

With our integrated approach to wealth management, both can be possible.

❯ **What are your goals?**

Home Loans   Checking Accounts   New Mobile App   Investing & Retirement   Why Choose Us

Log In

Account Type

Online Banking ▾

Personal ID

Personal ID

☐ Remember my ID   Forgot ID?

Password

Password   Show

Forgot Password?

Log In

New user? Set up online access

ABOUT U.S. BANK

We're creating the future now

> ❯ **View our 2018 Annual Report**

News and stories

Innovation

Investor relations

Corporate social responsibility

Careers

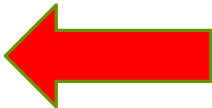# Community Possible®

Charitable Giving

Community Development

Financial Education

Sustainability

Volunteerism

Find a Branch

Community Possible®

We believe all people deserve the opportunity to dream, believe, and achieve.

The building blocks that made our country great – a stable job, a home to call your own, and a community connected through culture, recreation, and play – continue to be at the heart of possibility for all of us. Through U.S. Bank Community Possible^{SM}, we invest our time, resources and passion in economic development by supporting efforts to create stable jobs, better homes and vibrant communities.

Visit the U.S. Bancorp Corporate Social Responsibility Report to learn more about U.S. Bank's positive impact on the environment, society and the communities we serve.

Charitable Giving

Your

Charitable Giving

U.S. Bank contributes to the strength and health of our communities through the U.S. Bank Foundation and Corporate Giving. Total annual funding for both programs reached $57 million in 2018.

U.S. Bank Foundation

Strong communities are built upon strong foundations. To build those strong foundations, U.S. Bank invests in innovative programs designed to serve local community needs. We add strength and vitality to our communities through the
U.S. Bank Foundation, Employee Matching Gift Program, Dollars for Doing and Corporate Contributions.

Through the U.S. Bank Foundation Community Possible platform, we invest our time, resources and passion in economic development by supporting efforts to create stable jobs, better homes and vibrant communities. In 2018, the U.S. Bank Foundation provided $25 million in grant funding, matching gifts and dollars for doing contributions.

Community Possible

♡ Charitable Giving

🌐 Community Development

🎓 Financial Education

🍃 Sustainability

✋ Volunteerism

Grant Program

Work | Home | Play

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Close

Community Possible Grant Program – Home

Home

Home pillar application will be open July 1 – July 31

Neighborhood Stability & Revitalization

The case for a stable, healthy home environment is clear: children and families are better positioned to thrive and succeed in a home that is safe and permanent. In response, our giving supports efforts that connect individuals and families with sustainable housing opportunities.

Second, see what they have given in the past.

- Check past grants and past grantees. Any commonalities? Is there a standard range of gifts? Are gifts of cash, inkind, volunteers, etc.

- Check the company in the news. What press releases are they issuing? What image are they promoting?

- Has the company had big earnings or losses? Layoffs?

- Read about the principals. Do they list any issues they care about?

Google

us bank

All ⌖ Maps ⊞ News ⟨⟩ Shopping ⊞ Images ⋮ More   Settings   Tools

Page 2 of about 1,070,000,000 results (0.48 seconds)

Logistics Management

U.S. Bank Freight Payment Index shows no immediate signs ...

The report's National Shipment Index, at 131.7 (2011=110.1), was up 0.3% from the second quarter to the third quarter, which was well off the ...

4 days ago

Business Wire (press release)

U.S. Bank Celebrates 2019 Most Powerful Women in Banking ...

MINNEAPOLIS--(BUSINESS WIRE)--Mentorship, growth and embracing challenge underscore the headline this week that several U.S. Bank ...

3 weeks ago

us+bank&source=lnms&tbm=nws&sa=X&ved=0ahUKEwirn_rj28HlAhUCTKwKHf

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esults (0.24 seconds)

Charlotte Observer

U.S. Bank opens first Charlotte branch as banking competition ramps up

Executives and local leaders celebrated the opening of U.S. Bank's first North Carolina branch in uptown Charlotte Tuesday, a move that ramps ...

6 days ago

AB American Banker

U.S. Bank to cut thousands of branch workers in digital push

U.S. Bancorp is eliminating thousands of branch workers as it adjusts to changing customer preferences, according to a person briefed on the ...

1 week ago

Minneapolis Star Tribune

Third, see who the decision-makers are.

- Designated staff? Grants committee? Employee suggested giving? Family founders pet causes?

- Approach varies depending on decision makers. Could be a meeting request, marketing campaign or grant submission.

Fourth, consider all the pots of funding

- Team building = HR

- Employee involvement = matching gifts

- Expert workforce = in-kind services

- Employee involvement = PR/marketing

What to Write

Inverted Pyramid

NEED

WHY **YOU** CAN SOLVE IT
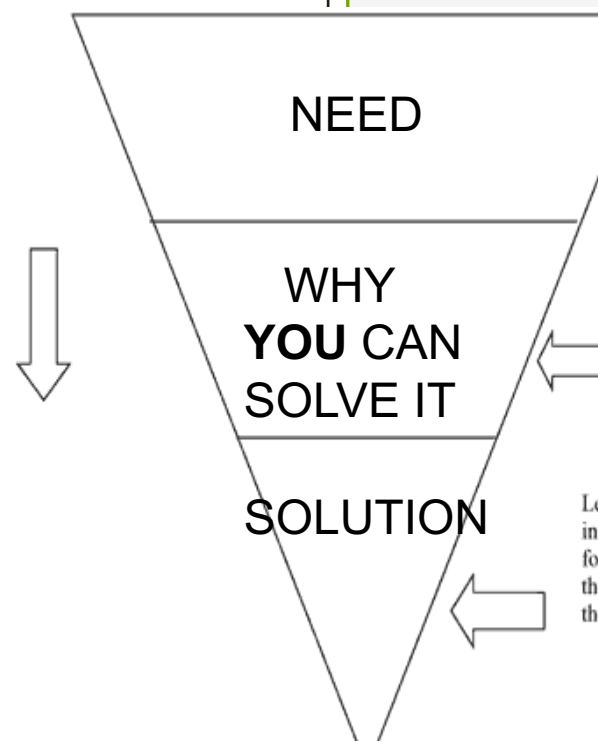
SOLUTION

Tier One: NEED/ **<u>Statistical Problem</u>**

- What is the Problem You are Trying to Solve?
- What is the Community Need?
- Who is impacted?

Problem statement/Need statement:

- Is Factual. Is Data driven. Shows urgency.

- Does <u>not</u> outline the solution

- *Should be a community need or client need.*

- *Should show why the community and/or the client is suffering because of the need.*

- *Additional staffing is not a need. Lack of services or access to services is part of a need. You must also show why the lack is a problem for the client or community.*

Problem statement/Need statement should:

- Use facts or data to define the scope of the problem

- Outline the contributing factors to the need

- Identify gaps in current services/programs

- Lay the foundation for your proposed solution

Gathering data:
- Client defined/Community defined need
- Demographic information
- Expert analysis
- Local Media
- Client survey data

Happy County's 2019 Consolidated Plan notes that 9,000 households pay more than 30% of their income for housing.

Families who pay more than 30% must cut their budget elsewhere – going hungry, not purchasing needed medicine, enduring the cold without heat.

Tier Two: QUALIFICATIONS/<u>**Why Your Organization should receive funding over some other one**</u>

- How is your organization or collaboration uniquely qualified to solve the problem or address the need? What is your theory of change?

- *Have you solved this problem before? Have you conducted a pilot program? What does your organization have that makes it uniquely qualified to be successful?*

Your Agency's Qualifications:

- Mission/Vision

- History/Track record of success – must be relevant to this proposal

- Agency programs and strengths

- Resources – staff, facilities, equipment

- Awards and Community Support

- Relevant Collaborations

Happy County Habitat for Humanity has been building and selling affordable housing since 1990. We have helped 50 families purchase affordable homes with a 0% interest rate, and mortgage payments of 30% or less than their income.

Tier Three: SOLUTION/**The project or program for which you are seeking funding.**

- What is your proposed program or project? How will that solve the problem?

- *Your project should need funding. If you can implement without $, you wouldn't be writing a grant.*

- *Staff alone is not a solution, nor is additional space. You have to also convince the funder that the staff/space/program will improve lives or change outcomes.*

Tier Three – Thinking through the Solution:

- What are the problems?

- What are possible solutions?

- What are expected results?

- Who are expected beneficiaries?

- What are barriers to achieving results?

- What are tasks to be done? By whom?

- What resources are available?

Tier Three – Outlining the Solution:

- Define the project

- Methodology – Activities &Timeframe

- Beneficiaries

- Expected goals and objectives

- Innovation or Continuation

- Sustainability

- Connection to funder's interest

Happy County's work is made possible through the support of a diverse network of funders, and the mortgage payments of our 50 homeowners. We are asking for your help to be able to continue to help families afford modest housing.

Check/Double Check Your Pyramid

Does it sync?

Other elements:

- Cover Letter

- Budget

- Outcome and Impact

- Evaluation Plan

- Letters of Support

- Requested Attachments

Before you start…

- Did you check the funder's guidelines? Is your agency eligible for the grant?

- Do you have enough time to write the proposal?

- Do you have to discuss/get approval of anyone inside or outside of your agency?

- If the grant is funded, does your agency have the bandwidth to implement your proposed program/project?

Budgets

Program Budgets

1. Line item – project expenses by category

- A) Personnel – salaries and benefits

- B) Operating expense – non-personnel; rent, travel etc

- Budget justification includes assumptions and their explanation
- May need to show budget match. Often matched in whole/part using in-kind, cannot double dip to other matched grants
- Not typically allowed to move funds between lines/budget adjustments. Need funder ok. Typically add budget amendment.
- Don't skimp on budgets. Honestly estimate what you will need. Then use a critical eye to see if things look out of whack.

Program Budgets

- 2. Functional Budgets– organized by project objectives; helps determine cost of doing units of work

Creating a Program Budget

- *Step one – identify anticipated sources and amounts of income*

- Step two – set goals for the program

- Step three – prepare detailed workplan for reaching those goals. What activities?

- Step four – identify all resources needed to implement the plan

- Step five – determine costs of all resources. Can be done by unit cost or percentage of total organizational budget or via line-item.

- Step six – prepare the budget

Personnel

- Once you know who is needed for the program, determine what portion of their time will be used for this program

- Full salary, often plus 30% for benefits for FTEs, times portion to the program

FT Counselor @ $45K per year @ 100% time

FT Director @ $60K per year @ 35% time

Non-personnel

- Program supplies
- Space
- Insurance
- Client assistance
- Travel and transportation
- Equipment rental, purchase or lease
- Printing/copies
- Training
- Membership dues
- Contingency

How will you know amounts?

- May be able to use prior budgets as a baseline, may have to research within organization or outside of organization.
  - Copy cost for future? Use this year's cost plus 3% inflation.
- Include budgetary detail.
  - Membership dues for what?
  - Travel = 20 trips to visit clients at 25 miles per trip at $.55/mile reimbursement.

Goals and objectives

Goals –

1) ultimate statement of mission or purpose of the program

2) hoped-for state of change

3) not attainable in the short term

- What satisfactory condition will exist if we eliminate, prevent or improve the situation?
- What is the long-term condition desired for program participants?

Objectives –

1) immediate measurable outcomes or results

2) evidence that desired state of change was achieved

Types of Objectives:

1 – Process (AKA Outputs) –

a) describe activities involved in implementation or provision of services (weekly classes offered);

b) expected improvements in operations (classes offered weekly instead of monthly);

c) change in usage of services or methods (class sizes decrease);

d) how much service will be received (up to 4 class hours/client/month up from 1/month)

Types of Objectives:

2 – Outcome –

a)   specifies target group and what will happen to them as a result of implementation;

b)   should include time frame, target group, # program recipients, expected measurable results, geographic/service location;

c)   use action verbs (increase/decrease, promote); may be short-term, medium-term, long-term.

Evaluation plan

Evaluation Plan

- Ensure measurable objectives
- Aids continuous improvement
- Captures cost/time of projects to inform future
- Helps communicate benefits of services and programs
- Improves communal knowledge through information sharing
- ***For a Funder, ensures whether stated objectives were achieved***

- Process evaluation –

- Gather feedback to determine if changes in the program's operation are needed

- Were clients satisfied? Could the program be run more efficiently?

  - Mostly for you/agency to determine if you did things the best way possible and/or most efficiently in terms of time, $ etc.

Outcome evaluation –

- Determine how well the program achieved its objectives

- AKA "So what?" Evaluation - What difference did the program make?

Outcome evaluation –

- State expected results

- Determine type of data needed. How will you know that the participants have improved?

  - Behavior change, knowledge increase

Outcome evaluation –

- Develop data collection plan
  - Consider cultural factors, subset of participants vs group, when to collect data, confidentiality, etc
  - Pre/post tests, interviews, attendance logs, demographic data, progress reports, etc
- Identify data analysis and reporting procedures
  - Frequencies, percentages, comparisons,
  - Broken out by age, ethnicity, program involvement, etc?

Thank you!

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