

Grant Writing 101

Information and Tips for Finding, Preparing and
Submitting Grant Applications



Introduction



Kate Hephner (she | her | hers)

- Grants Specialist for Second Harvest Foodbank of Southern Wisconsin
- Previously Grants Director for the Boys & Girls Clubs of Dane County
- After a 10 year career as a Creative Director in radio and volunteer opportunities with both Peace Corps and AmeriCorps VISTA, I have been working for non-profit organizations for over 20 years.
- Previously was Food Distribution Manager for SHFB in 2014/2015



Are you ready to apply for a grant?

- Do you have a **program in place? New services?**
- Can you **describe** the program or service?
- Do you have the **staff** needed to carry out the program or service?
- Can you describe **who you support?** (e.g. race, gender, needs, strengths, economic status, etc.)
- Are you **proposing** a new program or service? **Why** is it needed?

- How will you **finance** the program?
 - Have you developed a **budget**? When the grant ends, how can you ensure the program will **continue**?
- Are you **collecting measurable outcomes data** for your program?
 - How many people do you support?
 - How many pounds of food do you provide families in what timeframe?
 - How do you know your program is working?

Finding the grant opportunities



Grant Announcements

Grant announcements let the public know about grant funding that is available for a specific program area. Also referred to as a Federal Opportunity Announcement (FOA), Notice of Funding Opportunity Announcement (NOFA), or a Request for Proposal (RFP).

[Grants.gov](#)

[Madison](#)

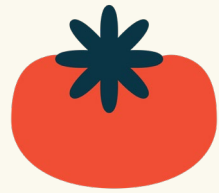
[Wisconsin](#)

[WI edu](#)

[Dane Co.](#)

[Foundation](#)

[Instrumentl](#)



Various types of grant funding

Private family foundations

Corporate foundations

Government funds

- Local – City or Town
- County
- Region of the state
- Statewide
- Region of the U.S.
- Nationwide
- Internationally



A dark teal graphic of a leaf with a stem, positioned on the left side of the slide.

**Is the funding a
good fit?**

What are the funding priorities?

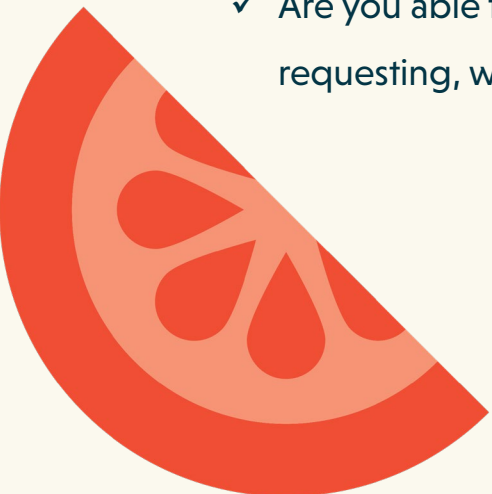
- ✓ Does the food insecurity work you are doing fit in?

Do you meet the eligibility criteria?

- ✓ Geographically
- ✓ Non-profit status
- ✓ Have they funded similar programming?
- ✓ Do you have all of the materials they are requesting?
- ✓ Are you able to support the number of people they are requesting, with the money available, in the time frame allowed?

Are the requirements ones you can fulfill?

- ✓ Be sure to review reporting requirements





Reviewing the RFP

Request For Proposal

What is required to apply?

- Do you need to submit a letter of intent?
- Do you need to attend a webinar before application?

When is the application due?

When would funding be awarded?

- How much total funding is available?
- How many awards will be made?

What is the timeframe for the funds to be spent?

What criteria will be used to determine awards?



Information needed

to complete a grant application

✓ **Mission and vision statements**

✓ **Historical information**

✓ **Description of the people you support**

✓ **Description of your program(s)**

What makes your program unique when compared to similar programming?

✓ **Demonstrate the need for the services**

Focus on measurable outputs and outcomes

Example: Families will receive xx pounds of food per visit

Example: Families report that services have helped them to feed their families

better since coming to this pantry; families report having more nutritious food since visiting this pantry

✓ **Demonstrate sustainability; describe experience, achievements, etc.**

✓ **Description of management team and program staff**

✓ **Description of partnerships and affiliations**

✓ **Program budget and Organization budget**

✓ **How will your program(s) be evaluated?**

How are statistics gathered?

Is there a client survey?



SMART Goals

SPECIFIC

Clear and focused to avoid misinterpretation.

Should include assumptions and definitions and be easily interpreted.

MEASURABLE

Can be quantified and compared to other data.

It should allow for meaningful analysis of progress.

ATTAINABLE

Achievable, reasonable, and possible under conditions expected (i.e. budget and timeframe).

RELEVANT

Fits with the project's overall theme.

TIMELY

The work is doable within the performance period of the award.

[Learn More](#)

Attachments needed

to complete a grant application

- ✓ Organization's **IRS 501(c)(3)** determination or letter from your fiscal sponsor
- ✓ **Organization budget** – current and upcoming fiscal year
- ✓ **Audited financial statements** – last 2 years if possible
- ✓ Most recent **IRS Form 990**
- ✓ **Board of Directors** List: Names, affiliations, contact info
- ✓ **Documentation of support** from your Board of Directors, if required; letter stating that the BOD is approved this application
- ✓ **Organization chart**
- ✓ **Annual report** (if you publish one)
- ✓ **Letters of support** (if requested)
- ✓ **Newsletter and/or published articles** if there is an area where additional attachments can be uploaded

Evaluation of proposal

Quality of the project design

The excellence of how well the proposed project is developed.

Quality of project evaluation

The quality of the evaluation that will be conducted of the proposed project.

Need for the project

Applicant identifies the magnitude or severity of the problem that will be addressed by the proposed project.



Quality of management plan

The quality of the plan for managing the proposed project.

Quality of project services

Quality of the services to be provided by the proposed project.

Quality of project personnel

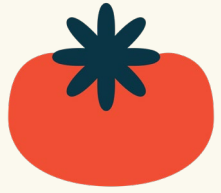
Quality of the personnel that will carry out the proposed project.

Adequacy of resources

Demonstration that resources are sufficient to carry out the project.



Application organization tips



Getting started

- Allow plenty of time to prepare.
- Read the application package in its entirety.
Have more than one person review so you don't miss anything.
- If you have any questions, refer to the contact on the application package. Some RFPs have a limited window to submit questions, so look for this when you do the initial review.





Preparing your proposal

Follow the suggested formatting guidelines exactly.

Page count / font and size to use/ number of characters

Structure your narrative according to the selection criteria

Make it easy for peer reviewers to evaluate your proposal

Pay careful attention to the language that you use

Be clear, concise, and specific.

Justify your funding request according to the proposed project activities

Check all budget figures for accuracy

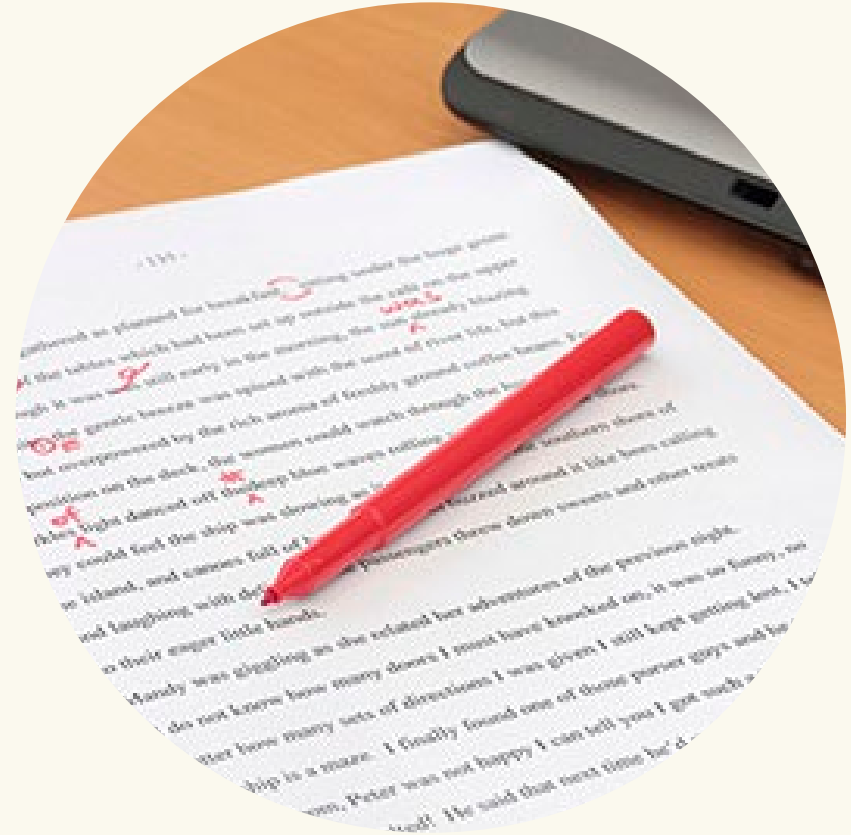
Keep in mind that costs must be both reasonable and necessary



Proofread your proposal

Have a fresh pair of eyes read your proposal before submission.

Make certain that all required forms and signatures are included in your application.





Submit your proposal

Do **NOT** wait until the last minute to submit your application.

If you are submitting an e-application, know the specific deadline date and time.



Avoid common mistakes

Failing to allow enough time to submit via mail or electronically.

Failing to allow enough time for letter of support to be submitted.

Not reading the application package in its entirety.

Not following formatting guidelines

Failing to proofread.



Additional resources

**Intro to
program budgets**

**Create a
program budget**

**Things to do before
you write grants**

Trello
project management

**Grant writing for
dummies**

Grant Writing 101 – Q&A

- Q: "You had mentioned leaving enough time prior to submitting an application. Do you know if you get dinged for submitting your proposal a couple minutes before the deadline?"
- A: "It will be easier for applicants if they submit their proposal ahead of time, but there will be no penalty for submitting your proposal last-minute, as long as it is not past the deadline."

Proposals that are late will not be accepted as it is considered unfair to those who did submit their application on time."



Grant Writing 101 – Q&A

- Q: "Usually data is limited to the mainstream population because that is what has been collected. If we don't have data on our underserved populations, what can we use to show our community's needs and how can we show this?"
- A: "I would recommend doing a needs assessment of your neighborhood and maintain good documentation of numbers all year long. You can also do a search on the internet for data that has been collected for your population. Look for data that is as recent as possible, but note that COVID-19 has skewed statistics. Look for ways that you can begin to collect data through your own needs assessment or surveys of the people that you support."



Questions?



Kate Hephner (she | her | hers)

608-216-7558

kateh@shfbmadison.org

If you would like to share your feedback,
please fill out [this short survey](#).



**SECOND
HARVEST**

FOODBANK
OF SOUTHERN WISCONSIN