KEYS TO WINNING GRANTS

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DEFINITION OF A GRANT

A grant is…..

A gift of money from an organization, usually a foundation or government entity, not an individual donor, that does not have to be repaid.

Grants are given to non-profits for such costs as: administrative, programs, capital purchases, equipment, capacity building, training, building, rehab.

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BASIC TYPES OF GRANTS

Private Foundations

Community Foundations

Government

Corporate Foundations

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VARIETY OF PROPOSAL PROCESSES
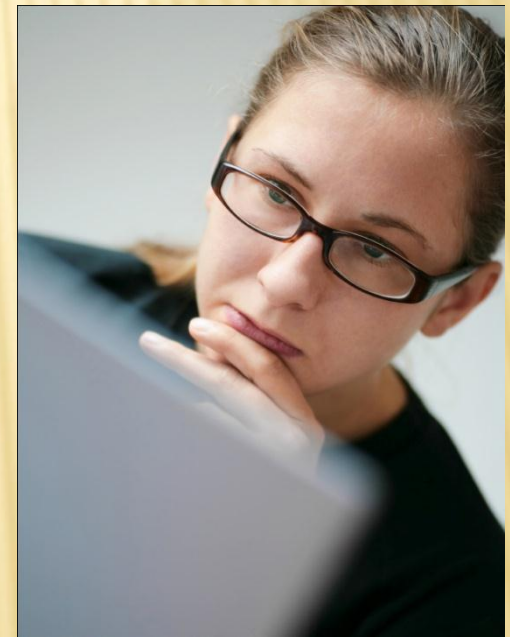
Letter of Inquiry/Online Pre-Application
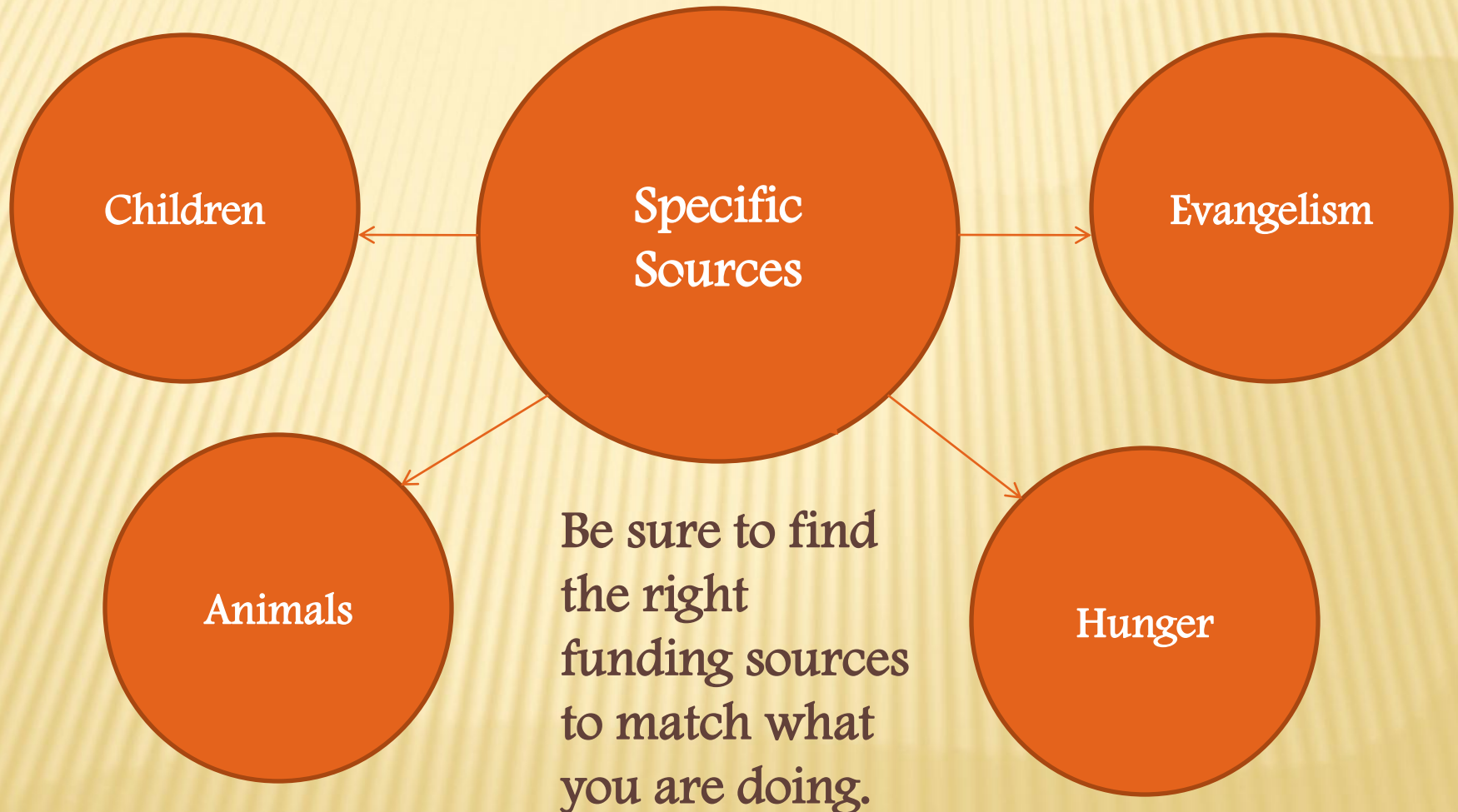
Letter Proposal

Full Proposal (Written or Online)

Government Proposals (www.grants.gov)

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HOW TO FIND AVAILABLE GRANTS

- Foundation Search

- Foundation Center

- Newsletters

- Library

- Grants.gov

- City and County Websites

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FOCUS OF GRANT SOURCES

Children

Specific Sources

Evangelism

Animals

Be sure to find the right funding sources to match what you are doing.

Hunger

HOW TO PREPARE YOUR AGENCY FOR WINNING GRANTS

Bottom Line ~ Funders Are Social Investors. They Want To Know:

Is your agency capable of doing what you say?

Will you handle their money well?

Will you have social ROI?

HOW TO PREPARE YOUR AGENCY FOR WINNING GRANTS

Funders Want Results:

- ✓ Measurable results
- ✓ Testimonies
- ✓ Statistics
- ✓ Follow~up
- ✓ Record~keeping
- ✓ Evaluation

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HOW TO PREPARE YOUR AGENCY FOR WINNING GRANTS

Basic Tool Box:

Board List/Involvement	501 (c) (3) Letter
Two Years of Financials	Staff Resumes
Job Descriptions	Other Funding Sources
Agency /Program Budget	Past Successes
Support Letters/Collaborations	Written Plans

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KEY ELEMENTS OF A SUCCESSFUL GRANT PROPOSAL

State the Need/Problem

Target Population

Collaborations

Programs: Unique Innovative Best Practices

Agency Capabilities & History

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KEY ELEMENTS OF A SUCCESSFUL GRANT PROPOSAL

Measureable Outcomes

Volunteers

Evaluation

Budget: The Proposal in Numbers

In-Kind

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SAMPLE NEEDS SECTION

There is a critical need for Citizenship Instruction in Pinellas and Manatee counties in Florida, a state ranked 4th in the nation by the Department of Homeland Security for its number of LPRs. These two counties are home to a large and growing number of immigrants from multiple countries as is evidenced by the following statistics:

- The Hispanic/Latino population increased by 71.3% from 2000 to 2010 in Pinellas County, for a total population of 73,241. Clearwater, the 6th largest city in Florida and located in Pinellas County, saw a 93% increase in Northern Hawaii/Other Pacific immigrants and a 30% increase in Asian immigrants from 2000 to 2010 (2010 Census)
- A language other than English is spoken at home by 38,739 (12%) Manatee County residents and 109,081 (12%) Pinellas County residents. Forty-four percent of these residents in Manatee County reported speaking English less than very well. (2008 Census Data)
- According to a recent Center for Immigration Study, the foreign language-speaking countries that supplied the largest number of new immigrants to Pinellas and Manatee Counties were Vietnam, Philippines, Jamaica, Poland, Soviet Union, India, Germany, Mexico, Haiti, Honduras and China. UMCM serves immigrants from all countries.

Unfortunately, for the growing number of LPRs in these two counties, the options for comprehensive, student-focused Citizenship Instruction are limited. In Pinellas County, aside from UMCM's current ESOL EL Civics instruction, two organizations, the Asian Neighborhood Family Center and the Literacy Council of Upper Pinellas provide limited Citizenship Instruction services to less than 100 clients annually. The Pinellas County School System offered instruction in the past but, due to budget cuts, they are reducing their classes to serve only 46 LPRs per year.

In Manatee County, adult education classes including EL Civics, Social Studies, and Citizenship are offered at the Manatee Technical Institute, the Catholic Charities of Manatee and the Literacy Council of Manatee County, serving approximately 250 total people annually. As in Pinellas County, these organizations simply provide classes for LPRs, rather than the student-focused comprehensive Citizenship Instruction services proposed by UMCM in this proposal.

SAMPLE TARGET POPULATION SECTION

The target population for this program is pregnant women and the biological fathers of their unborn children, many of whom freely seek the services of pregnancy resource centers (PRC's). Target Population demographics show that over 50% of these couples are low-income, approximately 70% are Caucasian, 11% Black and 9% Hispanic. An estimated 2,000 women per year will visit the six PRC's where existing Birth of a Family programs are being implemented. Based on prior metrics it can be safely estimated that at least 25% of these women will elect to voluntarily participate in the Birth of a Family program. Of those 500 clients, about 65% will be accompanied by the fathers of their children. The socio -economic and educational characteristics of these clients tend to be below lower than average. Most have no medical insurance. Few have positive role models and approximately 75% have experienced fatherlessness themselves. Without intervention an estimated that 8 out of 10 of the children born to these clients will grow up in fatherless households further perpetuating the cycle.

SAMPLE COLLABORATION SECTION

Alpha House of Pinellas County works in collaboration with numerous agencies and entities throughout the area to assist in service provision. Alpha House has a collaborative agreement with Family Resources, who provides the residential program with an additional Case Manager and Master's level Counselor, through a five year Federal DHHS grant. Alpha House also has other collaborations with Lighthouse Credit Counseling and USA 100, both providing residents with valuable life skills classes geared toward self sufficiency and self esteem building. The agency also has a collaborative agreement with Operation PAR, Inc. to provide information technology support to the agency, including the resident computer lab, ensuring that residents are able to access different educational sites for school work, do child birth research, job searches, and other important tasks. In addition, Alpha works closely with the following agencies: Worknet Pinellas, Lighthouse Credit, Life Skills Center, Harris Tips, Family Service Centers and the YWCA.

SAMPLE ORGANIZATIONAL CAPABILITIES

Recent Experience Providing Citizenship Instruction ~ UMCM has served as a leading provider of Civics~Focused ESOL Instruction in Pinellas County since 2003. For the past five years, UMCM has served an average of 100 LPRs each year in one county. A minimum of 80% of students displayed increased English language abilities as evidenced CASAS testing scores and approximately 12% became citizens, a number that will significantly increase as UMCM expands to serve LPRs with higher literacy levels who are more likely to obtain citizenship, offers U.S. History/Government training and expands services into Manatee County. UMCM data further indicates that approximately 85% of students continue with UMCM for more than one year, a significant indicator of student satisfaction levels and program effectiveness.

Additional UMCM program achievements have included: programs in more than a dozen countries around the world now use *Jumping into English*, an adult English program written by one of UMCM's staff members; UMCM's Director of Literacy trains all CASAS testers in the county for the Pinellas County Schools, UMCM is recognized as a provider of choice for beginning English speakers with the Pinellas school system; the Florida Literacy Coalition uses UMCM as a model program and test site for new initiatives; libraries utilize UMCM to provide ESOL services to local immigrants;   UMCM's curriculum, *Living in Pinellas*, is used by ESOL sites across the county.

SAMPLE ORGANIZATIONAL CAPABILITIES (CONT)

Recent Experience Recruiting, Training and Utilizing Volunteers: Each year an average of 100 volunteers contribute a minimum of 2 hours/week to ensure the success of UMCM's current program and the LPRs that it serves. Over the past five years, 247 volunteers have served in this program. The agency recruits volunteers via area churches and civic organizations, VolunteerMatch, newspaper advertisements, and our website. UMCM's volunteers serve as mentors, teachers, tutors, classroom facilitators and community liaisons. Each volunteer completes a rigorous training program that follows the guidelines of ProLiteracy America and includes emphasis on conversational English skills, working cross-culturally, utilizing ESOL software/websites, using ESL/Civic materials and teaching American culture and values. Volunteers will also receive instruction through the USCIS website's teacher training in EL-Civics as the program expands its focus.

SAMPLE ORGANIZATIONAL CAPABILITIES (CONT)

Recent experience measuring, tracking, evaluating, and reporting outcomes ~ UMCM is an experienced provider of measuring, tracking, evaluating and reporting outcomes, consistently meeting the outcomes of its various grant funders. The agency currently utilizes CASAS testing and Citizenship Test Practice tests from the USCIS website to measure student progress. The agency has previously provided Citizenship Instruction outcomes measurement data to the State of Florida Department of Education, the Dollar General Foundation, the Barbara Bush Foundation and numerous smaller foundations. All project records are maintained in QuickBase, an online database developed by Intuit. State of Florida Department of Education grant funds required UMCM to collect data for reports and input into the National Reporting System (NRS) and ProLiteracy America. Records and fields were in accordance with the guidelines found in *Improving NRS Data Quality.* UMCM continues to collect and report data in this manner.

SAMPLE ORGANIZATIONAL CAPABILITIES (CONT)

Experience with grant funded projects - UMCM has successfully managed grant funds from the following:
FEMA's Emergency Food and Shelter Program, Federal Child Care Food Program, State of Florida Department of Education, the Pinellas County Juvenile Welfare Board, Pinellas County and City of St. Pete Social Action Funds, the Barbara Bush Foundation, the Dollar General Foundation and numerous smaller foundations. The agency consistently meets 100% of grant requirements including reporting obligations.

Management Structure - UMCM is administered by a full-time Executive Director who interacts every other month in meetings with the Board of Directors and several times per month with board members and committees. The Executive Director and board set policies for the agency and determine the direction of the agency and its programs. The board operates from a Strategic Plan and annually develops an agency budget with the Executive Director. UMCM employs a financial administrator who is responsible for the day to day financial activities of the agency and administers the agency's $1,007,356 annual budget. UMCM utilizes QuickBooks for Non-Profits to manage its finances and meets all OMB Circular A-133/A-110 requirements. Written Financial Policies and Procedures are in place to guide financial accountability. The agency conducts an annual audit and has no findings against it. UMCM also employs 22 personnel through its various programs. Resumes for key personnel for this particular program are attached and staff qualifications are listed in the Program Design section of this grant.

SAMPLE PROGRAM OUTCOME OBJECTIVES MATRIX

Objectives Qualitative and/or quantitative, please show #'s & %	Outcome Measurements How will we know when the objectives are achieved? What tools are you using?	Year End Outcome Status Did we meet our objectives? What were the final results?
<u>Outcome Objectives:</u> Provide 3,600 St. Petersburg residents (1300 families)with monthly food through food pantries per SAF program year	As per monthly program records indicating the number of persons assisted	3,118 people (1300 families) received food and/or gift cards (33% children)
Provide 300 unduplicated St. Petersburg residents with nightly meal per SAF program year	As per program records indicating the number of meals served throughout the year	205 unduplicated people received hot meals, (to date)
Provide rent/utility assistance to 150 St. Petersburg residents per SAF program year	As per program and TBIN records	44 people received rent and/or utility assistance to date(annual goal will be quickly reached when EFSP funds are received)
Provide 1700 St. Petersburg residents with Ditty Bags per SAF program year	As per program records indicating numbers of bags produced and distributed in St. Petersburg	585 bags were produced and distributed in St. Petersburg.

SAMPLE PROGRAM OUTCOME OBJECTIVES MATRIX (CONT)

Objectives Qualitative and/or quantitative, please show #'s & %	Outcome Measurements How will we know when the objectives are achieved? What tools are you using?	Year End Outcome Status Did we meet our objectives? What were the final results?
<u>Process Objectives</u> A minimum of 50% of St. Petersburg residents receiving rent/utility assistance per SAF program year will remain stably housed after 6 months of receiving assistance from UMCM A minimum of 500 additional homeless citizens will be counted by the Homeless Coalition due to the incentive of receiving Ditty Bags.	As per program and TBIN records; UMCM staff conducts follow-up of recipients; As per program records indicating numbers of bags produced and distributed in St. Petersburg; number of bags distributed to the Homeless Coaltion.	44 people received rent and/or utility assistance, with 50% or more stably housed after 6 months (to date; number will increase when EFSP funds received) 500 or more Ditty Bags distributed resulted in an additional 500 homeless citizens being counted by the Homeless Coalition due to their use as incentives.

HOW TO POSITION YOUR AGENCY FOR WINNING GRANTS

- Utilize sound business practices
- Develop relationships with funders
- Choose right funders
- Write in a compelling and succinct manner
- Board involvement
- Collaborations
- Program Outcome Measurements
- Have a tool box
- Develop strong/innovative/best practice programs

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Questions