Grant Funds: 

Identifying, Applying For & Managing 

Advancing Your Mission 

Catholic School Advancement 
Presenter: Renée Deroche 
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Grant Funds: Identifying, Applying for, and Managing Grant Funds
Information You Need Prior to Working On Applications

- Official Name
- Tax ID #
- Date of Incorporation
- DUNS #
- Address
  (physical & mailing if different)
- Phone/Fax/Website/Email
- Social Media Info
Basic Proposal Elements

- Title
- Executive Summary
- Organizational Information
- Statement of Need
- Project Description
- Budget
- Evaluation Methods
How is your organization uniquely positioned?

What makes your program extraordinary?

A few key descriptors of program/project

Describe problem

Executive Summary

Summary

Coherent

Persuasive
Dear Potential Donor,

Catawba County Hispanic Ministry provides a Christian response to critical needs of Latinos in Catawba Valley and seeks to bridge the cultural gap between Spanish and non-Spanish speaking members of our community through education, advocacy and outreach programs. We are writing to request $20,000 as salary support for tutors of our Abriendo Puertas (AP) program. AP is currently the only after-school program in the county that exists specifically to serve the 1,150 Hispanic students enrolled in our schools.

AP was designed in November 2004 to help students & families bridge the social & cultural barriers that can have a negative impact on students’ academic achievement. Since its inception the program has expanded to 175 students. Due to increased enrollment we have a need for additional tutors, but lack funding to provide them. AP strives to meet the academic, social, & cultural needs of Hispanic families in our community through tutoring, cultural enrichment activities, teambuilding & leadership events, & a focus on prevention of risky behavior such as drugs, alcohol, violence, & teen pregnancy.

Last year, elementary students in AP achieved an average increase of 10.53 in reading skills & 8.35 in math skills among students tracked. In 2004-2005 only 68% of the county’s schools met the Adequate Yearly Progress Requirements. School officials believe the significant increase of Hispanic students with limited English proficiency played a major role in the county’s low test scores because state tests were designed based on the assumption of semi fluency in the English language.

As AP enrollment continues to grow, please consider assisting us so we may hire additional tutors to serve more students effectively.
Organizational Information

Official name of the organization:
Best Friends Animal Society

vs.

Best Friends

History of the organization

Collaborations & Partnerships

Major Programs/
Primary Activities

Awards/Accreditations

Mission/Vision

Number and capacity
of staff
How will you introduce yourself?
Your organization?
What are you going to do?
Why does it need to be done?
Who is going to benefit?
How are you going to do it?
How much will it cost?
Where and when will the program/project take place?
Who is going to do the work?
What are their credentials?
What are the program and/or organization credentials?
Building Blocks of a Statement of Need

- Why
- Who
- Data/Statistics
As director of the Catawba County Hispanic Ministries (Centro Latino), I had the privilege of designing and implementing an after-school program for at-risk Hispanic students with the support of a $12,000 grant from The Smith Foundation in 2004. Please accept this proposal from Catawba County Hispanic Ministries to fund a continuation of Abriendo Puertas, an after-school program for at-risk Hispanic students in our community. This proposal represents a collaborative effort of community partners such as Lenoir-Rhyne University, Catawba County Dept. of Social Services, Hickory Police Department, Young People of Integrity and YMCA, to offer academic and personal mentoring for 120 Hispanic students grades K-12.

This program was originally implemented to assist Latino students with homework assignments and offer them support throughout their educational endeavors. Since its inception in 2004, the program expanded from 3 students to approximately 120 students. We have been striving to meet the academic, social, and cultural needs of Hispanic families in our community through tutoring, cultural enrichment activities, teambuilding and leadership events, and a strong focus on prevention of risky behavior such as drugs, alcohol, violence, and teen pregnancy.

Recently members of our community and law enforcers have been coming together to combat an influx of gang activity. Within the last two weeks, we have had 3 Hispanic families come to our program seeking help for their young teenagers who stumbled into their home drugged up and beat up after a night of partying and gang initiation. These parents depend on our program because not only do we understand their culture, their struggles, and their fears, we are also able to effectively link them to community resources so that their children can receive the support they so desperately need. Should the Abriendo Puertas program receive funding, our community partners are committed to helping us offer these young people the services they need in order to succeed.

Last year, we received a $10,000 Grant and were able to attract our first group of high-school students to the program. In order to continue this important program and increase community awareness and support of Abriendo Puertas, additional funding of $8,000 is needed. We thank you for the opportunity to apply for these funds. We eagerly await the reassurance that we will be able to partner with you once again to provide services to Latino youth in Catawba County. Should you have any additional questions, please feel free to call me at (828) 555-5555.
Statement of Need

What is the need or problem?

Who has the need or problem?

Why is this a need or problem?

What will happen if this need or problem is not addressed?

How do you know?
Project Description

- What is going to be done?
- In what order do tasks need to be completed?
- How much time will it take?
- What resources will be required?
- Timeline
- Sustainability
Friendship Trays Garden: A plot to thicken community.
Slow Food Charlotte
Charlotte, NC

The Idea
Convert a donated urban lot, burdened with brambles and poison ivy, into a year-round garden to supplement fresh food to our local meals-on-wheels provider, serve as an education garden for the adjoining culinary school which cooks those meals, and offer it as a demonstration garden for urban gardening workshops and school field trips.

Who Benefits
The Community Culinary School educates people who experience barriers to employment. The school will tend the garden and add it to their curriculum. The garden’s bounty will supplement meals sent to low-income families, the elderly, and the homebound and ailing. The garden will be a classroom for children of all ages.

Objective
The Friendship Trays Garden will connect the crossing missions of multiple communities through the garden. The garden will produce, educate, demonstrate & offer a spot for the rare crop repose. The measure of the garden will be the hands that tend it, the mouths it feeds and the community it fosters.

Time Frame
Jan-June 2010

Budget
$24,000
S.M.A.R.T. Goals & Objectives

- Specific
- Measureable
- Attainable
- Relevant
- Timely
What are you going to do to accomplish your goal/s?

State in action terms: increase, decrease, etc.

Define the population to be served.

Be specific.

Make them measurable and include a timeline.
Goals

**Generic Goal**
- We want to serve more animals with our low cost spay/neuter program.

**SMART Goal**
- We want to serve 8% more dogs and cats in Jones County with our low cost spay/neuter program during FY 2017.
Objectives

Generic Objectives

- We will advertise our low cost spay/neuter program
- We will do community outreach events
- We will do community educational programs/events

SMART Objectives

- We will work with local media to begin a radio/newspaper campaign in Aug. 2016 for a minimum of 6 months for our low cost spay/neuter program
- We will create a FB/Twitter campaign in Aug. that will be ongoing
- We will hold 1 community outreach events quarterly, beginning in the Summer of 2015 to help bring awareness to our low cost spay/neuter program. Each event will be held in a separate section of the county to increase exposure.
- We will hold/participate in a minimum of 6 community educational programs/events annually to help educate, inform and empower the community on our programming beginning in Sept. 2015.
A well-prepared budget justifies all expenses, and is consistent with the project description.
Developing Your Budget

Basic components/parameters to consider:

- Duration
- How much you are asking the donor to support
- Level of resource commitment from your organization
- Number, identity, level of commitment of collaborating organizations
- Detail commitments of partners
- Be generally specific
- Create reasonable forecasts
- Anticipate change
Evaluation

Criteria for evaluation the success of your project

- How?
- When?
- By Whom?
Evaluation Methods

Tests:
- Pre and Post Tests
- Performance against control group

Data Collection:
- Surveys
- Questionnaires
- Interviews
- Checklists
- Feedback forms

Financial Reports
- Cost to Budget
- Cost per unit of service
- On time on budget

Participation
- Attendance
- Completion
- Certificates
- Follow-on tracking

Performance
- Grades
- Graduation
- Drop in recidivism
- Job placement
- Permits, inspections, certificates

Subjective
- Journals
- Testimonials
- Observations
- Photographs
- Clippings
S.W.O.T.
Questions to ask when completing a SWOT analysis for your organization or program

Will your proposal solve (or address) any of the weaknesses or threats facing your organization?

Will your proposal bring to fruition any of the opportunities listed?

Will your proposal give your organization a competitive advantage or build upon its existing strengths?
Grant Readiness Checklist

TEMPLATES PROVIDED:

➢ Grant Development Planner
➢ Grant Goals, Outcomes & Evaluation Plan
➢ Grant Readiness Document Checklist
➢ Grant Tracking Form
➢ Grant Budget Sample Template
ABOUT MARYN:

Over her 20+‐year career in the nonprofit world, Maryn has been an on‐staff program developer and grantwriter; an independent grants consultant; a grants project manager; a grants trainer; a grants reviewer, author, speaker, mentor and coach; and - yes - for the past 10 years, even a grantmaker.

GrantsMagic U ([U.GrantsMagic.org](http://U.GrantsMagic.org)) is the "virtual academy" she created to make her extensive portfolio of practical and inspiring trainings on successful grantsmanship available (and affordable!) for anyone, anytime, anywhere.
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BONUS RESOURCE ...

FADICA

Catholic Research Tool
Fundraising for Mission: Introducing the Catholic Funding Guide Online

PRESENTED BY: FADICA
Foundations And Donors Interested In Catholic Activities

- FADICA
  - Association of private foundations and donors
  - Supporting Catholic-sponsored programs and initiatives
- Mission
  - Enable members to be informed, involved and effective in supporting Church needs through their philanthropy
- Variety of Geography & Interests
  - Local, national, international
  - Schools, sisters, poverty, leadership, Church vitality, social issues, human trafficking, development, etc.
Catholic Philanthropy

- Mission-Based Fundraising
  - Invitation to join and invest in your mission, partnering for social good (not begging – change the dynamic)
  - Value your donors/partners
- Theological Foundations
  - Biblical roots
  - Catholic Social Teaching
- 1,450+ Foundations
Foundations and Grants

- Types of Funders
  - Community Foundations
  - Corporate Foundations
  - Private or Family Foundations

- Getting Started
  - Strengths & Assets
  - Needs Inventory
  - Setting realistic fundraising goals
  - Research
The Catholic Funding Guide Online

- Optimal resource for grant seekers
- Provides key grant-maker information
  - Geographical focus
  - Special interests
  - Contact information
- Over 1,450 foundations giving to national and international Catholic organizations
- 50 foundations added and 800 profiles amended in new edition
- Continuously updated
- Training provided, answer questions by email or phone

Explored the World of Faith Based Giving

Now you can access the latest information on funders interested in Catholic projects and institutions. The Catholic Funding Guide Online helps you save time by letting you go right from your desktop to hundreds of Catholic sources of help.

Get an Edge in the Highly Competitive World of Grantsmanship

In today's rapidly growing not-for-profit sector, excellent research and development depends on up to the minute information. The Catholic Funding Guide Online database is updated quarterly by experts in Catholic philanthropy providing you, the subscriber, with the most current information available. The database includes private foundations, church-based grants programs, foundations sponsored by religious communities, international funding agencies and more.

An exceptional resource brought to you by FADICA
Ordering CFG Online

- Annual Subscription: $145/year ($130/renewal)
- To Order, go to: www.catholicfundingguide.com
  - Create account
  - Place Order
- Customer Service Agent at the ready
  - Emily Hirsch: support@catholicfundingguide.com or ph# 202.223.2242
Moving Forward: Resources

Spirituality, Philosophy, and Mission:
- *Imagining Abundance* by Kerry Robinson
- *A Spirituality of Fundraising* by Henri Nouwen
- *Asking* by Jerold Panas
- *The Joy of the Gospel*

Practical Tools:
- Foundationcenter.org
- Guidestar.org – view 990s
- Grantspace.org – tutorials, resources
- Washingtongrantmakers.org – templates & samples
- Catholicfundingguide.com
Thank you & God Bless your ministry!