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GRANT
WRITING

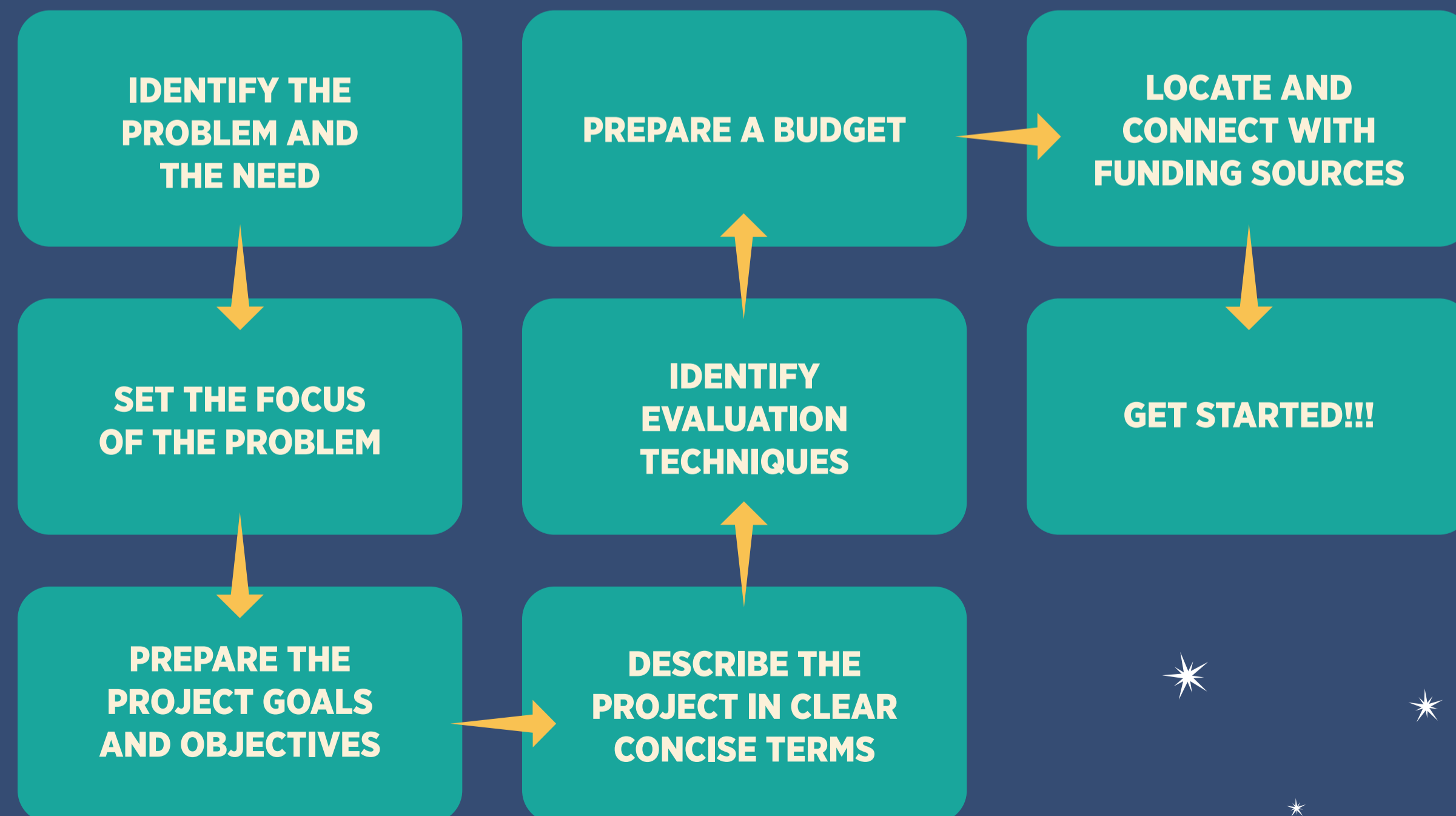# TABLE OF CONTENTS

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WHAT ARE GRANTS?

Grants are non-repayable funds disbursed by one party (grant makers), to a recipient. Grant makers are often a government department, corporation, foundation or trust. The recipient is often (but not always) a nonprofit entity, educational institution, business or an individual.

In order to receive a grant, some form of grant-writing is usually required, often referred to as either a proposal or an application.

Unlike a donation, a grant is normally given to an organization to implement a specific project. You are required to report on your activities and show that the money was spent as outlined in the project budget.
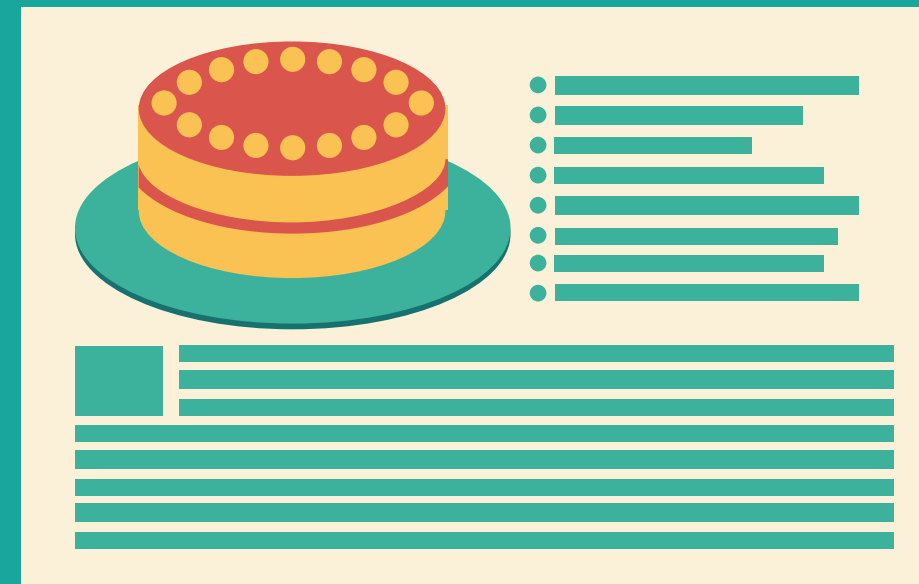
IDENTIFY THE PROBLEM AND THE NEED

PREPARE A BUDGET

LOCATE AND CONNECT WITH FUNDING SOURCES

SET THE FOCUS OF THE PROBLEM

IDENTIFY EVALUATION TECHNIQUES

GET STARTED!!!

PREPARE THE PROJECT GOALS AND OBJECTIVES

DESCRIBE THE PROJECT IN CLEAR CONCISE TERMS

THE 8 MAJOR COMPONENTS OF A GRANT

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2. EXECUTIVE SUMMARY

3. PROBLEM STATEMENT & GOALS

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4. OBJECTIVES & EXPECTED RESULTS

5. NARRATIVE
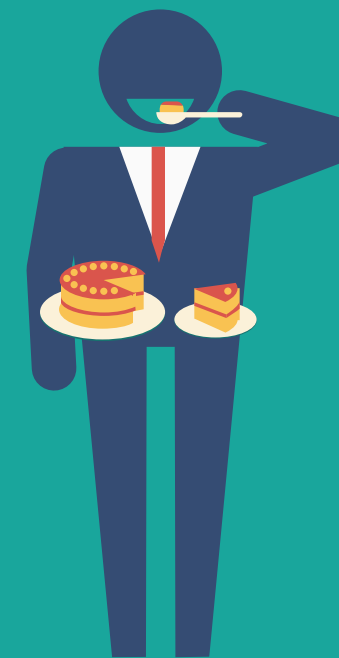
MILK

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CHOCOLATE

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6. TIMELINE

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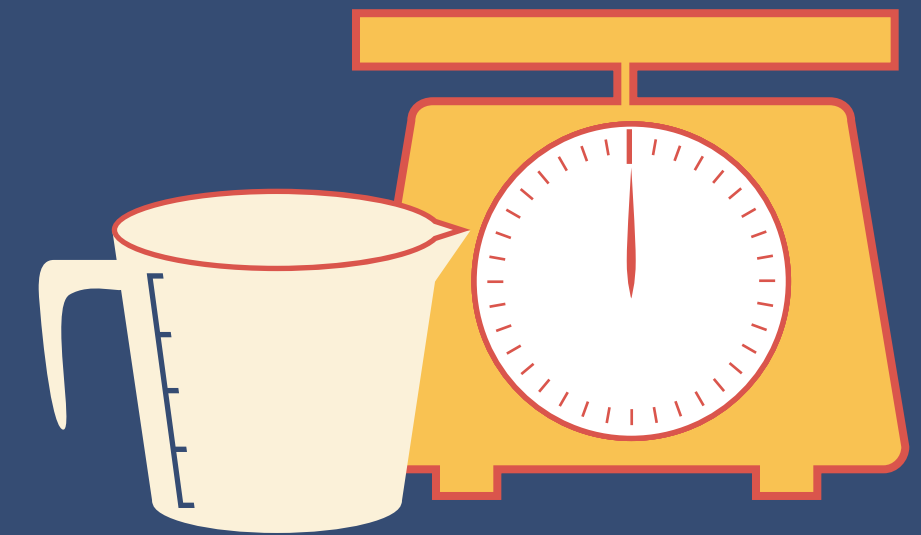
7. EVALUATION & SUSTAINABILITY

8. BUDGET

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COVER SHEET

A. PROJECT INFORMATION, WHICH INCLUDES:

- Project title
- Name of the organization submitting the grant
- Address
- Name of the prospective funder
- Beginning and ending project dates
- The total amount requested

B. ABSTRACT, WHICH INCLUDES:

- Summary of the statement of the problem/need – overarching goals of the proposed project (but not the detailed objectives)
- Summary of the methods that will be used to implement and evaluate the project
- Final paragraph describing your group or organization's capacity (expertise and resources) for carrying out the proposed project.
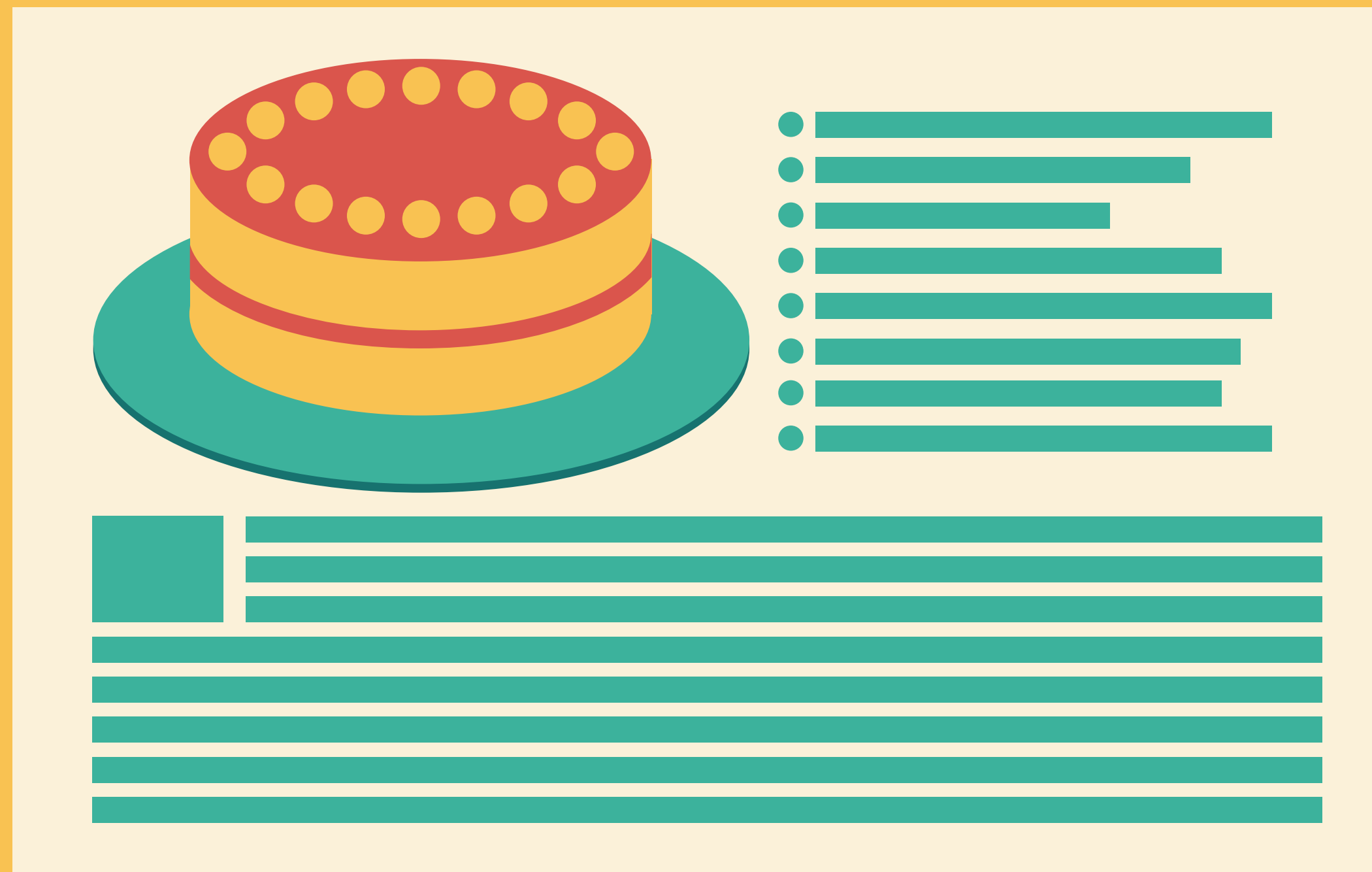
EXECUTIVE SUMMARY

Start by writing a one-paragraph (3 or 4 sentences) description of your request. It should include:

- Who you are
- What your project is
- Why are you qualified to do it

This summary lets you start with the big picture; the rest is filling in the details.

PROBLEM STATEMENT & GOALS

PROBLEM STATEMENT / NEEDS ANALYSIS

- Document the problem you want to address (use references, statistics, and graphs/charts)
- Describe the causes of the problem or the circumstances creating the need
- Identify approaches or solutions attempted to date, based on a review of the literature when possible

GOALS

A project goal is a long-term aim that you want to accomplish that needs more than just a few projects to be realized. Most proposals do not have more than one goal.

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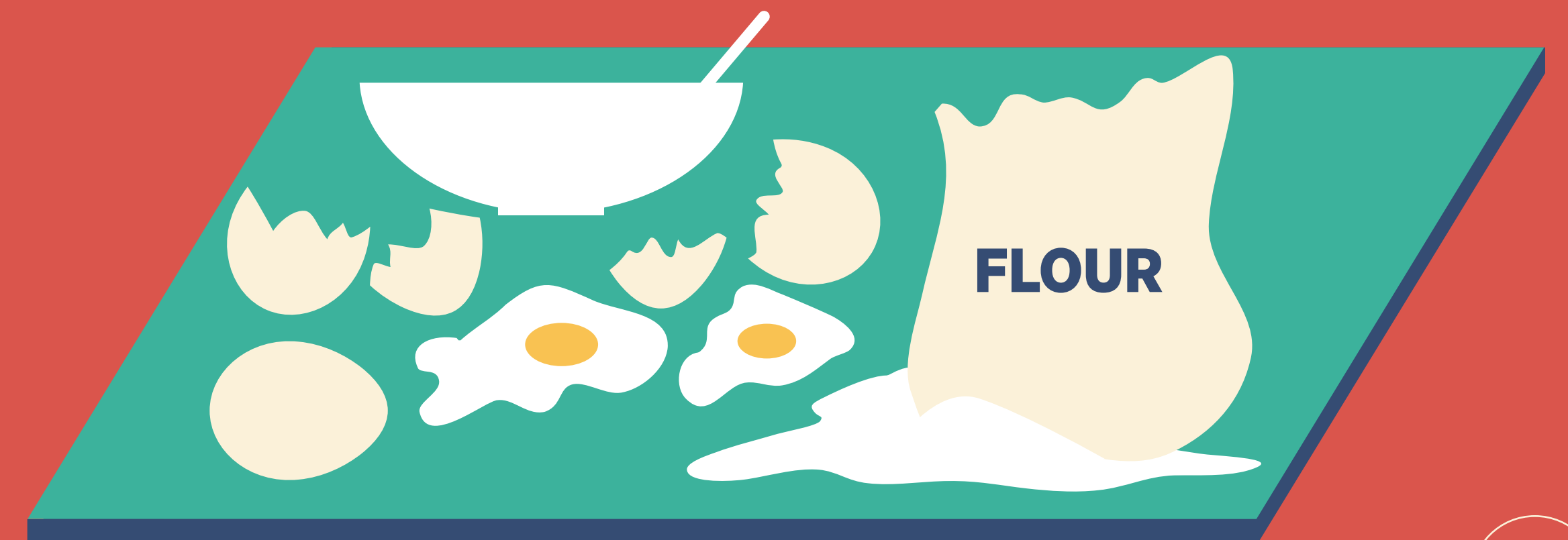
OBJECTIVES

OBJECTIVES are short-term aims, different from activities, and should be achieved during the project period. Example: "To promote women's economic empowerment in community X".

They must be:
Specific
Measurable
Achievable
Relevant to the mission
Timed
Challenging

OUTCOMES are the expected results of your project. Example: "Increased access to employment opportunities for women in community X". Outcomes, or result statements, should answer the following questions:

WHAT? Does the result statement describe the type of change expected using an adjective that is drawn from a verb, and that indicates direction (e.g. increased, improved, strengthened, reduced, enhanced)?

WHO? Does the result statement specify the target population or beneficiary of the intervention? Does it specify the unit of change (e.g. individual, organization, group)?

WHERE? Is the location or site where the result will occur specified?

BENEFICIARIES

DIRECT BENEFICIARIES

Direct beneficiaries can be defined as those who will participate directly in the project, and thus benefit from its existence. Thus, all persons who will be employed by the project, supply it with raw materials or other goods and services, or who will in some way use the output of the project, can be categorized as direct beneficiaries. The patients expected to attend a health clinic, or the children expected to attend a local school (and their families) would be classified as direct beneficiaries. So would the nurse or teacher who works in the clinic or school.
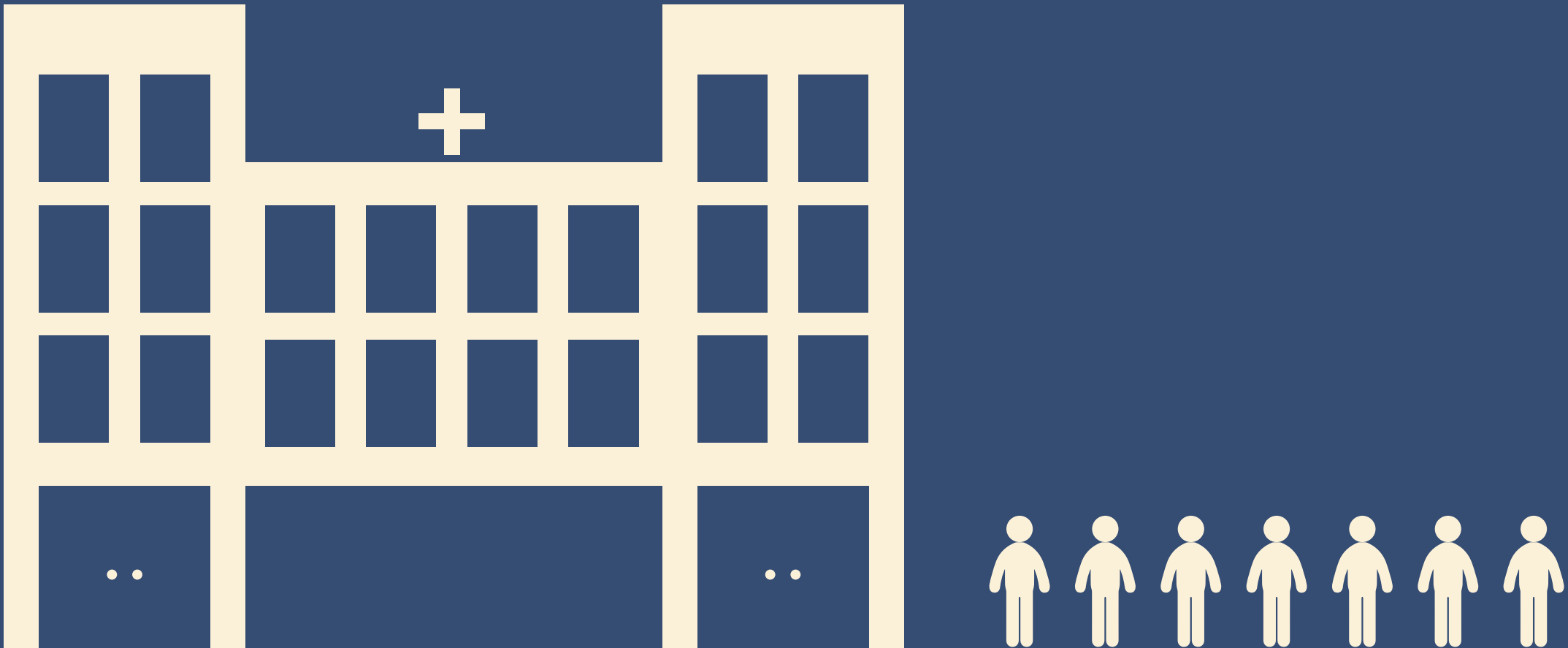
INDIRECT BENEFICIARIES

Indirect beneficiaries are often, but not always, those living within the zone of influence of the project. Thus, although a health clinic might expect to treat only 1,500 patients, indirect beneficiaries may well include all those within five, eight, or even 10 kilometers of the clinic. It is often only possible to make broad estimates of indirect beneficiaries
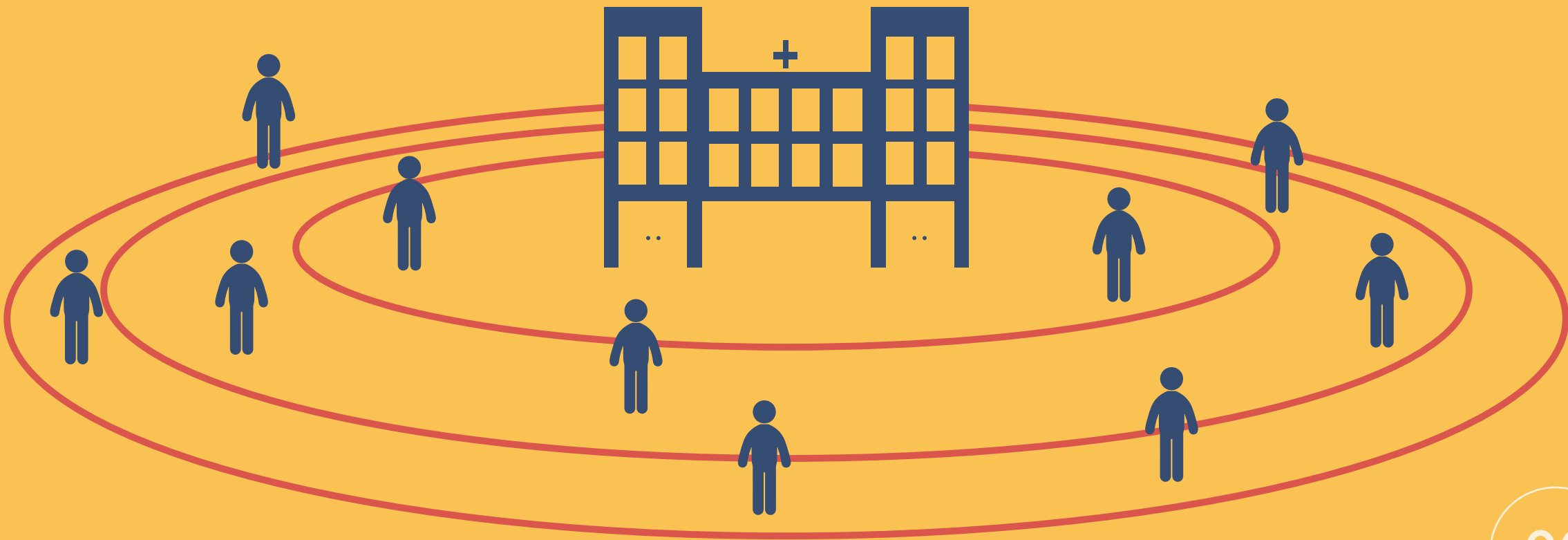
NARRATIVE

The Narrative, or methods section of the proposal, defines how you are going to implement activities to achieve the goals and objectives of the project. This should be as specific and detailed as possible.

WRITING TIPS:

- Keep the sequential order of tasks in mind.
- Make sure that the activities described are cohesive, so reviewers see that you know how all the pieces of the puzzle fit into the big picture.
- Include a flow chart of the sequence of events – if applicable to your situation – in addition to a time line chart, which is usually required.
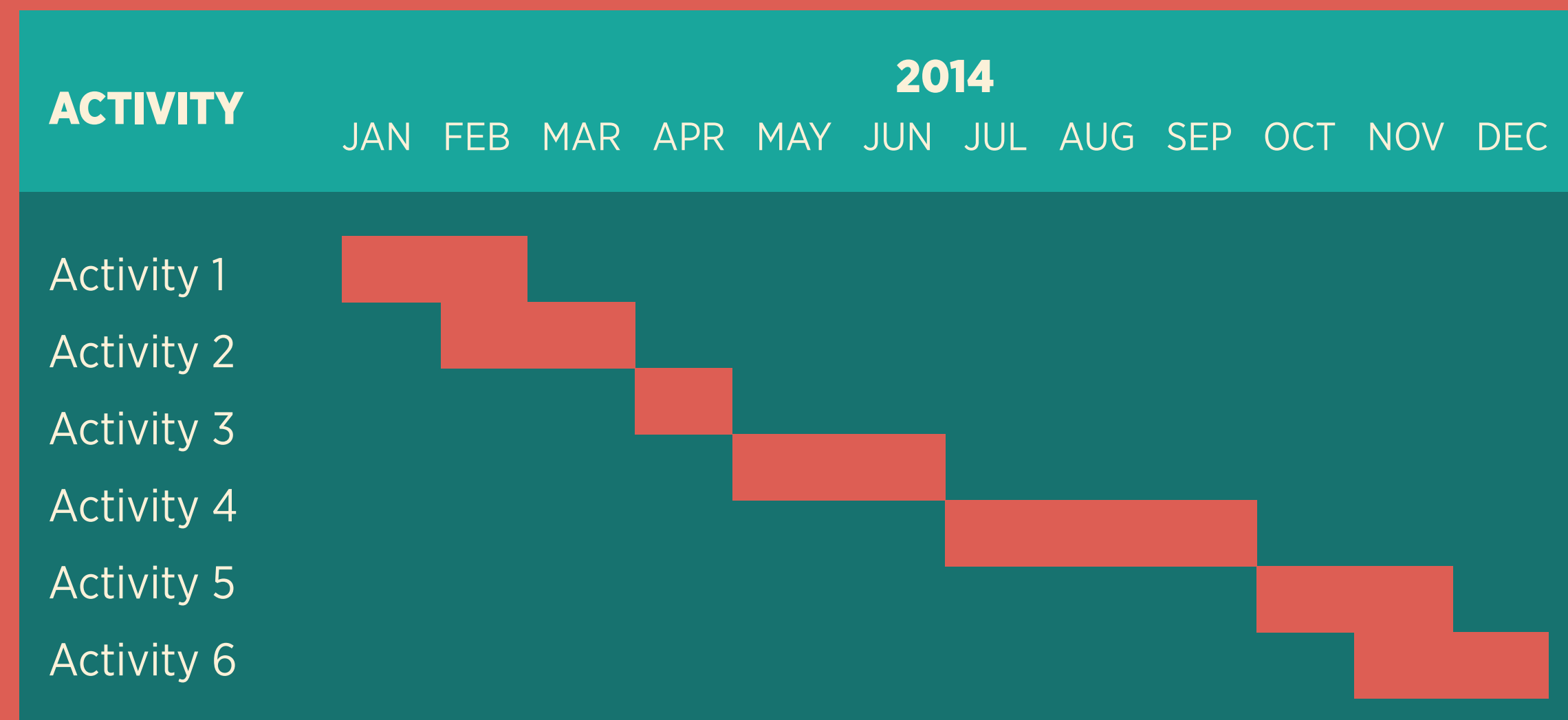
TIMELINE

A Timeline shows what activities will be carried out and when.

WRITING TIPS:

- Try to anticipate every activity an objective might entail and estimate the point in the program's time frame that the activity will be completed.
- Understand that the timeline is meant to be used for planning purposes and may be revised over time.
- Remember that all activities in the timeline will shape your budget request

MILESTONES:

Some donors don't specifically ask for a timeline chart, but require Milestones instead. Milestones are often divided by objective.

ACTIVITY	2014											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Activity 1												
Activity 2												
Activity 3												
Activity 4												
Activity 5												
Activity 6												

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EVALUATION & SUSTAINABILITY

EVALUATION:

An evaluation does not have to be complicated. It shows how you will measure your project's results. Be sure that your plan includes details about how information will be collected and analyzed. Also describe how and when evaluation findings will be shared with the funder.

WHY SUSTAINABILITY?

A funding agency is interested in backing proposals that have long-range benefits and can be replicated by others. So, you will need to develop a plan to maintain the project after the grant ends. The more specific you can be, the better.

There can be different kinds of sustainability:

Organizational sustainability is how the organization will continue to sustain in the absence of the donor support.

Financial sustainability is about the financial support required for the project or the organization after the grant has ended.

Community sustainability is how the community will continue to carry out the project activities when there is no grant available.
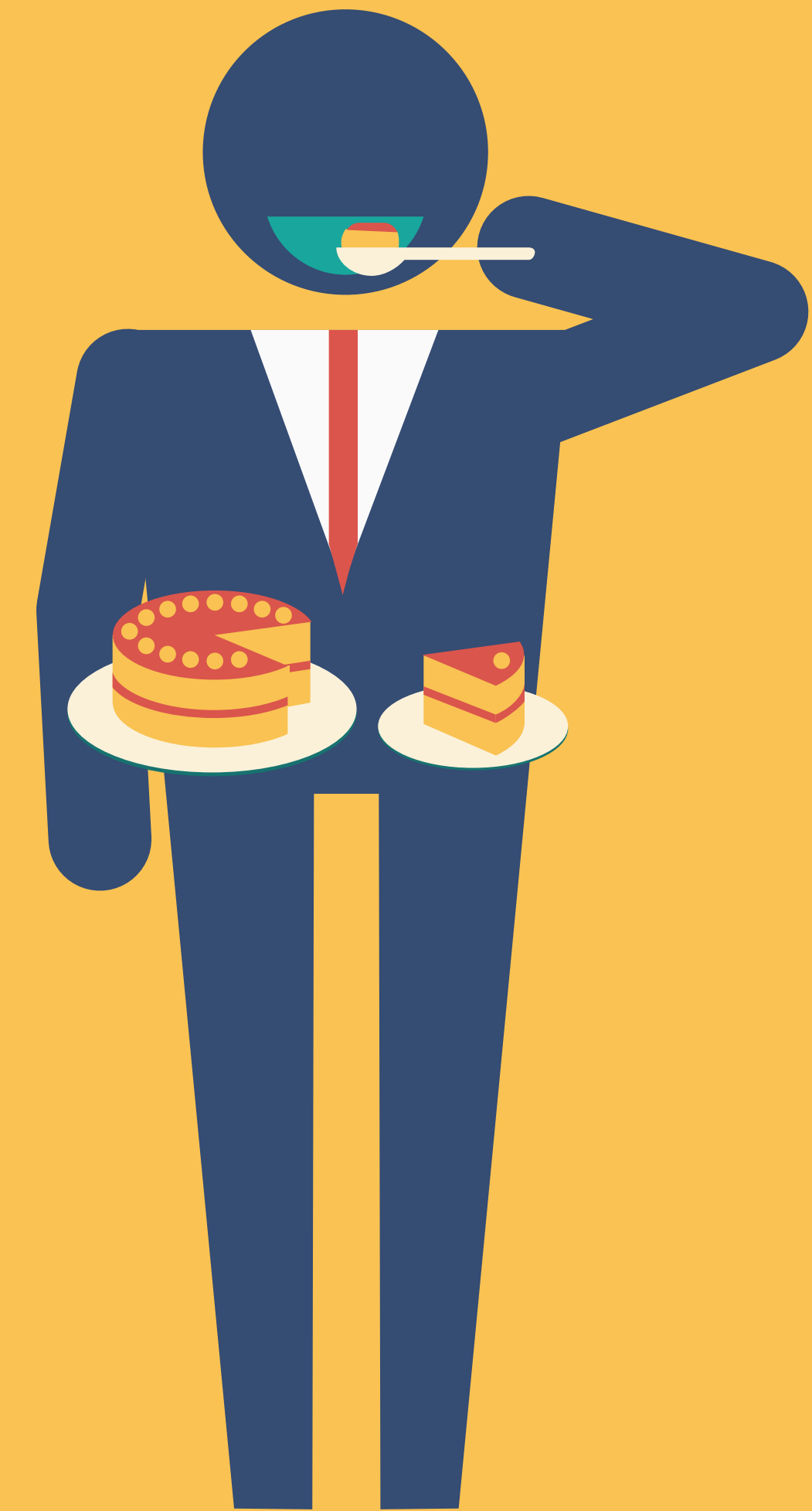
BUDGET

- Make sure that your budget does not exceed the maximum amount stated in the request for proposal (RFP).
- Make sure that the numbers in the proposal narrative and budget justification match those in the line-item budget.
- Be sure to clearly describe the need for each line-item / total requested.
- Show the reviewer exactly how you arrived at the total for an item in one or two sentences per budget-line item.
- If you are required to submit budget projections for multiple years, remember to include a cost-of-living raise in staff salaries, and allow for inflation among supplies, utilities, etc.
- If you are inexperienced with a proposed activity (such as conducting focus groups), talk with someone who has done this to gain insight as to how much to budget for.
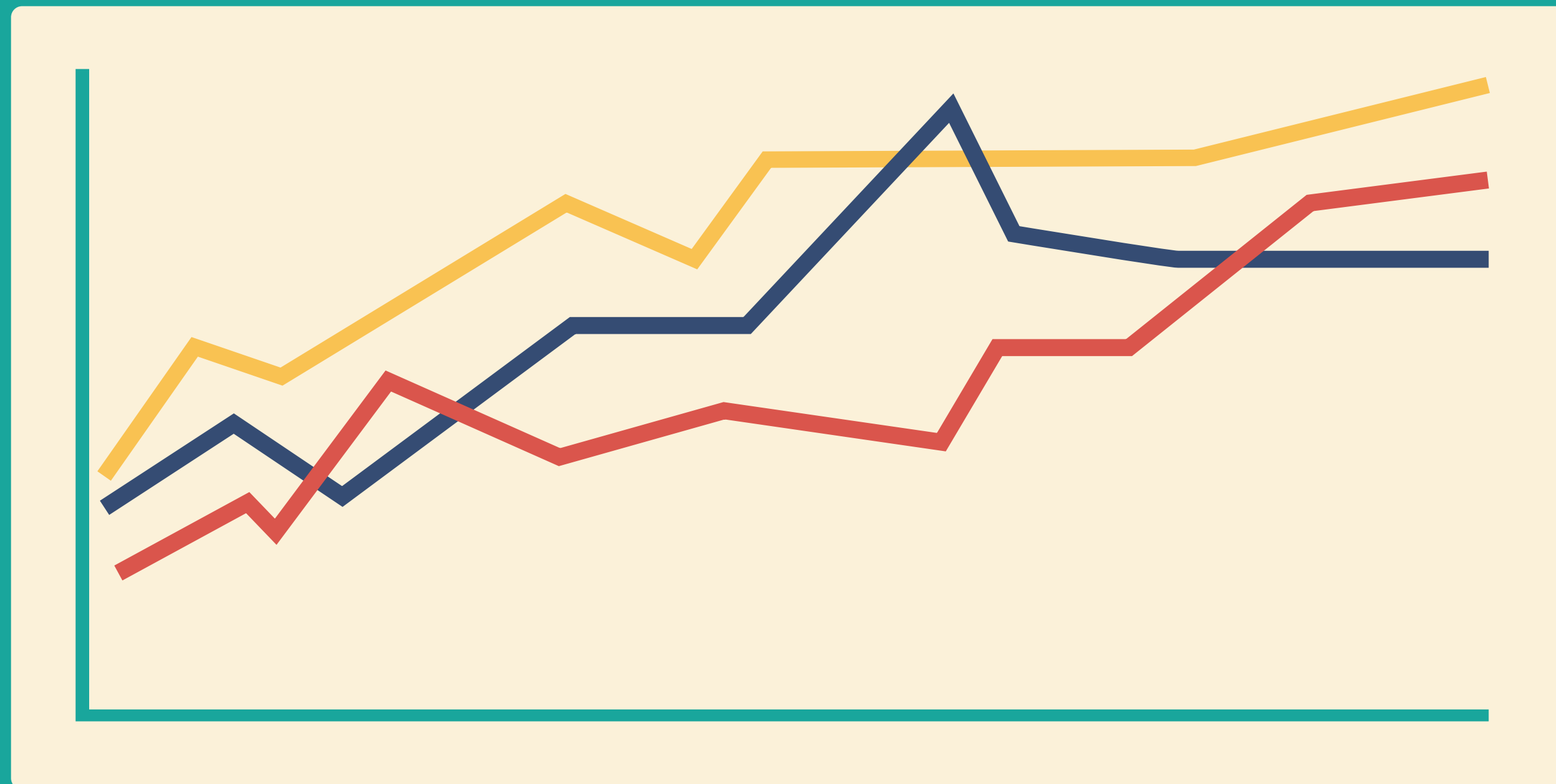
CONSIDERATIONS

- Writing a proposal is not easy! It needs time, research, concentration, team effort
- Grants should be written for projects you know very well – it's difficult to write on new concepts or newly created programs
- Grants are reviewed by people who are experts in the field
- The competition is stiff; applications abound – yours must stand out

PICK ME!

BEFORE SENDING YOUR GRANT PROPOSAL

- Add a cover letter that includes a summary of your request.
- Proofread everything.
- Double check to make sure you've answered all the questions and are sending all the required materials.
- Make a copy for your files.
- Make sure you mail or deliver it in time to meet the deadline.

AFTER SENDING YOUR GRANT PROPOSAL

- About a week after mailing, call to make sure it arrived and is complete (this is also an opportunity to talk a bit with the grant giver.)
- During the review period, if you have major successes, send a letter and let them know.
- If you get an article in the paper, send them a copy.
- Be patient. The review process can take a long time.
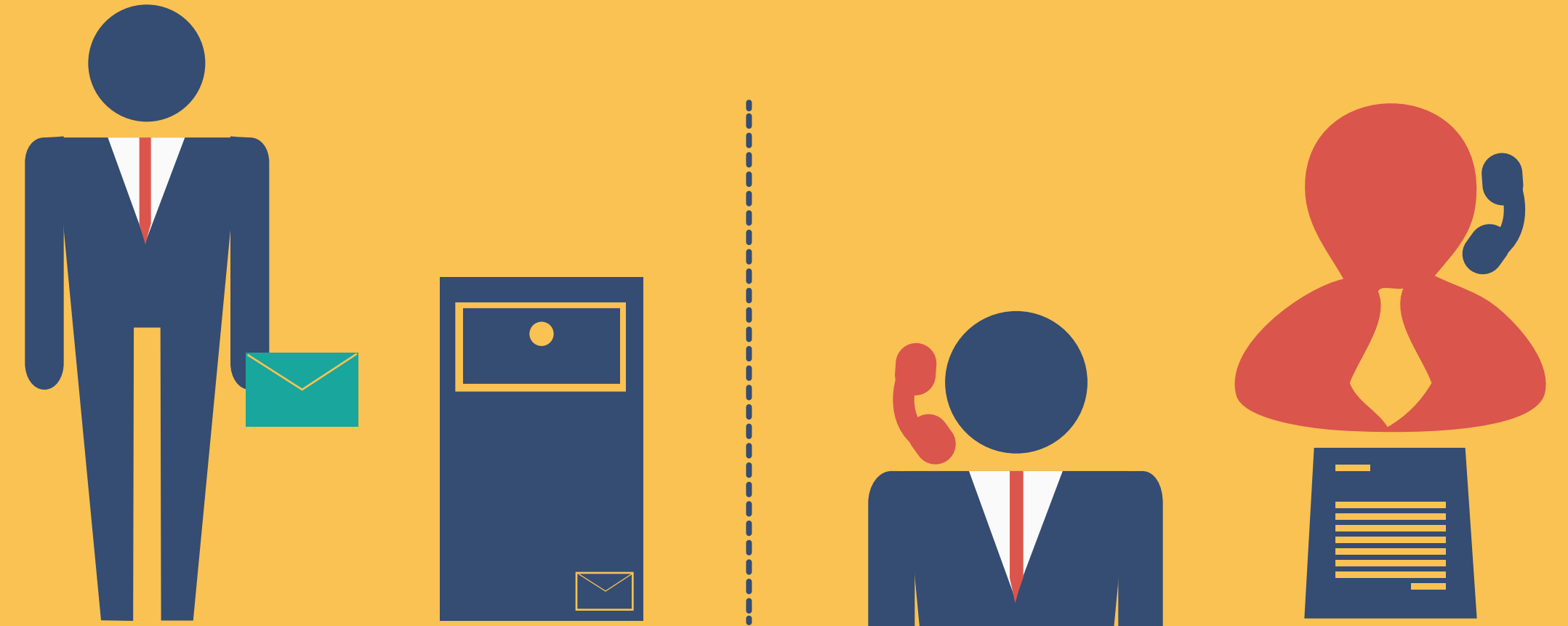
TIPS

- Make sure the fit is good. Your project should closely match the grant-givers' guidelines. Otherwise you're wasting their time, and your own.
- Follow the instructions exactly. They have to read lots of proposals. When one is exactly right, they'll appreciate it, and remember it.
- Convince them that funding you is a smart investment. That you'll use their money carefully, you'll get a lot done, and you'll help them achieve their goals.
- Show them that you will give them what they need. That may be strong evaluations, good publicity, or knowing that they are really making a difference.
- Make connections and build relationships with foundation staff and board members whenever you can. People give money to people they know.

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