



GRANTing Your Wishes

Business and Nonprofit Tips from a Grant Genie

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INTRODUCTIONS

- Please tell us your name.
- What organization are you representing?
- What were you hoping to learn today?

BACKGROUND

- Former educator, central office administrator, university mentor
- Doctorate in educational leadership
- Federal grant reviewer
- Started grant consulting business in 2014
- Over 7 years successful experience in grant industry
- Raised \$12 million for various school districts and nonprofits
- Grant Professionals Association member & Southern AZ Chapter Treasurer

GOALS FOR TODAY

- Dissolve some grant writing myths
- Become familiar with the GPA Code of Ethics
- Understand basic grant components
- Review two project planning templates
- Find some different ways to search for grants
- Learn some valuable grant writing tips
- Walk away with some resources to use in the future

GRANTWRITER



What my friends think I do



What my mom thinks I do



What program staff think I do



What my boss thinks I do



What I think I do



What I really do

Common Grant Writing Myths

- Free money
- Grant writing is easy-I'll just tell my secretary to do it
- Grants will solve all issues in my organization
- A grant writer will work on commission or only be paid if grant is funded
- Just put the grant writer's pay in the grant budget
- All grants should be completed on a pro bono basis
- Once we have the grant money, we can do whatever we want with it

“

Ethics: Talking the talk is easy, but in my experience,
walking this walk is frightening.

”

Anonymous Grant Professional, Federal Whistle Blower

The best Grant Professionals follow the GPA Code of Ethics:

1. Practice their profession with the highest sense of integrity, honesty, and truthfulness to maintain and broaden public confidence.
2. Adhere to all applicable laws and regulations in all aspects of Grantsmanship.
3. Become leaders and role models in the field of Grantsmanship.
4. Encourage colleagues to embrace and practice GPA's Code of Ethics and Standards of Professional Practice.

GPA CODE OF ETHICS

- Confidentiality
- Appropriate compensation
- Avoid conflicts of interest
- Improve your craft
- No plagiarism
- If applicable, ensure funds are used appropriately

Basic Grant Components

- Organization/business description
- Need
- Project description
- Resources
- Evaluation
- Budget

Basic Grant Components, Cont.

- Sustainability
- Project timeline
- Partnerships
- **MUST** tightly tie need to solution and budget

Project Planning Tips

- Remember, if working with a consultant, this is your grant project.
- A grant writer cannot produce a quality application without relevant, honest, transparent info from you.
- The best written grant can be rejected for various reasons.
- Need collaboration between finance, HR, production, engineering, partners, operations, sales, executive management, ED, grant writer, etc.

More Project Planning Tips

- A stakeholder planning team should not include more than 10 members, and must have a project leader.
- Make sure buy-in exists for all stakeholders.
- Are you grant ready? Try using a free grant readiness tool like Diane Leonard's GRASP: <http://bit.ly/1N1rXxs>
- Do you have the capacity to manage the grant project if awarded? If you fail, you may need to return funds or won't receive all the \$ promised! This also impacts your ability to secure future funding. #REPUTATION

Reasons for Failure after Award

- Not using funds as outlined in submitted grant application
- Lack of strategic planning
- Poor or no system for tracking expenditures
- Little or no support from leadership
- Not communicating progress or weaknesses with stakeholders and/or funder
- Weak project planning or management
- Fraud

Follow this formula in order!

$$P + R + A = \$$$

P = Project (well-defined)

R = Research (effective grant research)

A = Application (well-written)

\$ = Money for your next project

THE FOR-PROFIT
GRANT WRITING
GUIDE



THE STORY OF ONE COMPANY'S
TRANSFORMATION USING
THE FUNDING EQUATION

MICKI
VANDELOO, GPC

Project Planning Templates

- JUST GRANTS! Arizona Project Profile/Planning Worksheet
- www.azgrants.com
- For Profit Grant Project Planning Template
- Adapted from *The For Profit Grant Writing Guide: The Story of One Company's Transformation Using the Funding Equation* by Micki Vandelloo, GPC (Amazon.com)

Grant Search Resources

- Local Economic Development Council, committees & city management departments: job creation or construction opportunities for example
- Email other vendors or networking contacts-you never know who has received grant funding
- Look at competitor websites (read their news items)
- State economic development websites (www.az.gov-search for economic development or grants)
- State agencies (labor, energy, education, workforce training projects, etc.)
- Google "grant for (your project name)"
- <http://fundnetservices.com/>
- www.echoinggreen.org
- www4.writegrants.us

More Grant Search Resources

- Subscribe to grant blogs and newsletters
- Social Media grant announcements (ex. Follow me @uscdrj1 on Twitter); search for “grants” on Twitter, LinkedIn, FB, Instagram
- Trade & industry associations
- Fundraising & grant writing associations such as GPA, Association of Fundraising Professionals, & Alliance of AZ Nonprofits (Guide to Grants Online)
- Grants.gov-can register to have grant opportunities in your area emailed to you
- Foundation Center Directory Online, Grant Station, www.azgrants.com, Procure AZ

A Few More Resources

- Small Business Innovation Research (SBIR) & Small Business Technology Transfer (STTR) grants awarded through the SBA: www.sbir.gov
- U.S. Dept. of Agriculture (SBIR program)
- U.S. Dept. of Labor American Apprenticeship grants (public-private **partnerships**): <http://www.dol.gov/apprenticeship/>
- Cool investing & seed grant stories such as HOURLYNERD: <http://articles.bplans.com/get-funding-billionaire-investor-mark-cuban-stories/>
- eCivis blog/email subscriptions: <http://blog.ecivis.com/>

“

Here is the RFP, which is a glove, & here are your needs, which is a hand. Can we at least get 4 of the fingers into the glove or is this a fit for only 1 thumb? Because if that's the case then we shouldn't do it.

”

Frank Mandley, Former Broward County Schools Grants Admin. Director

Many orgs have to deal with funded grants which they regret later, “like clothes that don't fit.”

Jana Jane Hexter

Some Grant Success Tips

- Make sure you are grant ready (use **Grant Readiness Assessment Strategy Prep** tool or other decision making tool)
- Don't apply for every grant (be strategic)
- Relationships, relationships, relationships (Business or Board job, not Consultant)
- Use relevant, current data
- Organize the application based on the scoring rubric if available or the RFP
- Complete the budget first
- Become a reviewer

Explain Acronyms



Valuable Resources

- Grant Writing for Dummies-Dr. Beverly Browning
- Grant Writing Revealed: 25 Experts Share Their Art, Science, and Secrets-Jana Jane Hexter
- The For-Profit Grant Writing Guide: The Story of One Company's Transformation Using The Funding Equation-Micki Vandelloo, GPC
- Perfect Phrases for Writing Grant Proposals-Dr. Beverly Browning
- Websites: grantprofessionals.org, charitychannel.com, score.org (Service Corps of Retired Executives), <http://bit.ly/1OO51Es> (free GRASP tool), thework.com, www.sba.gov/tools/, <http://bit.ly/1Nc316v> (Pima County Public Library list)

Questions?

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