"Supporting the vision of strong communities"

Learning Series for Community Leaders

Grant Funding Insights: Diverse Perspectives, Shared Experiences

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Florida Blue Foundation

NCRT-CE Network for Clinical Research, Training, and Community Engagement

Today’s Presentors

Katrina Tuggerson

Today’s Moderator
President
Capital City Chamber of Commerce

Sharon Hackney

Senior Community Investments Manager
Florida Blue Foundation

Rhonda Cooper

Vice President of Community Impact
United Way of the Big Bend

Cindy Holmes

Independent Grant Writer
Holmes Consulting

A Funder's Perspective

Sharon Hackney
Senior Community Investments Manager
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Effective Grant Writing

- Know and understand what you are applying for before you begin
- Tailor Your Grant Proposal
- How to Help Your Reviewers/Funders
- Help Yourself
- Stay Focused on Your Goals and Objectives
- Communicate Ideas Clearly
- Proofread and Edit Thoroughly
- Putting it All Together

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Features of an Ideal Grant

- Proposal fits the funder's mission/focus area(s)
- Proposal follows the specific guidelines of the application
- Budget is complete and reasonable
- Application is completed online and on time (early is best!)

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Resources*

- https://grantsplus.com/nonprofit -grant -writing/
- https://resources.foundant.com/blog/5 -grant -management -best -practices -for -nonprofits
- https://www.councilofnonprofits.org/
- https://nonprofithub.org/category/grant -writing/
- Area/State Nonprofit Center or Alliance or Association

**Not endorsed by Florida Blue Foundation nor Florida Blue*

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Florida Blue Foundation is committed to improve health equity by impacting food security, advancing mental well - being, growing healthy communities, and addressing health disparities.

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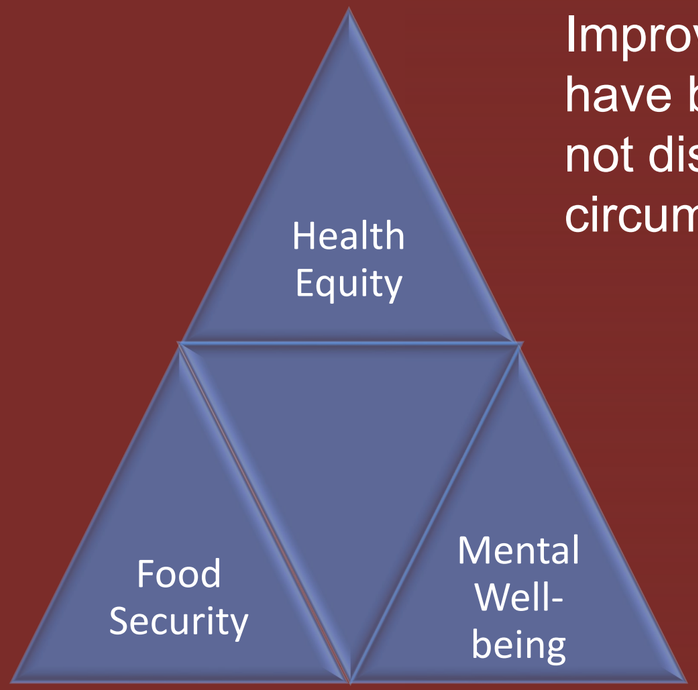
Our Priority Areas



Improve **health equity** to ensure that families and community members have both the **access** and **opportunity to attain full health potential** and are not disadvantaged due to environmental, economic, and social circumstances

Impact **food security** of families and communities to help mitigate associated costly issues, which can be **detrimental to health**, **development**, and **well-being**

Advance **mental well-being** for families and community members **to mitigate** the stressors associated with such issues that often **impact entire families and/or communities**

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Contact Us

More information and subscribe to newsletter

Website : floridabluefoundation.com

Questions

Email: floridabluefoundation@floridablue.com

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Another Funder's Perspective

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UWBB Investment Cycle Awards

Does a program/service match UWBB's goals for the community's residents to:

Gain access to basic necessities

Achieve financial stability

Develop skills to help gain employment or move up the economic ladder

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UWBB Investment Cycle Awards

Does a program/service address needs in one of our five impact areas?

Early Learning & Education

Skills Development

Housing

Health/Mental Health

Safety Net Services

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Is your program?

Innovative – research or evidence -based

Expansive – builds on current *successful* program in hopes of greater impact

Nonduplicative – Has clear differences from other programs delivering similar services

Fills a gap – Provides similar services to other programs but reaches a target group others don't/can't

Collaborative – Looks to support and engage with other programs

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Make sure to

Provide current local data and statistics to demonstrate need for program/service

Make a realistic ‘ask’ – what has been the average award amount in this impact area

Establish reasonable quantifiable outcomes – and know the difference between inputs and outcomes

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A Grant Writer's Perspective

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What Funders Want

- Funders want to impact a problem, population, or community
- Grant-funded programs are expected to have an **impact** on the populations/communities they serve
- Grant funders are interested in how their grant programs can **influence** policy and best practices
- Grant funders anticipate their **investment** in your program or community will **leverage** additional resources toward their area of interest in order to achieve the broader social goal

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Organizational Capacity

- Funders seek organizations capable of implementing and managing the grant. They look at organizational stability, prior grant experience, and organizational history.
- Do you have the capability to write the grant and then implement and manage it?
  - Staffing
  - Operational capacity and geography
  - Tracking grant dollars
  - Progress reports and data reporting
- The fact that your organization is the “only” one offering a particular program in a community is not reason enough to receive a grant

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Foundation Funding

- Foundation grants, when compared to government grants, often require less in terms of the application
  - Typically requires your IRS non -profit letter, an annual budget, list of board of directors and possibly a 990
  - Usually a letter of request or a short form for completion
  - Average award for Florida family foundations is approximately $2,500
  - Depending on area of state you are in, community foundations can be a great resource for grants

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Partnerships

- Collaboratives, consortia, and partnerships. Funders increasingly want collaborative efforts by multiple organizations to achieve a broader impact. Partnering with another organization is one way to learn about the grant process and to enhance your capabilities to achieve the grant goals
    - To serve more clients
    - To add a program component that you do not currently offer
    - To expand the geographic area served
- You will need at least a letter of commitment from partner organizations or a memorandum of understanding to demonstrate all organizations are committed to the effort

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Measuring the Program's Success

- Funders often require a program evaluation, particularly as dollar amounts increase. You must describe how you will measure your program implementation and program outcomes, specifying the metrics you plan to use. Measurable objectives, logic models, and aims and drivers are all tools you can use to determine what you will measure as part of the program evaluation.

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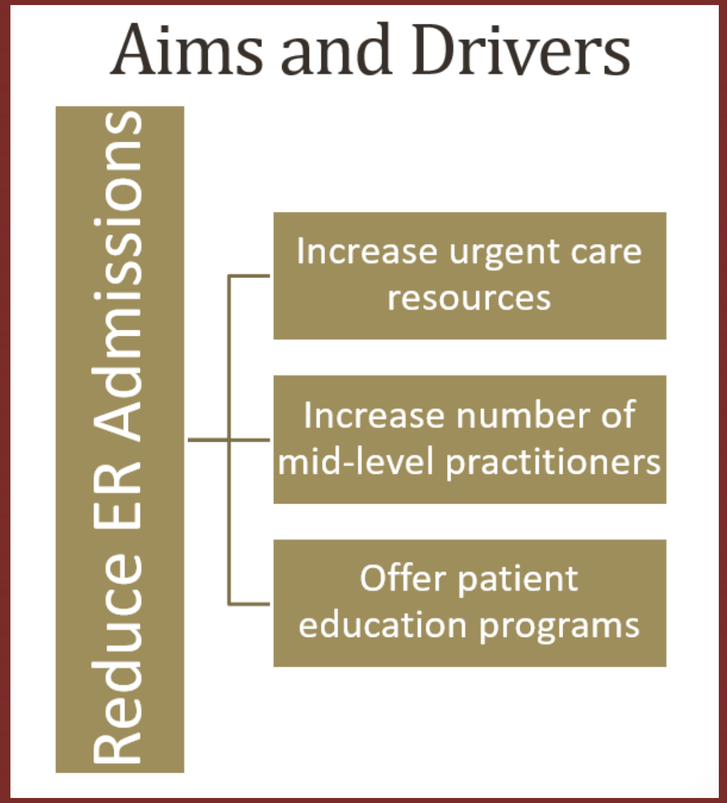
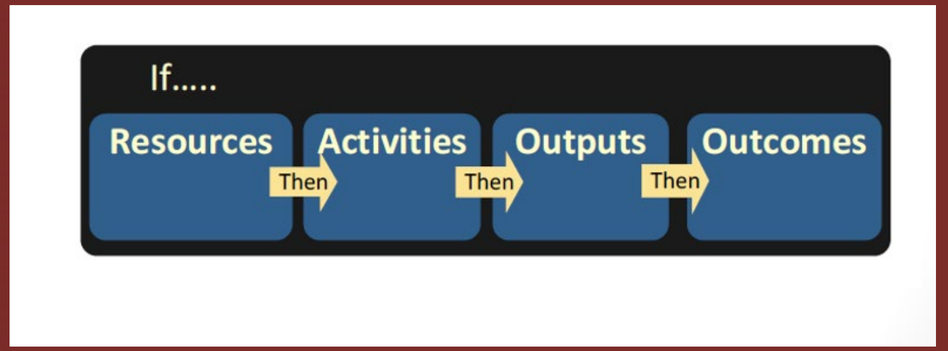
Evaluation Tools

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





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Writing the Grant Proposal

- Write to the Request for Proposal (RFP); use it as your outline for writing.
- Watch the adjectives (e.g., beloved). Use client testimonials instead.
- Insert photos, maps, or a graphic to illustrate a concept
- Grant reviewers typically review multiple grants or all grants received. You want your grant to stand out for the right reasons, not because the reviewer had enough of your program by page 2!
- Check the scoring criteria and be sure to address all topics you will be scored on.
- Write simply and clear.
- Do not exceed the character, word, or page limit.

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Questions to the panel:

1. Can you speak on the importance of collaborations? Are there typically any requirements regarding the composition or structure of collaborative teams?
2. What advice can you provide related to record keeping? Are there free programs that you know of that are helpful?
3. How often are there changes between the application and actual funded project or negotiated agreement?
4. Do you have any examples of successful past collaborations that have been funded by grants you have worked on or been a part of?

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Thanks for joining us!

Please take a moment to take our post-assessment survey:

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Until next time...

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