



# **GRANTS: BLESSINGS STYLE**

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# PROSPECT RESEARCH

## Where To Look

- Other youth-serving and hunger-focused organizations in your community
  - Donor listings on website, annual report and e-news
- Community resources, such as Donors Forum, Community Foundations, local college or university's nonprofit management course
- GrantStation

## Donor Research

- Types of foundations
- Online research
  - Foundation website
  - Guidestar.org listing and 990 form
- Are you a match?
  - Focus area – Work they fund AND geographic coverage
  - Guidelines
  - Reporting requirements
  - Return on investment
- Ask - Program to submit and amount to request

# THE APPLICATION

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## Types

- Letter of intent
- Full proposal – Mailed, Emailed, Online form

## Steps

- Read the instructions!
- Call the foundation
- Collect the information you need
  - Attachments
  - Information from others
- Format of the application
- Boilerplate information
- Review and edit
- Submission (check everything twice!)

# ATTACHMENTS

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- **Cover letter or submission email**
- **Narrative**
- **IRS determination letter**
- **Program budget**
- **Organization budget**
- **990**
- **Audit**
- **Annual Report**
- **Board list with affiliations**
- **Staff list – with or without bios**
- **Organization chart**
- **Donor Lists – Top 10, top 5, all of them (yikes!)**
- **Program locations**
- **Income statement**
- **Balance sheet**
- **Previous Year or Mid-year Report**
- **Discrimination Policy**
- **Media examples**

# DONOR STEWARDSHIP

- Learn all you can about the foundation
- Call before you start the application
- If you are funded, say thanks!
- If you are not funded, call to get feedback to improve your next application and strengthen your relationship with them. Do not be defensive.
- Make it easy for them to read your application!
  - Follow their instructions
  - Follow their order
  - Simple font
- A funded grant is a legally binding document:
  - Communicate to all involved parties their responsibility to implement the funded program
  - If program implementation does not go as outlined, communicate the challenge and possible solutions to the donor
  - Funds must be used as outlined in the proposal and budget
  - You are the donor's representative within Blessings in a Backpack
- Report back to the donor at the end of the grant period, even if they don't specifically request you do so.

# DO'S AND DON'TS

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## DO

- Research to understand the goals and mission of the foundation.
- Answer questions in clear, concise manner, specifically answering each question.
- Use active verbs, simple constructions and strength-based wording.
- Describe the problem with research and data.
- Provide outcome data linked to goals, outputs and measurement tools.
- Alert the funder promptly with any program changers.

## Don't

- Try to convince a funder that, even though it doesn't fit their guidelines, your project is worth funding.
- Skip questions, combine answers to multiple questions, or squeeze margins.
- Fill the application with client stories – one will suffice.
- Provide outcome data without telling the story behind data and continuous improvement efforts.
- Surprise funders with information in the final report.

# THE NARRATIVE

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## Simple Proposal

- Mission
- Organization Goals and Achievements or Achievements
- Program Name
- Program Description
- Goals, outcomes, measure of success, progress, etc.

## Example Online Application

## Other Questions

- Impact
- Target audience
- Timeline
- How you'd recognize their support – always include dollar amount

# BUDGET – NUMERICAL NARRATIVE

- Tells the same story but with numbers
- Include organization name, program name, time period
- Consistency!

## Revenue

- Don't forget to list to whom you are applying!
- Funding status
- Total revenue should equal total expenses
- Individuals and events

## Expenses

- Provide expense narrative when applicable
  - Food: \$90 per child for 38 weeks.
  - Supplies: Bins, bags, markers, etc.
- Ensure you can track against budget!



# FUNDED!

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- Say thanks – verbal and written
- Implementation
- Recognition
- Stewardship



**QUESTIONS?**



**THANK YOU!**