Getting Started

- 501(c)(3) or fiscal agent
- What community need are you addressing?
- Does your project align with funder priorities?
- Scope of the project (how much can you handle?)
- Long lead times
- Budget requirements
- Documentation required
- Post-award reporting required

Terms

Direct Cost: Expenses that are absolutely required specifically for the project.

Indirect Expense (aka Overhead or Administrative Costs): Expenses that would be incurred without implementing the project.

Evaluation: The process by which success will be measured.

Fiscal Sponsor (aka Fiscal Agent): The 501(c)(3) non-profit associated with the project whose IRS determination letter is submitted with the proposal. The organization receiving the check.

Impact: How the objectives will affect the target population, both qualitatively and quantitatively.

Measurable Outcomes: Statistics / measures that will be tracked throughout the project and indicate success in reaching goals. You will need to report these; be sure you collect them!

Need / Problem Addressed: Action item identified by the funder to improve the community

Project Alignment: Program objectives serve the funder's community priorities

Target Population: Group of people identified by geographic region, ethnicity, socio-economic status, culture, etc. to benefit most from program impact

THREE TYPES OF GRANTS:

| General Operating Support	vs.	Project Support	vs.	Capital Support
Funds to support an organization without specific requirements about how it is spent; may have a designated area of impact		Funds to support a specific program or project with requirements about how it is spent		Funds to purchase equipment or construct buildings
Examples				
Funding for community outreach programming		"String Scholars" project		Musical instruments

Something to ponder...

Does your program serve a large or diverse audience? Is there a significant amount of marketing associated with it? If so, you may be able to get a corporate sponsorship.

Goals	vs.	Objectives
High level statement of end-result, driven by community need.		Data-driven, concrete target that serves as a stepping stone toward achieving a goal.
Examples		
Fight poverty in Central Indiana		1. Provide # of free 2-hour weekly financial wellness seminars. 2. Serve # people in Marion and surrounding counties.
Improve preschool quality and access		1. Train # of early childhood educators in best practices during an 8-hour presentation by esteemed researchers. 2. Offer tuition scholarships to # low income families to attend a NAEYC accredited preschool.

Pro-Tips

In your narrative, let <u>community need</u> drive your goals… goals drive objectives… and objectives drive outcomes.

Need ➔ Goal ➔ Objectives ➔ Outcomes
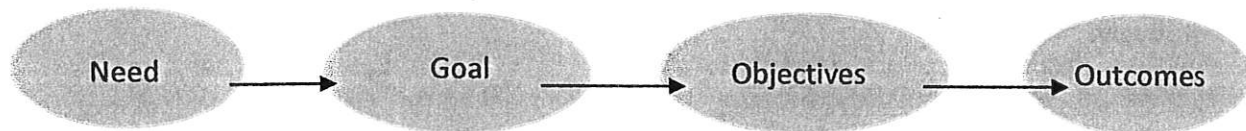
Discuss with the Foundation's grant officer:
- If your program is a good fit for the funder
- An appropriate amount to ask for from a particular funder
- Opportunities to collaborate or other ways to make your project more viable; foundations love community partnerships and collaborations!

General advice:
- Start with local foundations, where your organization and community are known.
- Tell a story. Share your passion.
- Budget should match the narrative. Budget should balance!
- No jargon, acronyms, etc. Assume the reader knows nothing about you or your project.
- Answer every question. Answer only the question that is asked.
- Write in a direct, clear, concise manner. Use professional, business-like language.
- Proofread! Ask an outsider to read it.

Questions? Feel free to contact me:

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