

# HOW TO WRITE A WINNING GRANT

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# SUMMARY

## Provide a brief overview

- Clearly define the boundaries of your project
  - Focus on the portion of your project covered by the funds you are requesting
  - Do not spend time on other elements unless they are needed to increase understanding of your project
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# ORGANIZATION OVERVIEW/ INTRODUCTION

**Prove that your organization is credible and able to deliver the outcomes you describe**

**Increase confidence in your ability as an organization**

- Describe previously completed projects
- Reference past experience
- Write effectively



# DESCRIPTION OF THE PROBLEM

Provide facts and documentation

- Explain the “why” of your project
- Be clear and strong
- Why does it matter? What is the impact if nothing is done?



# OUTCOMES

- Must be measurable
- Describe the outcome, benefit to the community, and timeframe.

# PROGRAM PLAN

Provide thorough details about the activities your organization will complete to achieve the outcomes described.

- When and how will you do it?
- Provide information that supports why these activities will be effective.
  - Research?
  - Experience?
  - Study Group?



# EVALUATION PLAN

Describe how you will assess your work

- How will you track the effectiveness of your activities?
- How will you determine you reached or desired outcomes?



# SUSTAINED IMPACT

How will this project be supported beyond the lifecycle of the grant?

- Long term sustainability plan
  - Support by other groups or volunteers
  - Fees

# BUDGET

## Thorough and realistic budget

- Must include bids
- Required matching funds (the more match, the higher the score)
  - Check application requirements carefully!
- 501(c)3 letter or 170b (unit of government)
- Resumes
- Key Staff

**Allow adequate  
time to obtain bids!**

# BEFORE YOU APPLY:

- **Have a well-defined program plan**
    - Clear strategies for accomplishing your outcomes
  - **Assure buy-in and consensus within your organization**
  - **Assign roles and responsibilities**
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# THE APPLICATION

Review for details:

- MUST haves
- Should haves
- Requirements for submission
  - NOI
  - Number of copies
  - Signatures
  - Electronic vs. US Postage!

**Be obsessive  
about following  
directions**

# GRAMMAR

## Use appropriate writing style

- Know your audience
  - If possible, match your writing style to the grant review team

## Check for grammar and punctuation

- Commas are important!
- Have someone proofread

Let's eat, Grandma  
Let's eat Grandma

# SCORING MATRIX

Excellent, Outstanding or Very Good (8-10 points per box)	Good, Strong, or Adequate (6-7 points per box)	Poor, Weak, or Inadequate (1-5 points per box)
Project Description	Project Description	Project Description
<p>A. Need for Project</p> <ul style="list-style-type: none"> <li>Strong evidence of community support.</li> <li>Goals are clearly stated.</li> <li>Very evident how this project will enhance the community.</li> </ul>	<p>A. Need for Project</p> <ul style="list-style-type: none"> <li>Some evidence of community support.</li> <li>Goals are adequately stated.</li> <li>Some evidence of how this project will enhance the community.</li> </ul>	<p>A. Need for Project</p> <ul style="list-style-type: none"> <li>Little evidence of community support.</li> <li>Goals poorly stated.</li> <li>Little evidence of how this project will enhance the community.</li> </ul>
<p>B. Partnerships and Visibility</p> <ul style="list-style-type: none"> <li>Strong evidence of community partners.</li> <li>Project provides high visibility to the WCPP.</li> </ul>	<p>B. Partnerships and Visibility</p> <ul style="list-style-type: none"> <li>Some evidence of community partners.</li> <li>Project provides some visibility to the WCPP.</li> </ul>	<p>B. Partnerships and Visibility</p> <ul style="list-style-type: none"> <li>No evidence of community partners.</li> <li>Project provides minimal/no visibility to the WCPP.</li> </ul>
<p>C. Impact Indicators</p> <ul style="list-style-type: none"> <li>Desired impact is clearly stated.</li> <li>Impact measures are clearly stated.</li> <li>A method to evaluate the results of the project is clearly stated.</li> </ul>	<p>C. Impact Indicators</p> <ul style="list-style-type: none"> <li>Desired impact is adequately stated.</li> <li>Impact measures are adequately stated.</li> <li>A method to evaluate the results of the project is adequately stated.</li> </ul>	<p>C. Impact Indicators</p> <ul style="list-style-type: none"> <li>Desired impact is poorly stated.</li> <li>Impact measures are poorly stated.</li> <li>There is no method to evaluate the results of the project.</li> </ul>
Budget	Budget	Budget
<p>A. Project is highly leveraged with matching funds. Greater than 50%</p>	<p>A. Project is moderately leveraged with matching funds. Up to 50%</p>	<p>A. Project is not leveraged with matching funds.</p>
<p>A. Other resources and partners are committed to the project.</p>	<p>B. Some resources and partners identified for the project.</p>	<p>B. Very limited/no resources and partners have not been identified for the project.</p>

# TYPICAL BUDGET FORMULAS

## State:

1. Grant Request + Cash + In-kind = Total Project Cost (by item)  
*(accounts for total cost of each item)*

## Prairie Meadows:

2. Total Project Cost (bids) – Cash – In-kind = Grant Request

## WCPP

3. Grant Request + Cash + In-kind = Total Project Cost  
*(does not account for the total cost of each item)*



# BUDGET – STATE SAMPLE

Description	Grant Request	Cash Match	In-Kind Match	Total
Consultants <ul style="list-style-type: none"> <li>• Architect*</li> <li>• Task 2*</li> </ul>	1000	500	100	1600
Contractors <ul style="list-style-type: none"> <li>• Paint*</li> <li>• Plumbing*</li> </ul>	2050 1200	2000 500		4050 1700
Personnel <ul style="list-style-type: none"> <li>• Staff 1</li> <li>• Staff 1</li> </ul>			10,000**	10,000
Materials/Supplies				
Equipment				
<b>Total</b>	<b>4250</b>	<b>3000</b>	<b>10100</b>	<b>17350</b>

\*Must have bids, an explanation for how each budget line item was calculated; intended use of requested funds; sources of applicant cash match and/or in-kind match; and any additional sources of project revenue leveraged by requested funds.

\*\*Check approved hourly rates and definitions of “in-kind”.

# BUDGET

## State of Iowa

Description	Grant Request	Cash Match	In-Kind Match	Total
Consultants <ul style="list-style-type: none"> <li>Architect*</li> <li>Task 2*</li> </ul>	1000	500	100	1600
Contractors <ul style="list-style-type: none"> <li>Paint*</li> <li>Plumbing*</li> </ul>	2050 1200	2000 500		4050 1700
Personnel <ul style="list-style-type: none"> <li>Staff 1</li> <li>Staff 1</li> </ul>			10,000**	10,000
Materials/Supplies				
Equipment				
<b>Total</b>	<b>4250</b>	<b>3000</b>	<b>10100</b>	<b>17350</b>

Grant Request - Cash - In Kind = Project Costs


 Total Project Costs - Cash - In kind = Grant Request

## Prairie Meadows Community Betterment Grant

The Prairie Meadows Online Application will require you to upload this worksheet, along with Expense

<b>Organization Name:</b>	<i>type organization name here</i>
<b>Project Name:</b>	<i>type project name here</i>

<b>Total Project Budget: List the project expenses with descriptions and amounts.</b>	
<i>Project Expense Description</i>	<i>Expense Amount</i>
Architect assessment	\$1,600.00
Paint	\$4,050.00
Plumbing	\$1,700.00
Project Management.....	\$10,000.00
<b>Total Project Budget:</b>	<b>\$17,350.00</b>

<b>Total Funding Secured: List the funders and amounts secured for the project.</b>	
<i>Name of Funder / Source of Funds</i>	<i>Amount Secured</i>
Dedicated cash on hand - Bank of Iowa Acct	\$3,000.00
<b>Total Funding Secured for Project:</b>	<b>\$3,000.00</b>

<b>Pending Funds: List the funders and amounts for which you have pending for this project. Do not include the amount requested from Prairie Meadows.</b>			
<i>Name of Potential Funder / Source of Funds</i>	<i>Date Requested</i>	<i>Notification Date</i>	<i>Amount Requested</i>
JHC Associates, LLC Corporate Donation	1/10/19	1/25/19	\$10,100.00
<b>Total Amount Pending for Project:</b>			<b>\$10,100.00</b>

<b>Requested Funds: How will the funds requested from Prairie Meadows be utilized for this project? List how the funds will be utilized.</b>	
<i>Grant Request Expense Description</i>	<i>Amount</i>
Architectural assessment.....	\$1,000.00
Paint for.....	\$2,050.00
Plumbing for....	\$1,200.00
<b>Amount of Funding Requested from Prairie Meadows:</b>	<b>\$4,250.00</b>

# WCPP BUDGET

$$A + B + C = D$$

Follow the directions closely

If there are multiple items in A and/or B, then there is no listing of the total bid amounts.

Architect \$1600  
Painter \$4050  
Plumber \$1700

A

B

C

D

COMMUNITY GRANT BUDGET WORKSHEET		
An example budget is available on our website at <a href="http://www.warrencountypg.org/grant-information">www.warrencountypg.org/grant-information</a> .		
<b>A</b>	<b>TOTAL COST OF GRANT REQUESTED FROM WCPP</b> <i>Itemize below and estimate dollar amount. Please attach bid sheets and estimates.</i>	
#	Item	Amount (\$)
1	Architect	1000
2	Paint	2050
3	Plumbing	1200
4		
5		
<b>Grant amount requested from WCPP</b>		4250
<b>B</b>	<b>FUNDING FROM SOURCES OTHER THAN THIS GRANT</b> <i>Please attach letter(s) of commitment and/or proof of funding from other sources</i>	
#	Item	Amount (\$)
1	Architect Cash Match	500
2	Paint Cash Match	2000
3	Plumbing Cash Match	500
4		
5		
<b>Total funding from sources other than this grant</b>		3000
<b>C</b>	<b>IN-KIND CONTRIBUTIONS</b> Volunteer hours not included as in-kind contribution. <i>Itemize below and estimate dollar amount. Please attach letter(s) of commitment.</i>	
#	Item	Amount (\$)
1	Architect In-kind	100
2	Personnel	10,000
3		
4		
5		
<b>Total In-Kind Contributions</b>		10100
<b>D</b>	<b>Total Project Costs</b> <i>PLEASE NOTE: SECTION D MUST EQUAL THE TOTAL OF SECTIONS A, B and C.</i>	17,350

When in doubt, call the funder

- Check dates for open question

# WCPP BUDGET WORKSHEET

Description	Grant Request (A)	Match (B)	In-Kind Match (C)	Total Bid
<b>Total</b>	<b>A Grant Request</b>	<b>B Match</b>	<b>C In-Kind</b>	<b>D Project Total</b>

Total bid amount for each item (dark grey) is NOT reflected in the WCPP budget form.

# WCPP BUDGET

$$A + B + C = D$$

Follow the directions closely

If there are multiple items in A and/or B, then there is no listing of the total bid amounts.

Architect \$1600  
Painter \$4050  
Plumber \$1700

A

B

C

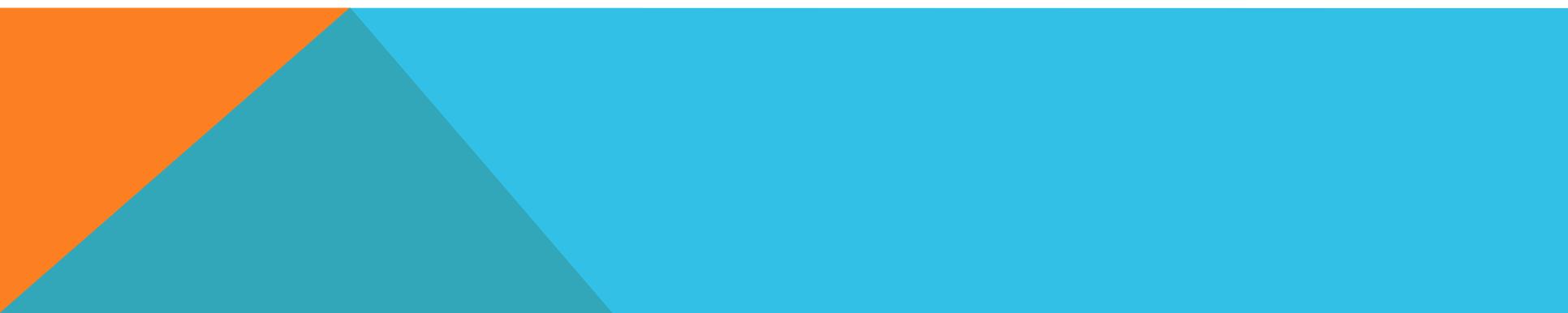
D

COMMUNITY GRANT BUDGET WORKSHEET		
An example budget is available on our website at <a href="http://www.warrencountypg.org/grant-information">www.warrencountypg.org/grant-information</a> .		
<b>A</b>	<b>TOTAL COST OF GRANT REQUESTED FROM WCPP</b> <i>Itemize below and estimate dollar amount. Please attach bid sheets and estimates.</i>	
#	<b>Item</b>	<b>Amount (\$)</b>
1	Architect	1000
2	Paint	2050
3	Plumbing	1200
4		
5		
<b>Grant amount requested from WCPP</b>		4250
<b>B</b>	<b>FUNDING FROM SOURCES OTHER THAN THIS GRANT</b> <i>Please attach letter(s) of commitment and/or proof of funding from other sources</i>	
#	<b>Item</b>	<b>Amount (\$)</b>
1	Architect Cash Match	500
2	Paint Cash Match	2000
3	Plumbing Cash Match	500
4		
5		
<b>Total funding from sources other than this grant</b>		3000
<b>C</b>	<b>IN-KIND CONTRIBUTIONS</b> Volunteer hours not included as in-kind contribution. <i>Itemize below and estimate dollar amount. Please attach letter(s) of commitment.</i>	
#	<b>Item</b>	<b>Amount (\$)</b>
1	Architect In-kind	100
2	Personnel	10,000
3		
4		
5		
<b>Total In-Kind Contributions</b>		10100
<b>D</b>	<b>Total Project Costs</b> <i>PLEASE NOTE: SECTION D MUST EQUAL THE TOTAL OF SECTIONS A, B and C.</i>	17,350

When in doubt, call the funder

- Check dates for open question

# WINNING THE GRANT

- **DO NOT change your scope of work. Adhere to your plan**
    - Modifications to your project will require pre-approval from the funder
  - NEVER supplant funds
    - Funds **MUST** be used for the project as described.
    - Changes to the funding line items require pre-approval
    - May constitute a crime
  - NEVER spend money you do not have
  - Complete all work within the timeframe defined in the application
- 

# QUESTIONS

1. Can I apply for more than one grant for the same project at one time, and how do I strategize for that? What if I get both grants?
  2. For those that have this option: Is it better to apply as a non-profit or to apply through the City?
  3. When they say they need a match, do I have to have the money already in hand, have a written confirmation of the match, or a third option? How long do I have to secure the match after receiving word that I received the grant?
  4. How do I know if my request is big enough/important enough to get the grant-markers interest?
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