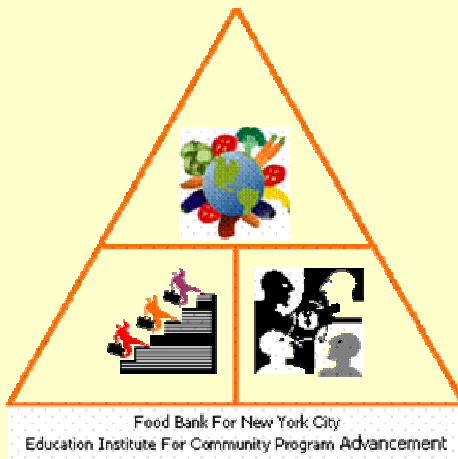


The Education Institute of the
Food Bank For New York City
Presents



Finding the Grant Writer Within



Donna Wall
May 23, 2007

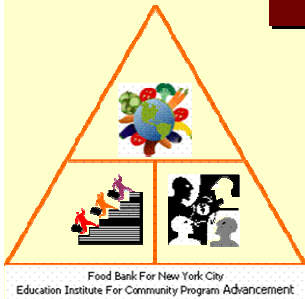
Presentation Will Cover

- This presentation will focus on the key elements of a proposal.
- The information presented here is a useful guide to follow when writing a “boilerplate” proposal.
 - The purpose of the boilerplate proposal is to organize information that you will need when requesting funding from specific funders. The boilerplate can be customized to meet whatever a specific funder requires.
- We will touch on customizing your proposal at various points throughout the presentation and in more detail and the end.
- For the purposes of this discussion, we will assume we are writing a proposal for project funding, as opposed to general operating support. Although most of what’s presented here is useful for general support proposals as well.



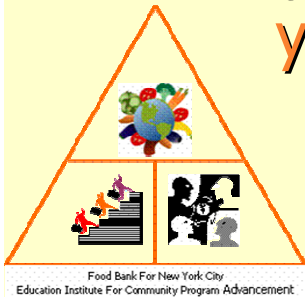
Presentation Outline

- Demonstrating the Need
- Organizational Background
- Project Plan
- Evaluation Plan
- Budget
- Attachments
- Other Things to Remember



Demonstrating the Need

- Explain the problem. What is it? Who is affected? What needs do they have? Be specific. Use facts and figures if available.
 - Example: Saying “In our community, a lot of people do not get enough to eat” is not enough data to illustrate the scope of the problem.
 - Rather, “Recent research shows that nearly 500,000 Bronx residents, two-thirds of them children and seniors, are at risk of going hungry this year” demonstrates the scope and severity of the problem. It also identifies vulnerable populations that are affected by the problem. You may also want to cite your sources.



Organizational Background

- Give the history of your organization:
 - When were you started? By whom? To address what problem in your community?
- When possible, highlight past experiences and accomplishments.
- If there are other organizations in your area addressing the same or similar need, explain how you differ and/or why YOUR organization's approach, location, expertise is needed.
 - You can also explain how you are working with these other organizations to enhance effectiveness and not duplicate effort.



Project Plan

- Clearly outline your goals, objectives and strategies.
 - Goal:
 - The purpose, end or aim of the project.
 - Answers the question: why are you doing this project?
 - Objectives:
 - Specific aims or goals that, if met, contribute to your overall goal; there can be many objectives.
 - Answers the question: what are you going to do?
 - Strategies:
 - Plans of action to achieve an objective.
 - Answers the question: how are you going to do it?



Project Plan cont'd

■ Example:

➤ Goal (why are you doing this project?):

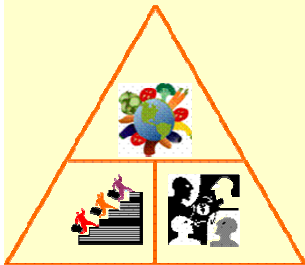
- To offer more meals to people in our community by extending soup kitchen hours to Saturdays and Sundays.

➤ Objectives (what are you going to do?):

- 1. Recruit new volunteers to work Saturday and Sunday shifts during lunch hours
- 2. Secure more donated food to prepare increased number of meals
- 3. Serve a minimum 50 meals and 30 unique clients each weekend.

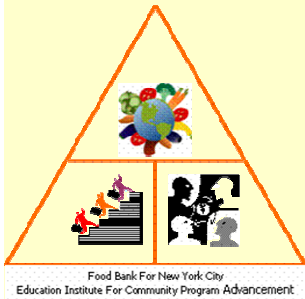
➤ Strategies (how are you going to do it?):

- 1. Reach out to potential volunteers through our networks.
- 2. Secure new grants that will enable us to purchase more food.
- 3. Inform community members about extended hours by posting and handing out flyers to clients during weekdays and by posting flyers at local churches, at bus stations and in local subway stations.



Project Plan cont'd

- **Two other items you may want to add are:**
 - **1. Key staff**
 - **Tell the funder about who will be overseeing the project.**
 - ❖ (Note: some funders will require bios or resumes of key staff.)
 - **2. Timeline**
 - **You may want to outline when you plan to do or achieve particular parts of your project.**
 - ❖ For example: "The project period is January-December. We anticipate recruiting new volunteers by the end of February. By the end of June, we anticipate we'll be serving 50 meals each weekend and at least 30 unique clients."



Evaluation

- Most funders will want to know how you will know if your project was a success, and they will want you to report back to them periodically on the progress you've made.
- In your proposal, tell the funder how you will know you've been successful and how you will document your progress.
 - For example, "We will consider this project a success if we recruit at least six additional volunteers to work weekend hours and if we serve at least 50 meals and at least 30 clients each weekend by the end of the first six months. We will track the number of meals and unique clients we serve. We will also survey weekend clients with a periodic anonymous questionnaire that asks if the new hours are meeting their needs and what we can do to improve services."
 - **WARNING:** Be careful not to promise something you can't deliver. For example, if you do not have the capacity to track the number of clients served, do not promise it.



Budget

- Make your budget clear and easy to read.
- Break down personnel expenses (PS) by each paid staff person whose time (whether whole or in part) will be covered by the grant. Indicate percentage of time dedicated to project.
 - While not every funder will require this level of detail, it is well worth the effort to do this when creating the budget so that you will have it ready to go when the time comes.
- Be sure to anticipate all “Other Than Personnel” (OTPS) expenses so that uncovered costs don’t arise in the middle of funding year.
- Include overhead or administrative costs in your budget. Your organization will have to determine what percentage is right for you.
 - For more detailed information on budget preparation, consult the Foundation Center’s website at www.foundationcenter.org.



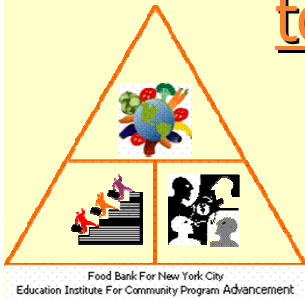
Attachments

- **Common attachments to include with any proposal include:**
 - **IRS Letter of Determination, also known as a 501(c)(3) form**
 - **Organization's Operating Budget**
 - **List of Board of Directors**
 - **Audited Financial Statement**
 - **Annual Report, if available**



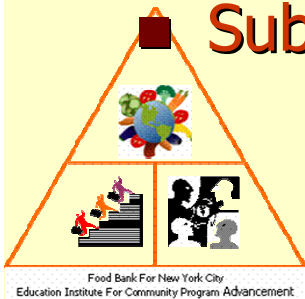
Other Things to Remember

- **When adapting your proposal, use language geared toward the funder's interests.**
 - For example, if your funder is interested in women, talk about the number of women you serve and how women in your community are affected by hunger.
- **Note your audience. The funder may not be familiar with the "shorthand" we use every day.**
 - For example, if you're approaching a national funder, be careful not to use abbreviations for local government agencies. In fact, you should always spell out abbreviations on the first reference (making sure to out the abbreviation in parentheses).



Other Things to Remember cont'd

- Read funder guidelines – including requested attachments - thoroughly before tailoring your application.
 - Funders may request information not in your boilerplate and you'll want to leave yourself enough time to gather necessary information.
- Be prepared to adapt budget to funder's budget form.
- Make proposals neat and easy to read.
- Make sure attachments are clean and easy to find.
- Address cover letter and envelope to correct person and spell his or her name correctly.
- Submit a **COMPLETE** proposal and submit it **ON TIME**.



Q & A

