




Grant Writing Basics for Nonprofit Organizations

Winter 2021

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Overview of Grant Basics

- ▶ Giving overview
 - ▶ Is your Organization Ready to Apply for Grants?
 - ▶ Funders and Sources for Finding \$\$
 - ▶ Telling a Good Story, story elements
 - ▶ The Proposal process
 - ▶ After the award
- 

How much did Americans give in 2018?

\$427.71 billion

Americans gave \$427.71 billion to charity in 2018 in a complex year for charitable giving.

Giving to foundations decreased the most, after experiencing strong double-digit growth in the year prior.



Where did the generosity come from?

Contributions by source (by percentage of the total)

Giving by Foundations

\$75.86 billion
(4.7% up when inflation adjusted)

7.3%
over 2017

18%

Giving by Bequest

\$39.71 billion
(2.3% down when inflation adjusted)

0.0%
same as 2017

9%

Giving by Corporations

\$20.05 billion
(2.9% up when inflation adjusted)

5.4%
from 2017

5%

Giving by Individuals

\$292.09 billion
(3.4% down when inflation adjusted)

1.1%
from 2017

68%

* All figures on this infographic are reported in current dollars unless otherwise noted.



Where are all the charitable dollars going?

Contributions by source (by percentage of the total)

Giving to international affairs showed the largest growth in 2018 of any sector.



	% of total giving in 2018	\$	% change from 2017	inflation adjusted
29% to Religion	29%	\$124.52 billion	↓ -1.5%	-3.9%
14% to Education	14%	\$58.72 billion	↓ -1.3%	-3.7%
12% to Human Services	12%	\$51.54 billion	= -0.3%	-2.7%
12% to Foundations	12%	\$50.29 billion	↓ -6.9%	-9.1%
10% to Health	10%	\$40.78 billion	= 0.1%	-2.3%
7% to Public-Society Benefit	7%	\$31.21 billion	↓ -3.7%	-6.0%
5% to International Affairs	5%	\$22.88 billion	↑ 9.6%	7.0%
5% to Arts, Culture, and Humanities	5%	\$19.49 billion	= 0.3%	-2.1%
3% to Environment/Animals	3%	\$12.70 billion	↑ 3.6%	1.2%
2% to Individuals	2%	\$9.06 billion	-	-

■ indicates growth in current dollars with a decline after adjusted for inflation

Visit www.GivingUSA.org to learn more and to order your copy of *Giving USA 2019: The Annual Report on Philanthropy for the Year 2018*.



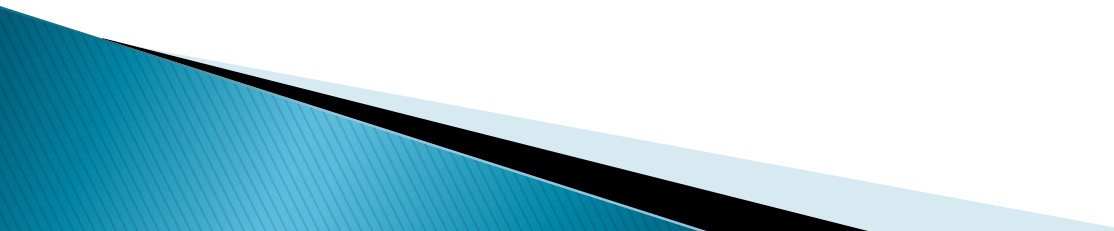
Giving USA Foundation™, The Giving Institute, and the Indiana University Lilly Family School of Philanthropy are pleased to continue their partnership in providing the most comprehensive, longest-running, and most rigorously researched resource on U.S. charitable giving, *Giving USA: The Annual Report on Philanthropy*. It is a privilege to report on the generosity of Americans and related historical trends on U.S. charitable giving.

Are you ready to apply for grant?


- ▶ Funding is not the issue
- ▶ Fund your program, not a project
- ▶ Good planning = funding
- ▶ Grant assistance is available



Set funding priorities

- ▶ Operating – program funding
 - ▶ Projects funding for a program
 - ▶ Capital/equipment
 - ▶ Capacity building to expand programs, services
- 

Develop a Program Plan

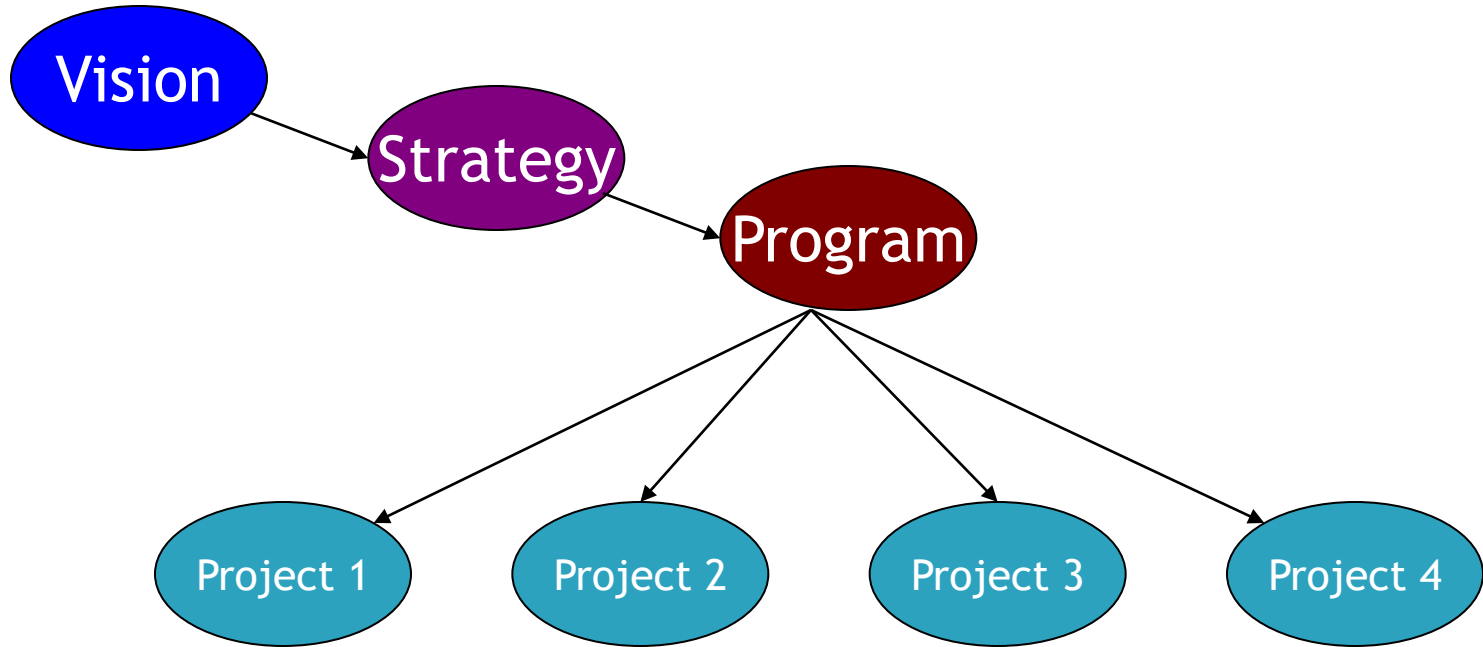
- What is your vision?
 - Who will be helped?
 - What need are you trying to solve?
 - How does the solution fit the need?
 - Do projects contribute to mission goals?
- 

Getting started

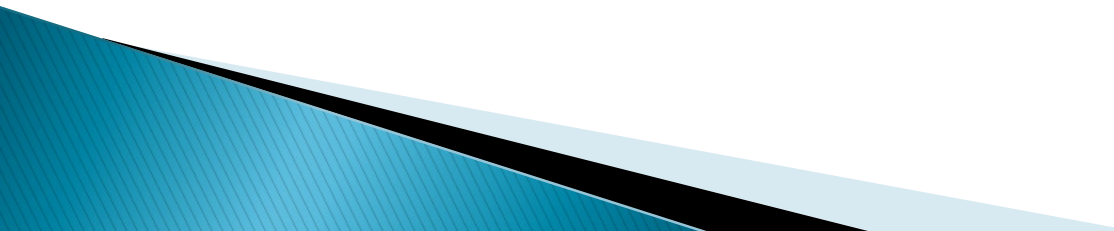
- ▶ Checklist for grant readiness
- ▶ Develop project ideas
- ▶ Identify potential funders, matchmaking
- ▶ Target the proposal to specific funders
- ▶ Administer the grant once you get it



Program or Project Plan



Audience and Users

- ▶ Each proposal will have a specific audience
 - Community members
 - K-16 and Life-Long Learners
 - Business Community
 - ▶ What are your services and products?
 - ▶ How will they be delivered to the target audience?
- 

Foundation funding



Covid19 Fee Update



Emergency changes to nonprofit corporation meetings



Services that remain available



Answers to questions donors ask frequently

🔍 Simple Organization Search

🔍 Advanced Organization Search

🔔 Important News

To improve service to the charities community, nonprofit and business community, and all other customers we serve, we have launched a new online [Corporations and Charities Filing System \(CCFS\)](#)

- Create and file your Charitable Organization, Fundraiser, and Charitable Trust;



Corporations & Charities Filing System

★ Most Requested Information


- Organization Search
- Download Forms
- Reducing Unwanted Solicitations
- Charitable Organizations
- Annual Information Return From Tax-exempt Organizations
- Annual Renewal Requirements
- National "Do Not Call" Registry
- Consumer FAQ
- Starting a Charitable Organization
- Charities Advisory Council
- Governing Laws and Regulations

WA Secretary of State's Corporations and Charities site. WA Charitable Trust Directory

All Nonprofit Organizations = 34,843

- 501(c)(3) Public Charities = 24,658
- 501(c)(3) Private Foundations = 1,623
- Other 501(c) Nonprofit Organizations = 8,562

**Nonprofit Organizations in
Washington, 2016**



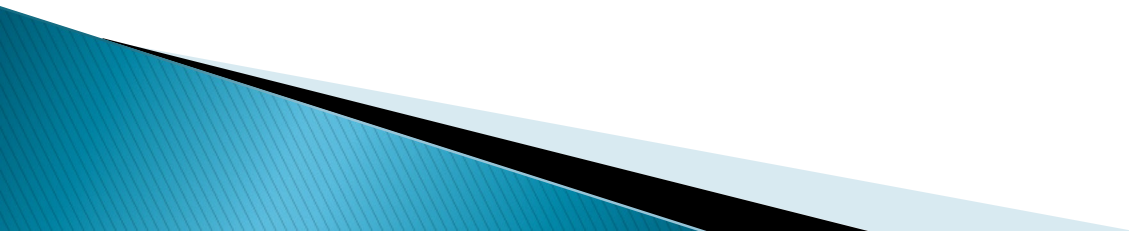
Foundations are

- ▶ Incorporated non-profit organizations

And they have

- ▶ Policies that establish nature and limitation of support they can give
 - Type of program
 - Geographic region
 - Min/max funding
 - Define organizations that can receive funding

Identifying Potential Funders





[Contact Us](#)[Site Map](#)[Help](#)**FOR APPLICANTS**[Find Grant Opportunities](#)[Get Registered](#)[Apply for Grants](#)[Track Your Application](#)**ABOUT GRANTS.GOV****FOR AGENCIES**[APPLICANT SYSTEM-TO-SYSTEM](#)[RESOURCES](#)[HELP](#)[CONTACT US](#)[SITE MAP](#)

Find. Apply. Succeed.

Grants.gov is your source to **FIND** and **APPLY** for federal government grants. The U.S. Department of Health and Human Services is proud to be the managing partner for Grants.gov, an initiative that is having an unparalleled impact on the grant community. [Learn more](#) about Grants.gov.

To find out if you are eligible for grant opportunities offered on this site, [click here](#).

What's New This Week at Grants.gov

New Opportunities This Week

November 12, 2007: Grants.gov Contact Center closed in observance of Veteran's Day

To view Sample Adobe Form [Click Here](#)

Adobe Reader 8.1.1: Now Available

Grants.gov reached the 300,000 submission mark!

Have you noticed! Navigation colors improved

[Click here to receive our Quarterly Succeed e-newsletter](#)

Quick Links

- [Grant Search](#)
- [Grant Email Alerts](#)
- [Get Registered](#)
- [Applicant Login](#)
- [E-Biz POC Login](#)
- [Agency Login](#)
- [New Agency Users](#)
- [Browser Plugins](#)

Regional Funding

- ▶ Foundation Center Libraries:
Search Foundation Directory Online, free access
from University of Washington, Tacoma
- ▶ Grants by subject
www.fundsnetsservices.com/
- ▶ The Grant Plant Blog
www.thegrantplantnm.com/upcoming-grants/

Well matched funders

- ▶ Research a network of funders
 - Potential sponsors, donors, foundation sources
- ▶ Good match to interests & goals
- ▶ Mutual community benefits
- ▶ Provide regular small grants
 - Start with small requests
- ▶ Periodic larger grants



Matchmaking

- ▶ Find a foundation that focuses on your type of program
- ▶ Be aware of local foundations
 - Many are private – no website
 - Talk with local banks about private foundations
 - Newspapers, announcements of awards
 - **Remember this is relationship-building**

WA Office of the Secretary of State

<https://ccfs.sos.wa.gov/#/>

Charity/Fundraiser/Trust Search

Search By:

- Registration Number Organization Name
 FEIN Number UBI Number

Q Search

Advanced Search >

View our current [Commercial Fundraiser Activity Report](#)

View our current [Trust Directory Report](#)

Trademark Search

Search By:

- Registration # Owner's Name
 Trademark Text UBI Number

Q Search

Advanced Search >

To search federal trademarks, visit the USPTO at

<https://www.uspto.gov/trademarks-application-process/search-trademark-database>

OR Department of Justice

www.doj.state.or.us/charitable-activities/

justice.oregon.gov/charities

OREGON DEPARTMENT OF JUSTICE

Charitable Activities

Search the Oregon DOJ

ATTORNEY GENERAL

CHILD SUPPORT

CONSUMER PROTECTION

CHARITIES

CRIME VICTIMS

MEDIA

Wise Giving

Starting or Closing a Charity

Annual Reporting for Charities

Charitable Gaming

Laws & Guides for Charities

For Professional Fundraisers

DOJ Home / Charities / Wise Giving / Search Oregon Charities

Search Oregon Charities

Charitable Organizations Registered in Oregon

The information in this database relates to charities registered with the Department. Please note that religious and mutual benefit corporations are not required to register and may not be listed here.

21353

Charitable Organizations
registered with the State of Oregon

[Download Charity database file](#)

Grant Guidelines

Foundation example

- ▶ Community Foundation For Southwest Washington
 - ▶ <https://www.cfsww.org/nonprofits/grant-programs/>
 - ▶ Forest Foundation
 - ▶ <http://forestfound.org/program-areas>
- 



Grant Programs

From humble beginnings, our competitive grant programs have grown to change thousands of lives, bolster many missions and create a more vibrant community.

Annual Grant Cycles

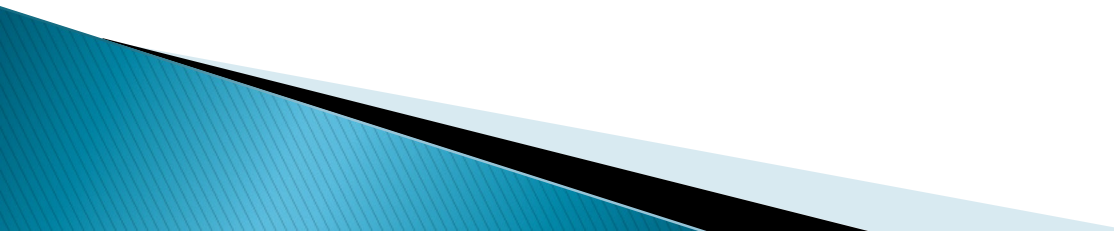
Our discretionary grant programs provide funding for nonprofit projects and programs that serve residents in Clark, Cowlitz and Skamania Counties. We will continue to offer two Focus Grant cycles on the following timeline:

Cycle 1 opens February 15 | Cycle 1 closes March 31

Cycle 2 opens July 15 | Cycle 2 closes August 31

**If on a weekend, the deadline will move to the Friday prior at midnight.*

Funding – match foundation goals

- ▶ Understand the criteria and goals of the funding organization
 - ▶ Most require evaluation and assessment planning
 - ▶ Good project reports establish need for next project
- 

How much to ask for?



File	Pay	Refunds	Credits & Deductions	Forms & Instructions
-------------	------------	----------------	---------------------------------	---------------------------------

[Home](#) > [Charities and Non-Profits](#) > [Search for Charities](#) > Tax Exempt Organization Search

Results for Tax Exempt Organization Search

Select Database ⓘ **Search By** ⓘ **Search Term** ⓘ

Copies of Returns (990, 990-EZ, 9 ▾) Employer Identification Number ▾ 91-0839644

Search **Reset** [Search Tips](#)

Showing **1-1** results of **1**

Sort by: EIN Ascending ▾

Artsfund
EIN: 91-0839644 | , -- United States

- ### Additional information
- [Frequently asked questions - Exempt Organizations Select Check](#)
 - [Revocations of 501\(c\)\(3\) Determinations](#)
 - [Suspensions Pursuant to Code Section 501\(p\)](#)
 - [Exempt Organizations Business](#)

IRS 990 search www.irs.gov/charities-and-nonprofits

← → ↻ apps.irs.gov/app/eos/displayCopyOfReturns.do?dispatchMethod=displayCORInfo&CopyOfReturnId=485768&ein=910839644&country=US&deductibility... 🔍 ☆

[Help](#)[News](#)[Language](#) ▾[Charities & Nonprofits](#)[Tax Pros](#)[File](#)[Pay](#)[Refunds](#)[Credits & Deductions](#)[Forms & Instructions](#)

[Home](#) > [Tax Exempt Organization Search](#) > [Artsfund](#)

[< Back to Search Results](#)

Artsfund

EIN: 91-0839644 | --, United States

Copies of Returns (990, 990-EZ, 990-PF, 990-T)

Electronic copies (images) of Forms 990, 990-EZ, 990-PF or 990-T returns filed with the IRS by charities and non-profits.

> [Tax Year 2017 Form 990](#)

> [Tax Year 2017 Form 990T](#)

> [Tax Year 2016 Form 990](#)

Funding is awarded when

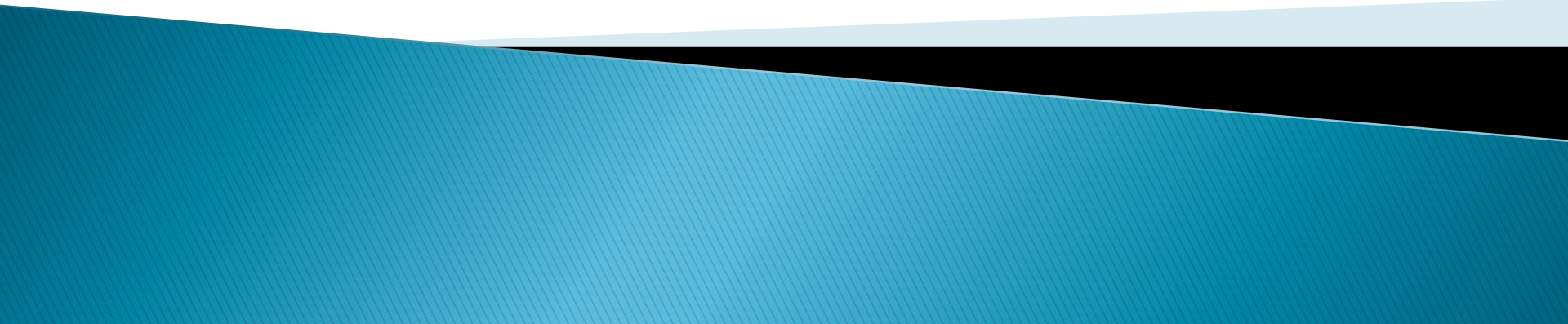
- Audience need is identified and documented
- The impact and usefulness to community and to target audience is identified
- Clear need for the action is stated
- Data supports proposed activities





Break

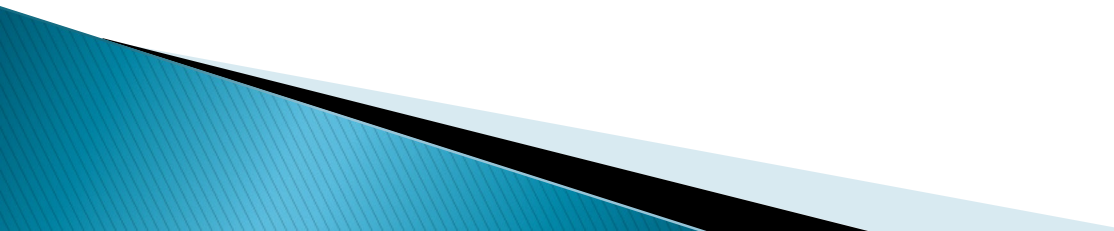
Telling a Good Story



Story Example

Olympia, Washington–Based Clean Water Group Eliminates Cholera in 26 Orphanages in the Congo

What's your **Story**?

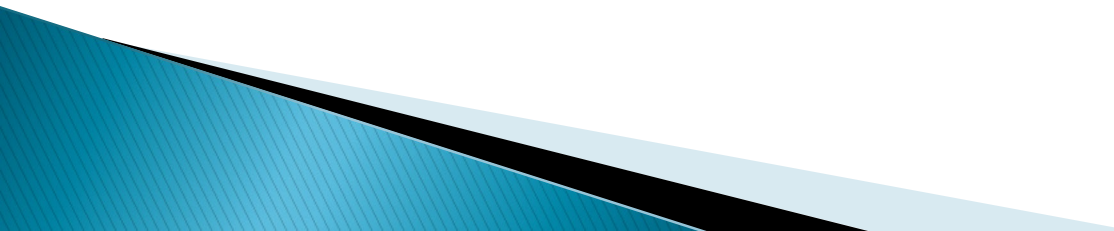
- Write a story about the people your organization supports
 - Brief 1–3 paragraphs, description of the impact your organization made in one person's life
 - Include information about how your organization was able to help
 - Read out loud
- 

- ▶ Solving a problem in the community
- ▶ Impact is the basis of all the other information in the proposal

Story = connection



Telling a Good Story

- Help reviewer connect with the situation
 - Make it personal
 - Pictures are great if allowed
 - This helps your proposal stand out
- 

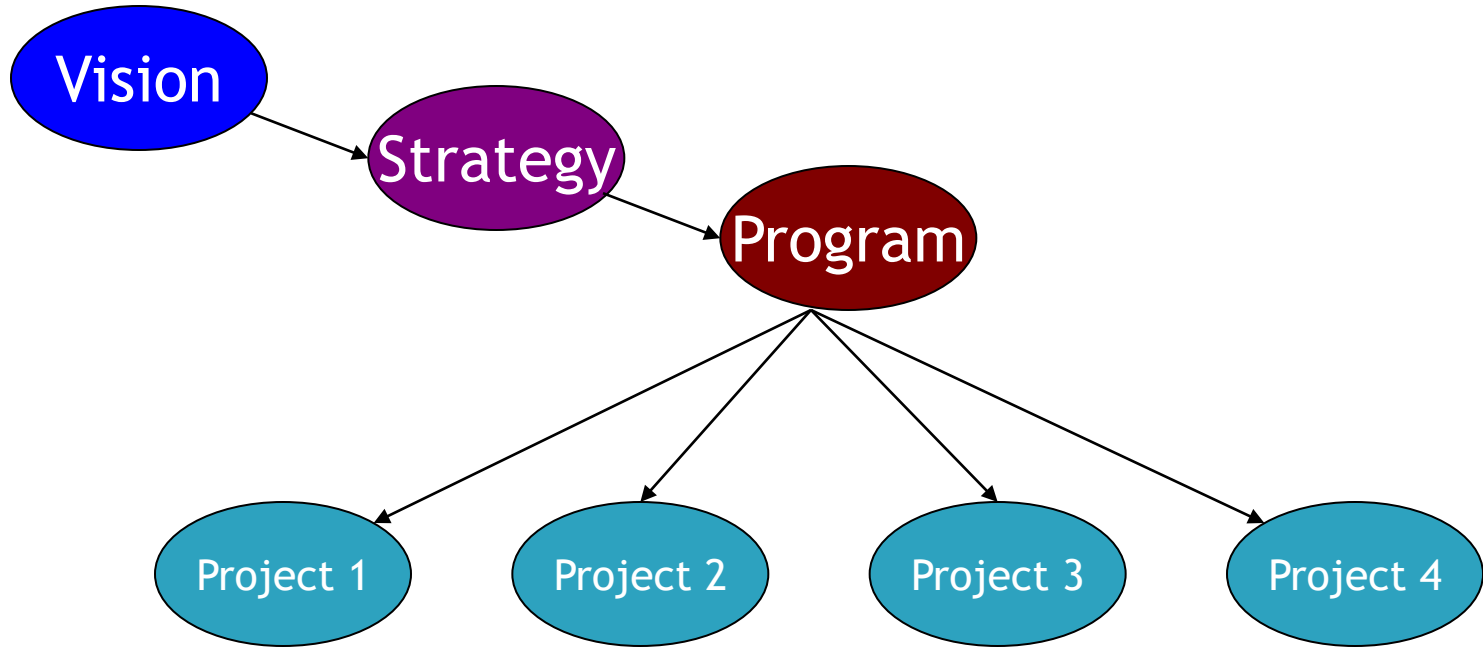
A simple story formula for engaging your donors



The Proposal Process



Program or Project Plan



- ▶ A written presentation to a foundation in order to make a case for funding

The Proposal



- ▶ Represents a program in response to a community need
- ▶ Instrument of persuasion
- ▶ Promise to the funder to do certain things and follow guidelines & rules

Functions of a Proposal

Excellent proposals

Tell the story about the need that must be addressed



EVALUATION

Proposal as hypothesis

Conversational and engaging –

We see this community need

We think it can be solved this way.

We think we can implement the
solution



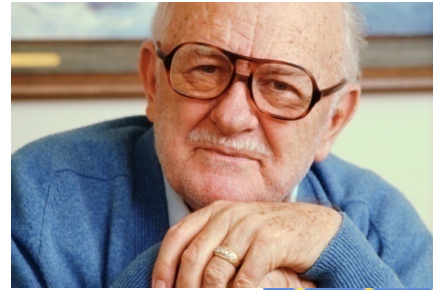
- Use facts and statistics, not assumptions
- Describes benefits to community and the funder
- If the funder agrees with the case, you have them “hooked”

Proposal: Need



Describe actions

- What would the results of this solution look like?
- How would the community benefit if the need were satisfied?



Proposal as hypothesis

We believe the outcomes will be this

Will you work with us to see if that's true?



**Telling the story your donor
wants to hear**

moviemondays.com/story-donor/

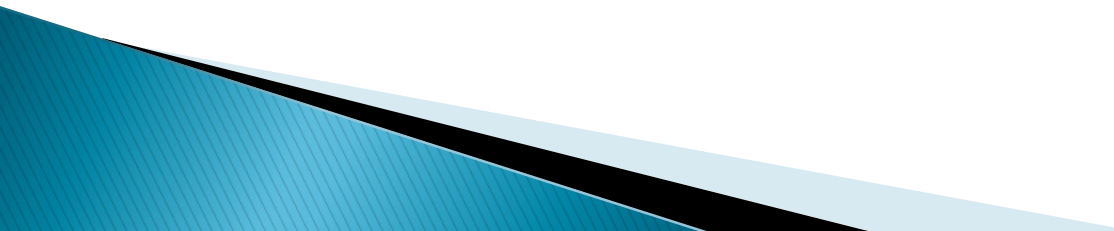


- ▶ Goals / Objectives / Outcomes
- ▶ Methodology / Work Plan
- ▶ Evaluation
- ▶ Budget & Supporting Documents



Elements of a Proposal

Proposal: Facts to support case

- Where are those facts and stats?
 - Local sources are best, specific
 - Who gathers the data you need?
- 

US Census Quick Facts WA

← → ↻ census.gov/quickfacts/WA



QuickFacts Washington

[What's New & FAQs >](#)

QuickFacts provides statistics for all states and counties, and for cities and towns with a *population of 5,000 or more*.

🔍 Enter state, county, city, town, or zip code

-- Select a fact --



Table

All Topics



Washington

Population estimates, July 1, 2019, (V2019)	7,614,893
PEOPLE	
Population	
Population estimates, July 1, 2019, (V2019)	7,614,893
Population estimates base, April 1, 2010, (V2019)	6,724,540
Population, percent change - April 1, 2010 (estimates base) to July 1, 2019, (V2019)	13.2%
Population, Census, April 1, 2010	6,724,540
Age and Sex	
Persons under 5 years, percent	△ 6.0%
Persons under 18 years, percent	△ 21.8%
Persons 65 years and over, percent	△ 15.9%
Female persons, percent	△ 49.9%
Race and Hispanic Origin	

Is this page helpful? **X**
👍 Yes 👎 No



Year: 2018 Address: 16560 SE Market Street Portland OR 97233

Search Reset Print

Matched Address

Address	16560 SE MARKET ST, PORTLAND, OR, 97233
MSA/MD Code	38900
State Code	41
County Code	051
Tract Code	0097.02
MSA/MD Name	PORTLAND-VANCOUVER-HILLSBORO, OR-WA
State Name	OREGON
County Name	MULTNOMAH COUNTY

Census Demographic Data

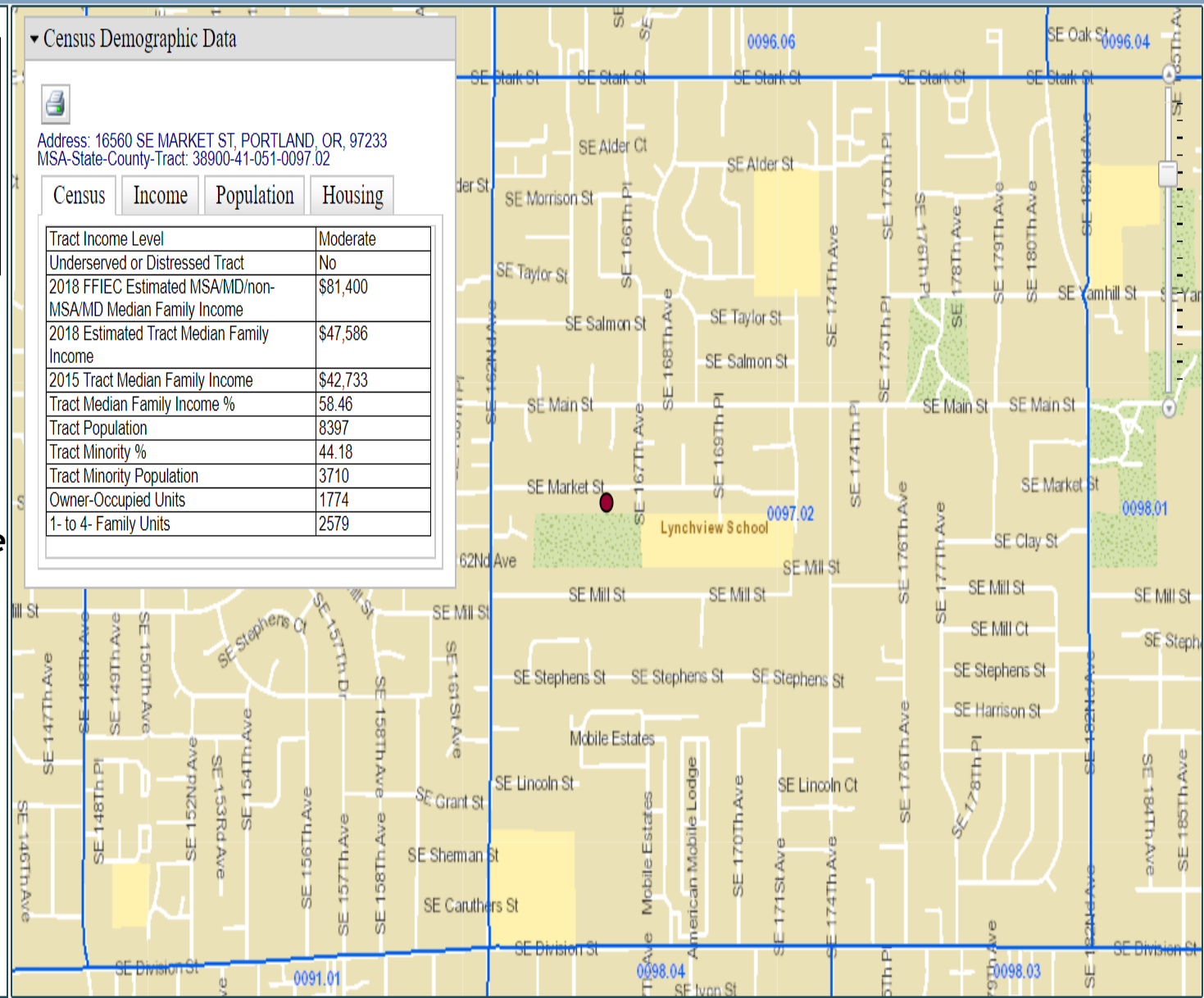
User Select Tract

Census Demographic Data

Address: 16560 SE MARKET ST, PORTLAND, OR, 97233
MSA-State-County-Tract: 38900-41-051-0097.02

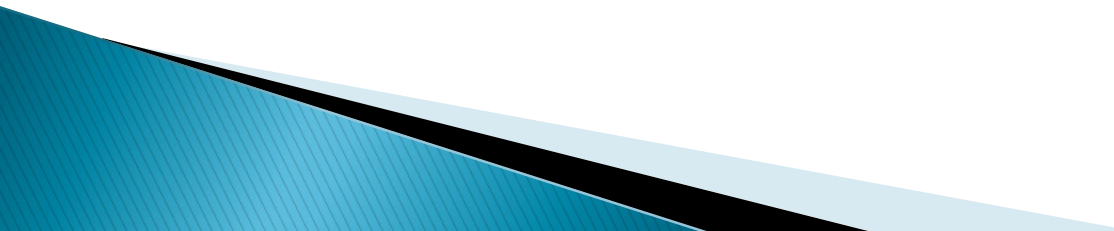
Census Income Population Housing

Tract Income Level	Moderate
Underserved or Distressed Tract	No
2018 FFIEC Estimated MSA/MD/non-MSA/MD Median Family Income	\$81,400
2018 Estimated Tract Median Family Income	\$47,586
2015 Tract Median Family Income	\$42,733
Tract Median Family Income %	58.46
Tract Population	8397
Tract Minority %	44.18
Tract Minority Population	3710
Owner-Occupied Units	1774
1- to 4- Family Units	2579




From Census data site www.ffiec.gov/geocode


Proposal: Evaluation

- ▶ How will you and the funder know if the project was successful? If your hypothesis was correct?
 - ▶ Quantify – surveys, focus groups
- 

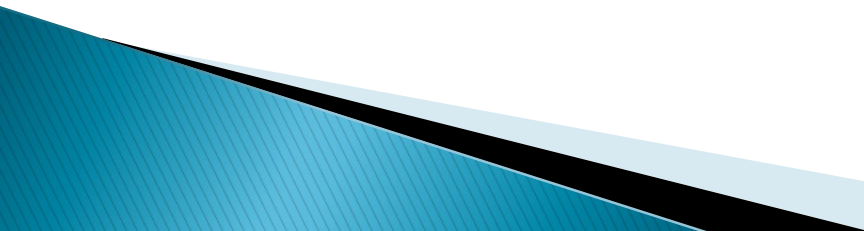
Proposal budgets

- ▶ Funder will request both an organizational budget and a project budget
 - ▶ Always include the explanation of all costs with brief narrative statements
 - ▶ Don't forget training costs
 - ▶ Administration costs
- 


Organizational budgets

- ▶ Trend budget shows 1–3 yrs of expenses
 - ▶ Compares the Revenue trend with the Expense trend
 - ▶ Budget detail/budget narrative/cost justification
 - ▶ Administration costs
- 

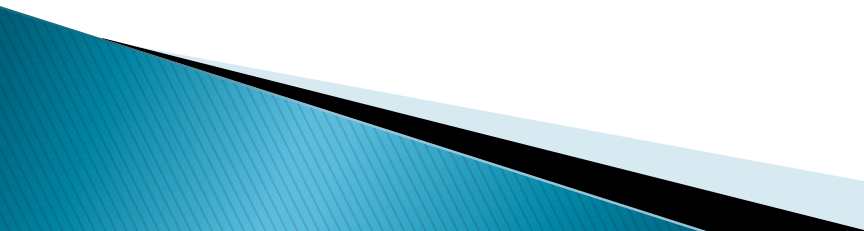
Proposal attachments

- ▶ Mission, vision, values
 - ▶ Up-to-date financial statement or 990
 - ▶ Proof of tax-exempt status – 501(c)(3)
letter of nonprofit determination
 - ▶ Board of directors with affiliations
 - ▶ Letters of commitment from partners
- 

Funding – successful grants

- ▶ Organization need is not enough
 - ▶ Impacts on audience described
 - ▶ Costs and activities justified
 - ▶ Evaluation & assessment is described
 - ▶ Report outcomes to funders
- 

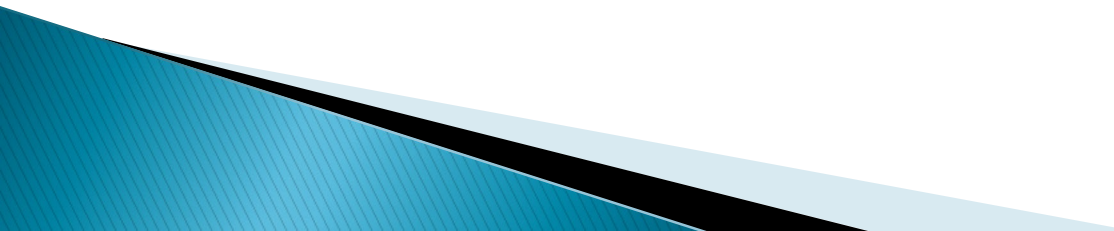
Helpful Hints

- ▶ Write excellent proposals
 - ▶ One writer, many contributors
 - ▶ Outline before writing
 - ▶ Follow the funder guidelines
 - ▶ Do your research; get the facts right
 - ▶ Avoid jargon and acronyms
- 

After the Grant Award



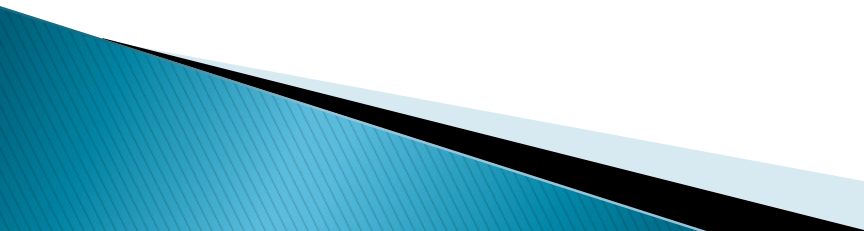
Take Home Concepts

- ▶ Administering a grant project is a lot of work
 - ▶ Reporting, reporting, reporting
 - ▶ Managing a project and seeing it through to completion is important – consistency
- 

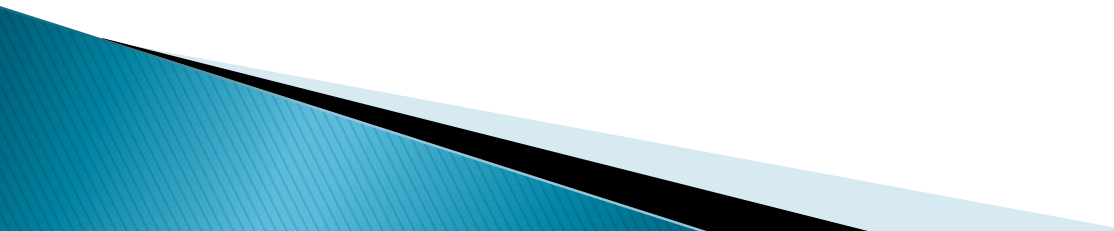
Immediately After You Get the Grant

- ▶ Acknowledgement of Award
 - Let funder know you got the letter
 - Usually need to accept the award
- ▶ Publicity
 - Can draw attention and set stage for additional funding

Foundation Requirements

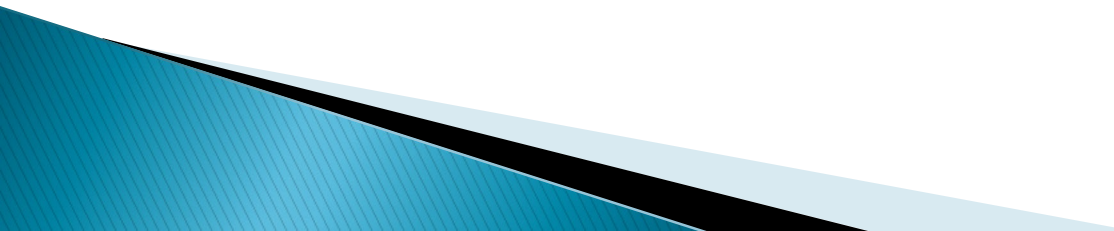
- ▶ Spend the money
 - ▶ Reporting requirements
 - ▶ Revised budget with actual expenditures
 - ▶ Narrative report telling the success story
 - ▶ Keep funder posted and pave way for next proposal
- 

Other Grant Management Activities

- ▶ Time recording – timesheets
 - ▶ Monitor accomplishments vs. calendar
 - ▶ Mention funder in publicity
 - ▶ Staff changes – key personnel
 - ▶ Budget changes – report
- 

The Brighter Side of Reporting

Gathering information for reports brings:

- ▶ Activity reports for management and boards
 - ▶ Statistics for annual and other reports
 - ▶ Opportunities for publicity
- 

Take Home Concepts

- ▶ [How to Get a Grant, Sara's Story](#)
- ▶ www.youtube.com/watch?v=s7mjgJuC294
- [The Grantsmanship Center \(TGCI\)](#)

My Contact

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