Grant Writing for Teachers: From Daunting to Doable

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## Fundraising vs Grantseeking

<table>
<thead>
<tr>
<th>Charitable giving</th>
<th>Solving Problems</th>
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<tbody>
<tr>
<td>Cause-based</td>
<td>Project-based</td>
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<tr>
<td>Events (Charity Ball or Dinner)</td>
<td>Targeted investment</td>
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Both strategies should be considered as part of a well-rounded fundraising plan.
What is grant seeking all about?

- Developing an idea
- Organizing for action
- Establishing contact with a funding source
- Writing a proposal and following up
- Administering the grant
- Evaluating the project
Is your organization ready?

1. Mission, purpose and goals/strategic and annual operational plan
2. Financial procedures and systems to track, monitor and report
3. Staff
4. Organizational capacity to meet grant requirements
5. Technology
What do grants support?

<table>
<thead>
<tr>
<th>Research</th>
<th>Education and Training</th>
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<tbody>
<tr>
<td>• Single investigator</td>
<td>• Training for a specific population</td>
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<tr>
<td>• Collaborative projects</td>
<td>• Hosting Conferences</td>
</tr>
<tr>
<td>• Fellowships</td>
<td>• Curriculum development</td>
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<thead>
<tr>
<th>Public Service</th>
<th>General Institutional Support/Advancement</th>
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<tbody>
<tr>
<td>• Programs addressing community needs and interests</td>
<td>• Equipment acquisition</td>
</tr>
<tr>
<td>• Service learning opportunities</td>
<td>• Building construction</td>
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<tr>
<td></td>
<td>• Operating and Capacity Building</td>
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What are the types of funds?

Public funds (Government)
- City
- County
- State
- Federal

Private Funds (Foundations)
- Community Based
- National
- Special Interest
- Family
- Corporate
What are the types of funders?

Government
- Request for Proposal (RFP)
- Request for Application (RFA)
- Notice of Funding Availability (NOFA)

Foundations
- Community based
- National
- Special Interest
- Family foundations
- Corporate or company-based
How to Develop a Funding Strategy

Develop a project

- Assess your capability to seek funding
- Research potential funding sources
The Grant Proposal

Communicate to the Funder...

• WHO you are
• WHY you are seeking a grant
• WHAT you plan to do with the money
• WHY you are a good fit with the Funder’s priority
Preparations

1. Define the project
2. Identify funding sources
3. Contact potential funding organizations
4. Acquire and review proposal guidelines
5. Determine deadline(s)
6. Identify and select personnel for grant writing team
7. Develop grant writing timeline
Reminders Before writing

• Read grant proposal guidelines
• Review eligibility requirements
• Identify match/leveraging requirements
• Know the submission format and deadline
• Determine personnel needs
• Other administrative requirements
• Supporting materials (Letters of endorsement, Resumes, Exhibit charts)
• Signatures
• Delivery requirements
Key elements: grant proposal

1. Cover letter
2. Summary
3. Introduction
4. Statement of Problem or Need
5. Project Goals and objectives
6. Methods and Schedule
7. Evaluation method
8. Budget
Grant Writing Tips

Never write a grant proposal solely for funding purposes.

Know your prospective grantor! Research, research, research.
Read and understand the funder guidelines and requirements.

A well-documented needs statement is critical to your proposal.
Most proposal require a short project abstract.

Use the project narrative to more fully describe your program - goals, objectives, strategies, budget, and evaluation strategies.
Top off your proposal with a concise cover letter.

The appearance of your proposal matters!
Always thank the funder for the opportunity to apply.

Turn your investors into partners in your program by keeping them informed of its progress.
Qualities: Good Grant Proposal

It’s clear!

It’s precise!

It’s persuasive!
Why Proposals are Rejected

- Problem (58%)
- Investigator (55%)
- Approach (73%)
- Others (16%)
Triple check your numbers!

Independent Review
Are you Ready???

Questions?
Grant Writing Exercise - Letter of Inquiry

**Think, Pair & Share**

Think (using index cards, jot down the short answers to the following on the index cards. Label each card with the “what,” “why” etc)

*(What)* Write down two sentences that describe your program.

*(Why)* Write one to two sentences about the need for funding, the larger picture of need or benefit to community.

*(Who)* Who are you, your partners, or your institution … and why are you qualified to deliver this project?

*(How)* What are your goals, and how will you achieve them? How will you measure output or impact?

**Pair (or Group) Use the laptop to find funding for one of your projects.**

Quick search for funding on Foundation Center RFPs - [http://philanthropynewsdigest.org/rfps](http://philanthropynewsdigest.org/rfps)
Or grants.gov (select categories and add keywords to narrow search) - [http://www.grants.gov/](http://www.grants.gov/)

Discuss why this may or may not be the perfect match for your project(s).

**Share: Letter of Inquiry(Intent)**

Draft an outline using your index cards for a letter of inquiry to the funding opportunity/foundation/government agency.

*(Sample letter and logic model to guide your writing)* If we have time, we'll ask each group to volunteer more about their project and funder.
Sample Letter of Inquiry

July 17, 2012
Wendy Wonder
President
XYZ Foundation
0000 Clinton Avenue, Suite 2330
Anytown, Any State 02009

Dear Ms. Wonder:

I appreciate the time Anne Jonas has taken to communicate with us about how our programs fit with the XYZ Foundation’s funding priorities, and the encouragement she offered us. Therefore, on behalf of the Board of Directors and staff, I am honored to submit this brief Letter of Inquiry introducing Swim 4 Life, an innovative swimming instruction program by Jane Swimmer, a former U.S. Olympic swimming hopeful and hometown hero. We respectfully request your consideration of a grant of $25,000 to help us expand our programs for low-income youth from two to three schools in the Gathenton School District.

Established as a 501(c)3 organization in 2008, the mission of the Swim 4 Life program is to empower youth in the underserved communities throughout King County through high-quality programs to utilize the discipline of swimming to improve physical fitness, nurture self-esteem, and acquire the confidence to advance their lives. This mission is currently being fulfilled through programs currently operated at Arthur Schomburg Middle School in South Spring and the Rockmore Education Complex High School in Abbington. More than 450 youth have participated since operations began, and we would now like to add Cooperville Middle School, also located in Abbington.

The need for programs like Swim 4 Life is enormous in the communities we serve. Swimming has not been a popular sport in African American or Latino communities in some measure as a result of various factors including access to pools and other safe places to swim. Historically speaking, African Americans were denied access to public pools prior to the civil rights movement—and after in many instances. As a result, this population turned to water holes, ponds, and other unsupervised alternatives, which led to rates of drowning among people of color that far exceed those of whites. For example, according to the Centers for Disease Control and Prevention’s latest report in early 2012, the drowning rate for African Americans between the ages of five and fourteen was more than three times that for whites.

Through a range of summer and after-school services, the Swim 4 Life program teaches children to be “water safe” and to swim, and prepares them for competitive team training if they want to further develop their skills. Our program at one school even provides swim instruction specifically for students with disabilities. Our partnership with the Gathenton School District offers us the opportunity to replicate the programs throughout the cities of Rockmore and South Spring in King County, contributing to improved health and fitness of hundreds of youth who have been excluded from the sport because of limited access to safe pools.

With your help, we will expand our program from two to three schools in the Gathenton School District and achieve the following specific programmatic outcomes with the low-income students and students of color we plan to serve in 2012:
• 100 students participate in water aerobics classes, which will enable nonswimmers to participate, since classes are conducted in shallow water.

• 25 students are trained as Junior Lifeguards and Lifeguards, including seven at Rockmore Education Complex (a high school).

• 58 students participate on a swim team.

• 37 students participate in swim fitness classes, workouts for students who already know how to swim and are looking for an exercise alternative as a part of a healthier lifestyle.

• 13 students participate on a water polo team (Note: In previous years, we found that not one of our students even knew what water polo was until the program introduced it as an option).

• 29 students with Individualized Education Programs (IEP) complete the Adapted Learn-to-Swim class.

• 39 students complete the Learn-to-Swim class.

The outcomes listed above represent a 25% increase in the numbers of students we will serve.

Because of your commitment to encouraging low-income youth and young people of color to reach their fullest potential, as well as your geographic focus in King County, we sincerely hope that the XYZ Foundation will join us as our partner in this important program.

The Swim 4 Life Program budget is $468,800, of which $150,000 remains to be raised. So as you can see, your gift of $25,000 for the expanded program will go a long way toward helping us meet our budget. In addition, investing in Swim 4 Life will make a significant impact on the ability of economically disadvantaged King County, Any State, youth to create a brighter future for themselves. If you have any questions, please feel free to call me at (111) 111–1111. We deeply appreciate your invitation of this Letter of Inquiry and trust that you will see enough of a connection between our program and your foundation’s mission that you will invite a full proposal.

Sincerely,

Shawn Jones, Executive Director
WORKSHEET 2.1: Letter of Inquiry Questionnaire

1. What is the purpose of this letter of inquiry? To whom is it being sent, and what is the connection?

2. What year was the organization founded? What year was it incorporated?

3. What is the mission of the organization?

4. What are the long-term goals for the organization?

5. What programs does the organization provide that support these goals?

6. What is the need in the community that you seek funding to address?

7. How, in the organization's view, is the need related to its programs, long-term goals, and mission?

8. What does the organization propose to do about this need?

9. What outcome does the organization anticipate after the first year of funding?

10. What is the total cost of the proposed idea for the first year, or what is the cost to expand the current program? (Or multiple years if you plan to request multiple-year funding?) How much do you want from this funder?

11. Who will be contacting the funder to determine its interest and when? Whom should the funder contact for more information?

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Letter of Inquiry Review Questions

1. Is the name of the program and amount of request clearly stated in the first paragraph?

2. Does the second paragraph elaborate further on the proposed project, as well as any related projects (when applicable)?

3. Is the organization’s mission statement included?

4. Is the need the proposed program intends to meet clear? Are some preliminary data to support the need for the proposed program included?

5. Are the specific program outcomes the program is targeted to achieve described clearly?

6. Is program implementation included?

7. Is the “fit” or natural connection between the organization’s program and the funder’s priority areas, as identified in their guidelines, included?

8. If there is some funding already committed to the project, and is it mentioned?

9. Is the program’s contact person clearly identified, including all contact information?

Developing relationships with funders is such an important step in the process of winning grants that the value of doing it well cannot be emphasized enough. Now that funder relationships have been explained and helpful hints provided, it’s time to develop the problem statement, which is Step Three.
Resources for Grant Seeking and Proposal Writing

- **Grant Alerts**

- **Foundation Center**

- **Glossary of Grant-Writing Terms**

- **Grant Makers Reveal the Most Common Reasons Grant Proposals Get Rejected**
  [http://philanthropy.com/jobs/2003/05/01/20030523-378096.htm](http://philanthropy.com/jobs/2003/05/01/20030523-378096.htm)

- **GrantProposal.Info: This site addresses grant funding for nonprofit organizations**
  [http://philanthropy.com/jobs/2003/05/01/20030523-378096.htm](http://philanthropy.com/jobs/2003/05/01/20030523-378096.htm)

- **Grants.Gov**

- **Grants and Grant-Proposal Writing - PDF file**
  [http://eweb.slu.edu/papers2/grant01v32e.pdf](http://eweb.slu.edu/papers2/grant01v32e.pdf)

- **Non-Profit Guides: Grant-Writing Tools for Non-Profit Organizations**

- **Through the Eyes of Reviewers - PDF file**
  [http://scholarworks.wmich.edu/cgi/viewcontent.cgi?article=1003&context=research_events](http://scholarworks.wmich.edu/cgi/viewcontent.cgi?article=1003&context=research_events)

- **Tips for Writing a Strong Grant Proposal**
  [http://www.amherst.edu/~develop/tips/proposalwriting.html](http://www.amherst.edu/~develop/tips/proposalwriting.html)

- **Writing A Successful Grant Proposal**
  [http://www.mcf.org/mcf/grant/writing.htm](http://www.mcf.org/mcf/grant/writing.htm)
The Project Logic Model
For Grant Writing

GOALS
What is the ultimate result that you expect to see?

ACTIVITIES
What are you going to do to carry out the project?

OBJECTIVES
What actions are taken to reach the goal?

OUTCOMES
What changes are anticipated from your project?

PARTICIPANTS
Who will implement the project? Who will benefit from the project?

INPUTS
What is your organization bringing to the project?

OUTPUTS
What are the numbers and duration of units of service, products, or activities?

IMPACT
What will be the difference in the future because of your project?
"The Foolproof Research Proposal Template"

**LARGE GENERAL TOPIC OF WIDE INTEREST**
(Global Warming, Immigration, Cancer, Etc.)

- Brief Ref. to Literature I
- Brief Ref. to Literature II

"**HOWEVER,** scholars in these fields have not yet adequately addressed XXXX..."

**GAP IN KNOWLEDGE**
1. **Urgency:** This gap is bad!!!
2. **HERO Narrative:** I will fill this gap!!!

**YOUR RESEARCH QUESTION**
"I am applying to XXX to support my research on XXX"

**SPECIFICS OF YOUR PROJECT**
(background info, location, history, context, limitations, etc.)

**LITERATURE REVIEW** (Multi-page, thorough, accurate, relevant)

- METHODOLOGY (Discipline specific)
- TIMELINE (Month by month plan)
- BUDGET (Realistic and legitimate expenses)

**STRONG CONCLUSION!!**
("I expect this research to contribute to debates on xxxxxx")

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