



# Flint & Genesee Group

Grants 101 Workshop

Grants & Development Department

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Flint & Genesee Chamber

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Flint & Genesee Economic Alliance

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Flint & Genesee Education & Talent

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Explore Flint & Genesee



## Worksheet Time

To help us further down the road, we would like you to take this time to fill out the worksheet provided to you prior to the class.

We ask that you please fill it out to the best of your ability.

We will be using this worksheet in an activity later in the workshop.

If you do not have a specific project or organization in mind, please fill in with realistic, hypothetical answers.



# Grants 101

**Flint & Genesee Group – Grants & Development Department**

Eric Andreychuk

Sherrema Bower

Allison Newman

James-Michael Laney



## Agenda

- Welcome
- Inclusion Activity
- Grants – What they are (and what they are not)
- Funder Identification
- Breakout – Worksheet Discussion
- Common Components & Supporting Documents
- Why Do Proposals Fail?
- Fund or Not Fund
- Q & A

Have you written a grant before?



Yes



No

Why are you interested in learning more?



Business\*



Volunteer





# What Grants are...

- Non-repayable funds
- An agreement/contract between a funder and grantee
- Are detailed descriptions of the organization applying for the grant
- Are detailed, data-driven proposals with budget projections
- Geographically specific to the funder
- Specific to interest/focus areas of funder





# What Grants are...not

- The same as fundraising
- Guaranteed or entitled to you
- Free money
- Typically, not for general purposes or unrestricted uses
- Typically, not for individuals, for-profit, or religious entities
- Typically, not provided to pay debts, or for past projects



# Funder Identification

## Strategies

- Learn to love email lists
- Search often
- Bookmark funders/opportunities
- Find or create a system for checking back



## Email Lists

- RFP Bulletin
- Grantspace
- Foundation Center
- Grants.gov
- Council of Michigan Foundations



# Funder Identification

## Research

- Explore various levels (Federal/State/Local)
- Topic-specific searches
- Foundation Directory Online\*



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\***Only** available at University of Michigan – Flint Library  
[libguides.umflint.edureopening](http://libguides.umflint.edureopening)



# Funder Identification: A Word on Eligibility

- 501(c)(3)
- No grants to individuals
- Geographic limitations
- Equal opportunity/Non-discrimination
- Unsolicited proposals – Letter Of Inquiry/Intent (LOI)



# Breakout Session – Worksheet Discussion

- **We will move into breakout rooms.**
- **Have worksheets completed and ready to discuss**
- **Share your grant idea!**
- **Based off what you've learned so far, what might you change?**



**Break – 15 minutes**

**Worksheet Debrief**

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# Common Components

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- Proposal Summary
- Introduction of the Organization
- Problem Statement (Needs Assessment)
- Project Objectives
- Project Methods/Design
- Project Evaluation
- Future Funding/Sustainability Plan
- Project Budget



# Proposal Summary

## Summary of the narrative

- Just like an Executive Summary
  - Save for the end (of writing)
  - Display at the beginning
- Outlines the program's main objectives
- Provides a quick view of information for reader





# Introduction to the Organization

Describes the organization

- History
- Location
- Mission, Vision, and Values

Establish credibility

- Build Case/Identify Successes

Needs Statement

- Data, facts, stories
- External influences



# Right Tool, Right Job...

## Problem Statement

- Relationship to funding source's goals/priorities
- Why is the problem happening?

## BEWARE:

"Thingamajig looking for a  
Whatchamacallit

"Solution looking for a Problem"



"If all you have is a whatchamacallit, then every problem  
looks like a thingamajig."

(Tom Toro, "If all you have...",  
2016)



# ...Right Way

- Project Objectives
  - Specific activities
  - Objectives related to goals
    - Clear
    - Concise
    - Measurable

**S**pecific  
**M**easurable  
**A**ttainable  
**R**ealistic  
**T**ime-bound

- How is the problem to be impacted by your program?



# Program Design

What are the core objectives?

Description of activities

What are you planning to do?

Implementation Timeline

How long will this take?

Management Plan

Who is doing the work?

What are their qualifications?

Major Goal

Objective A

Objective B

Supporting Activity

Supporting Activity

Evaluation Plan

Budget



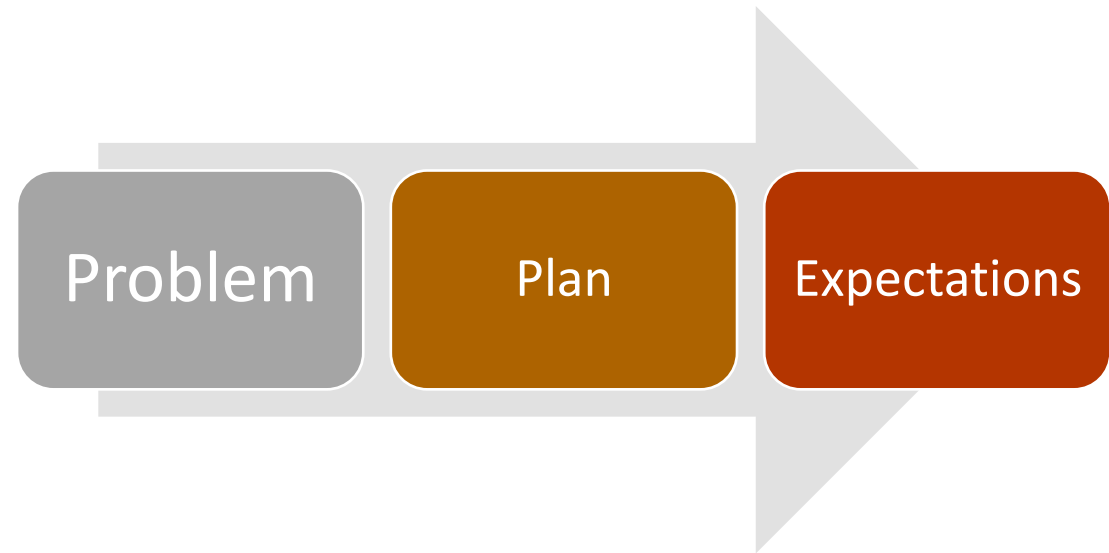
# Project Evaluation

How will you know your program worked?

## Evaluation Plan

### Data Collection

- Before (Benchmark)
- During (Process)
- After (Product)





# Funding, Sustainability & Budget

## Future Funding/Sustainability

Are there other funders?

What is your long-term plan for sustainability?

Can you do this without our support?

## Project Budget

Personnel and Non-Personnel

Direct and Indirect

Supplies and equipment

How much will this cost?

How will this be paid?







# Sample Budget

## Elements of a Grant Budget:

- Show ALL revenue sources
- Expenses are often grouped into common categories – i.e. staffing, equipment, materials, travel, etc.
- In-kind or match will show a funder how you are contributing to a project
  - Value of Volunteering: \$28.54
  - [www.independentsector.org](http://www.independentsector.org)
- Show a funder exactly where their funds will be used
- A budget narrative justification may be required

Park Improvement Grant Budget - Foundation B			
<b>Revenue</b>			
	<b>Amount</b>		
Foundation A	\$ 2,000	<i>Confirmed</i>	
Foundation B	\$ 4,000	<i>Pending</i>	
In-Kind Revenue	\$ 4,000		
	<b>Total</b>	<b>\$ 10,000</b>	
<b>Expenses</b>			
	<b>Total Cost</b>	<b>In-kind/Match</b>	<b>Grant Request</b>
Labor (10 park maintenance staff/1 day)	\$ 4,000	\$ 4,000	
Equipment (backhoe rental, 10 shovels, 10 rakes)	\$ 2,000		\$ 2,000
Materials (2 park benches, 1 swing set, concrete, mulch)	\$ 2,500		\$ 500
Supplies (20 volunteer t-shirts, refreshments)	\$ 1,000		\$ 1,000
Evaluation Survey (stamps, envelopes, paper)	\$ 500		\$ 500
	<b>Total</b>	<b>\$ 10,000</b>	<b>\$ 4,000</b>
		<b>\$ 4,000</b>	<b>\$ 4,000</b>



# Supporting Documents



SIERRA CLUB OF HAWAI'I  
O'AHU GROUP

June 23, 2017

Ms. Tara Clark  
Program Manager  
Federal Transit Administration  
Office of Program Management  
1200 New Jersey Ave., SE  
Washington, DC 20590

Subject: City & County of Honolulu Submission to  
FTA's Low-No Emission Vehicle Program

Aloha Ms. Clark,

On behalf of the Sierra Club of Hawai'i's O'ahu Group, I am writing to express our support for the Honolulu TheBus Battery Electric Bus Project submitted in response to FTA's Low or No Emission Vehicle Program.

The Sierra Club of Hawai'i's O'ahu Group is an environmental advocacy group with approximately 8,000 members and supporters island-wide. We have an ambitious agenda to improve the sustainability of our island home by focusing on a wide spectrum of issues such as mitigating and adapting to climate change, transitioning to locally-produced and renewable energy resources, concentrating smart growth and development within the urban core, and advocating for an equitable, just society for O'ahu's residents.

One of the many campaign efforts the Sierra Club's O'ahu Group has been working on is researching and advocating for Honolulu to start incorporating zero-emission electric buses into the city's public bus fleet. Since 2016, O'ahu Group staff and volunteers have met with the Hawai'i State Energy Office, the Hawai'i Department of Business, Economic Development & Tourism, the City's Department of Transportation Services, Mayor Caldwell, and all nine of the Honolulu City Council members to advocate for electric buses, to encourage efforts to pursue grant opportunities to help Hawai'i pay for electric buses and electric bus infrastructure, and to gauge the interest of local agencies and politicians. Overall, the reception we have received has been extremely encouraging: the Caldwell administration is very supportive of incorporating electric buses into TheBus system and the City Council has adopted Resolution 17-166 to support sustainable transportation through zero-emission electric buses.

No state in the nation is more dependent on imported oil than Hawai'i. In 2015, the state signed into law a goal to produce 100% of its electricity from renewable sources by 2045. In the 2017 state legislative session, Hawai'i came close to passing a bill to require all ground transportation meet the same 2045 clean energy goal. That bill is still alive and we anticipate that it will become law after the next session. In the meantime, Mayor Caldwell has signed the Sierra Club's "Mayor's for 100% Clean Energy" pledge, which commits the city to wean itself from fossil fuels as fast as possible.

INTERNAL REVENUE I  
P. O. BOX 2508  
CINCINNATI, OH 452

Date:

YOUR NONPROFIT, II  
P. O. BOX 123  
MISSION WAY, CA 94

Dear Applicant:

We are pleased to  
tax exempt status  
income tax under  
Contributions to  
You are also qual  
transfers or gift  
Because of this l  
exempt status, yo

Organizations exer  
classified as eit  
determined that y  
listed in the hear

For important inf  
organization, go  
search bar to vie  
Public Charities,  
disclosure requir

This document is a sample of  
an actual determination letter

SAM

The Members,  
ABC Private Limite  
New Delhi.

**Report on the Fina**

We have audited th  
Balance Sheet as at  
ended, and a summa

**Management's Res**

Management is resp  
fair view of the fina  
the Accounting Stan  
1956. This responsi  
relevant to the prep  
view and are free fr

**Auditor's Responsi**

Our responsibility i  
conducted our audi  
Chartered Account  
requirements and pl  
financial statements

An audit involves  
statements, whether  
judgment, includin  
internal control rel  
statements in order  
also includes e valu  
of the accounting es  
of the financial state

We believe that the  
basis for our audit o

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- 501(c)(3) Determination Letter/IRS Determination Letter
- Recent Audits
- Board List
- Staff List
- Letters of Support
- Other funder requests





# Why Do Proposals Fail?

## Common Mistake

- i. Incomplete Application
- ii. Funder/Funding Not Relevant
- iii. Funder Relations
- iv. Details
- v. Financials
- vi. Attitude



## Avoiding the Common Mistake

- i. More Eyes=Better Proposal
- ii. Do. Your. Research.
- iii. Relationships (relationships, relationships, relationships)
- iv. Proper Preparations
- v. Eligible/Specific/Allowable
- vi. Solid Proposal=Solid Chance



# Suggested Data Sources

## *National*

- US Census Bureau
  - Census.gov
    - Decennial
    - American Community Survey (ACS) estimates
    - Annual Economic Census
- Federal Reserve Economic Data (FRED)
  - FRED.stlouisfed.org
- Centers for Disease Control & Prevention
  - CDC.gov
    - National Vital Statistics System
    - National Health Care Surveys
    - National Survey of Family Growth

## *Local*

- Michigan.gov (“funding opportunities”)
- Michigan Labor Market Information
  - MILMI.org
- Genesee County Health Department
  - GCHD.us/resources/data
- Michigan League for Public Policy
  - MLPP.org
- MI School Data
  - MIschooldata.org
- Michigan eLibrary
  - Elibrary.mel.org
    - eJournals
  - Gale.com/c/business-demographicsnow
- University of Michigan - Flint
  - In-person access to Foundation Directory Online



# Fund or Not Fund

Pretend that you are the program officer of a local, private foundation and we are conducting a review of the latest applications for funding.

The following slides include portions of grant submissions, and we will discuss WHY or WHY NOT these applications should be funded based on some common mistakes to avoid.

Flint & Genesee Chamber

Flint & Genesee Economic Alliance

Flint & Genesee Education & Talent

Explore Flint & Genesee



# Fund or Not Fund?

## Project Description:

### 1. What type of project is your group requesting funding to complete?

Funding for creating safe environment for neighborhood by: a) Train with hand on experience for green collar jobs. leaning mowing and maintaining 35 vacant abandoned lots, into green spaces, pocket parks, community vegetable and flower garden. c) To build safe zone with more lights, cameras, fence in areas where dumping occur. d) Develop and educate tools sustain community leadership skills, problem solving, decision making and cooperation. Start a new pilot program introducing mascot "Cpt. Playground" for event schools, parties, clubs, etc...

**Misspelled word(s)**

**Good concept**

**Incomplete sentences**

### 2. What problem, need, or opportunity will your project address?

Lower-income communities are burdened with the least healthy environment. Fear of dilapidated facilities or violence make engaging in physical act more difficult. Our neighborhood that lack grocery stores selling fruits and vegetables abounds, residents opportunities to choose healthy food. We need playground and good sidewalks in our neighborhoods. Unlighted areas to be light. Fences in areas where there is no light, to stop dumping. We need a hero "Captain Playground our mascot" so kids have something to do.

**No real data**

**Bad grammar**



# Fund or Not Fund

Project Description:

## 1. What type of project is your group requesting funding to complete?

Trowbridge Neighborhood Club is seeking funding for community meetings with residents in the specified area (Wright St. to the South, Lincoln Road to the North, Center street to the West and Cedarville Dr. to the East). The residents will be provided the opportunity to voice their concerns about relevant issues and concerns in their neighborhood. We will then attempt to determine if the creation of additional neighborhood block clubs could address some of these concerns. This initial meeting will be the first step in the building of relationship through conversations. At this initial meeting, residents will take surveys, participate in dialog relating to their neighborhood concerns, and bond through socialization.

Some grammarwriting mistakes

Some specific informationdata collection plan

Clearer objectivesgoals

## 2. What problem, need, or opportunity will your project address?

The meetings will inform the residents of the potential power of their voice when they come together as a group and participate in making decisions for their neighborhood. The meetings will demonstrate to the residents the Learn By Doing model and show them the importance of building associations, which will equip them with the confidence to participate in other community endeavors. In communities where residence not participating in the process things happen to them not with them. By not meeting with other residents, they lose the ability the opportunity to create synergy and critical mass to affect needed transformation.

BenchmarkingUsing Best Practices

Complete sentences



# Fund or Not Fund?

## Project Description:

### 1. What type of project is your group requesting funding to complete?

To continue our 4<sup>th</sup> Annual Labor Day Family Funnapalooza Event. To contribute to resource and supplies needed to bring golf training to our kids and Safe environment to continue to work with kids and parents to use parks and space in Trowbridge.

### 2. What problem, need, or opportunity will your project address?

Provide safe environment for our kids and being families together. To make use of our parks in Trowbridge and know that there are still nice and safe parks in Trowbridge that have a family environment.

Does not answer question

Half-baked concept

Misspelled word(s)

No data

Incomplete sentences



# In One Word...

Evaluations



# Contact Info:



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