

Welcome & Introductions

Cheryl Lee Hills

RSDC & NCEDA Executive Director

Grant Writing





Important grant writing prep tips:

If it's a multi-partner project - Share/tell others about your p/p. Who else might care about the p/p? MEET with to brainstorm and determine possibilities and roles (who is the best suited to row/steer and BE the applicant) and brainstorm potential funding sources with others....aka your RDC or CAP or MIF?

Write a White Paper. Professional grant writers can not tell your story the way you can. This helps form the project/program (p/p), tells your story and to be shared with local and investment partners. Much or all of a WP is used in grant proposals.

White papers are no more than 4 pages & include:

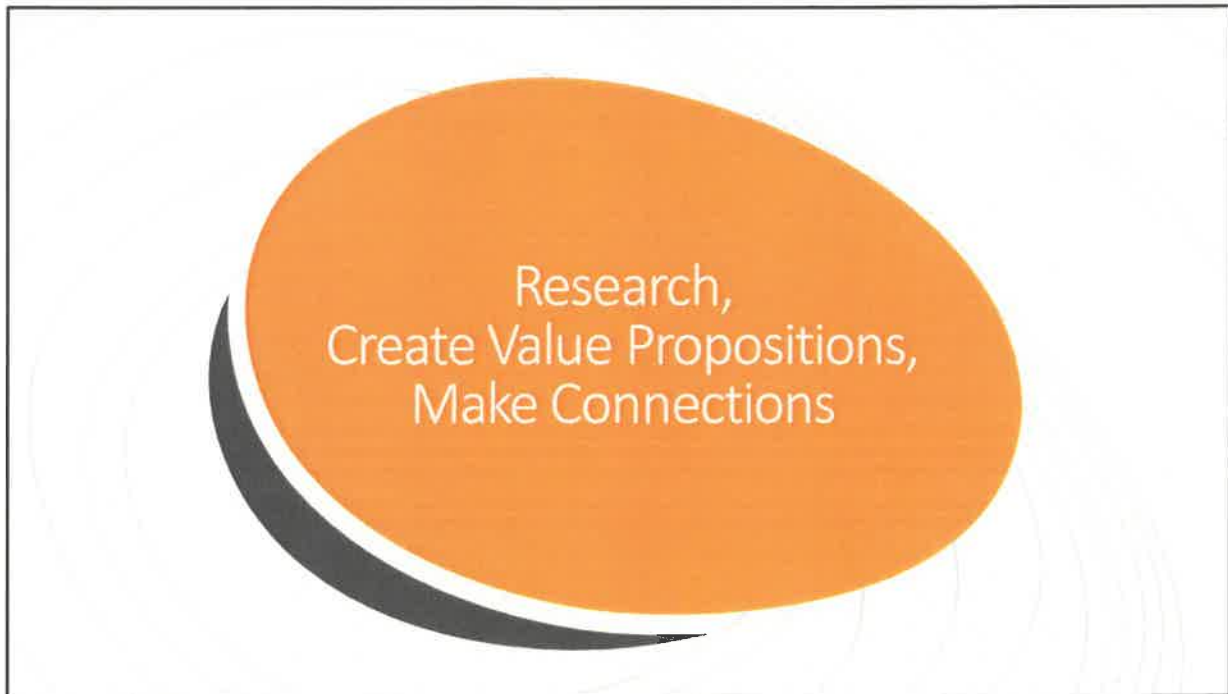
Issue/NEED (limit 1 page) – Why is this needed (data or testimony)? Where will it all happen? Who/what benefits from addressing this need? If people benefit, how do you know they need/want the benefits? Craft an overall p/p goal. *Truthfully* customize the value proposition of why this is an important issue to funder priorities.

Approach/CAPACITY (limit 1 page) – What will you/partners DO? What are your

strategies? Who will do it (define roles in one sentence per agency/partner) Be intentional about the steps necessary to achieve the overall goal.

Timeline (limit ¼ page) – What is the term of the p/p? Example: “18 months after securing investment partner(s)”

Budget (limit 1 page) – How much? From who?



Research funding opportunities. Consider untraditional funders. What is your value proposition?

INVESTMENTS TYPICALLY REQUIRE A “ ECONOMIC, ENVIRONMENTAL OR SOCIAL GOOD”

Who might care about this work? What is your “E/E/S good”?

Funder /good

- Foundations – helping low income residents gain access to healthy locally grown foods from low income growers?/ ECONOMIC GOOD

Foundations that have funded our food hub work: Otto Bremer- Mn Initiative

Foundations – McKnight – Mardag – ArtPlace – Northwest Area Foundation, Blandin – ALL have an alignment with our value propositions.- foundations change their focus and some are by invite only....check in with program officers once you have an idea and how it MIGHT align.

- Hospitals- health & wellness for targeted areas of high levels of residents with chronic illnesses./ ECONOMIC & SOCIAL GOOD
- Blue Cross Blue Shield – social connectedness at markets = mental and physical health benefits/SOCIAL GOOD

- Art Agencies – when integration of artists in construction/remodeling projects or programs that engage artists and community/ECONOMIC GOOD
- USDA - MDA – new market opportunities for growers/ECONOMIC GOOD
do you have a farmers market in your parking lot? USDA –

LFPP, FMPP

do you offer CSA's out of your Cooperative to food deprived, low income or other populations? Private Sector pays for CSA's
can you teach nutrition education out of your Cooperative? Extension

“eligible applicants” is a hurdle easily overcome through partnerships aka... “See #1 prep tip”.

Speak to potential funding partner whose investments align with your p/p. Program officers are the first point of contact unless you or a local partner have other advice/relationships.

Cover grant writing time/expenses. Funding partners do not typically fund grant writing or any needed documents to submit the proposals. Be aware of the potential up-front costs before starting. Grant funds are only used during the TERM of your grant award, not before, not after.

Concurrent action to writing applications.

Make a list of all the potential supporters or those who may offer letters of commitment.

Draft template letters of support and commitment.

Draft an email requesting LOS/LOC.

Draft resolutions if needed and start that approval process.

CHECK LIST

- ✓
- ✓
- ✓
- ✓

WRITE - dissect the questions and respond to every part

How do you respond when sometimes legislators don't answer direct questions? How do you respond when sometimes academia makes the answer so complicated you don't understand it? **MOST** important tip = respond to every single part of a question with laser like focus. Safest to assume that reviewers will know a little about your industry or cause, but the project or program may still require simplistic concise responses. Responding to part of the question is typically not adequate.



Spell out acronyms only the first time you use them.

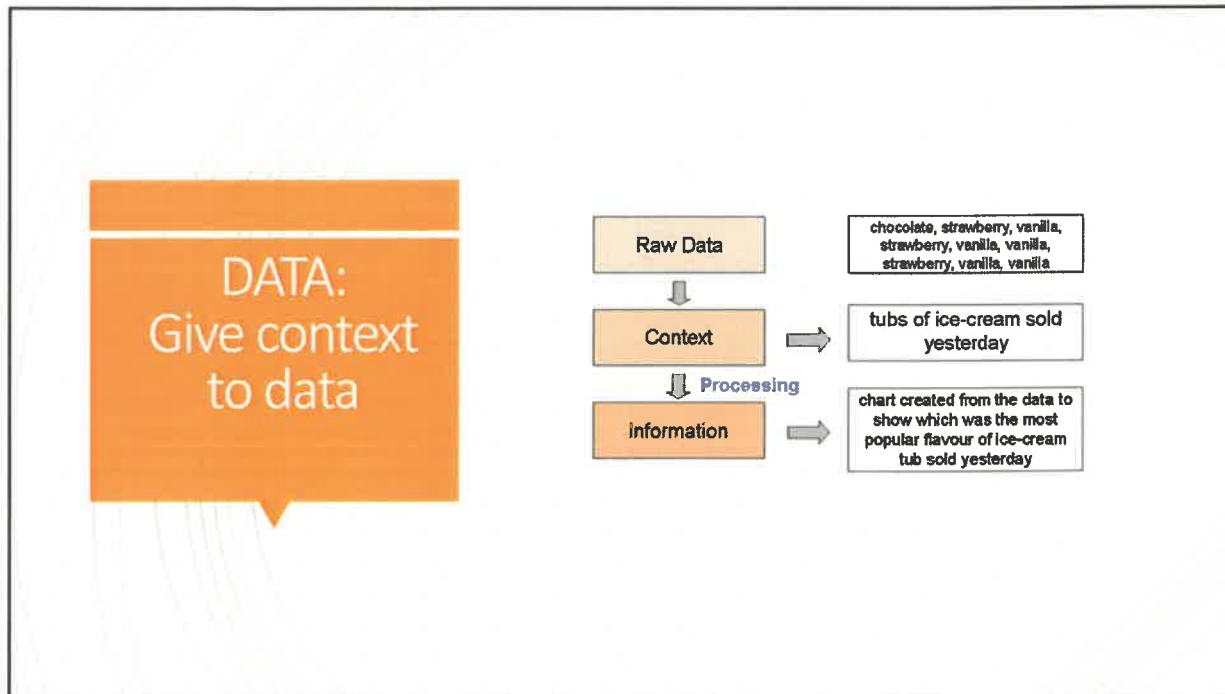
Only abbreviate well known words “ea. = each, ft.=foot”.

If the funder has a word limit verses a charter limit then make use of the slash
“CrowWing/Cass/Morrison/Todd/Wadena counties” = 2 words verses 6.

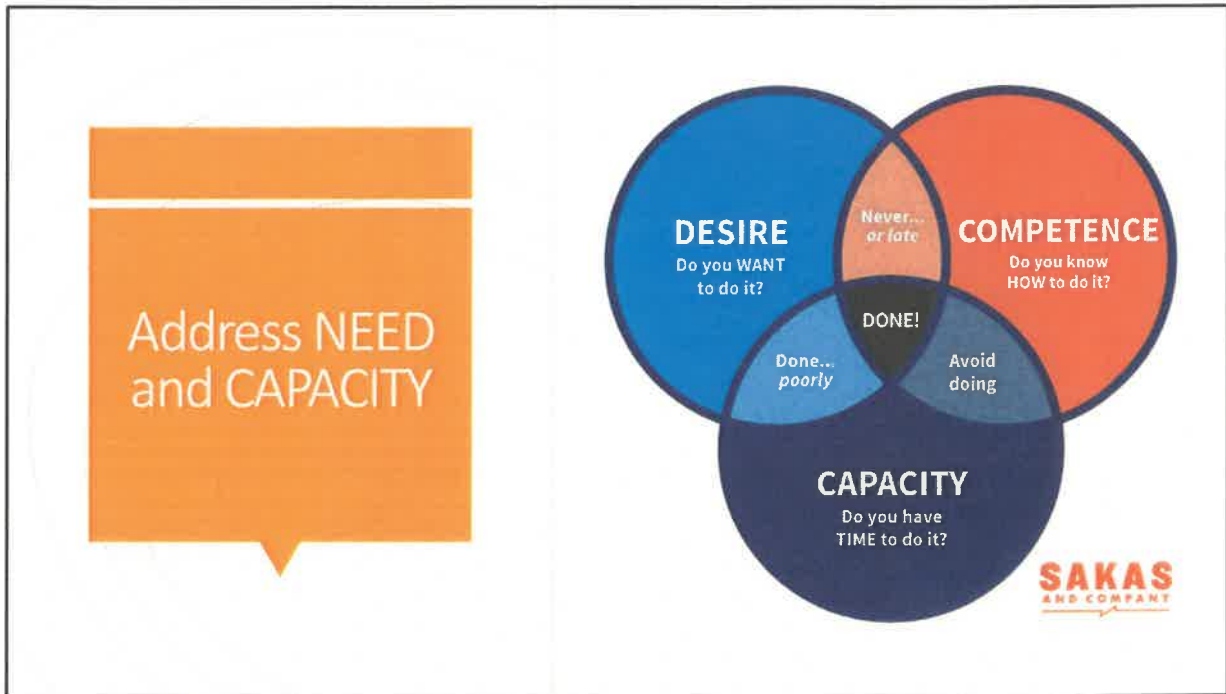
Use “&” if your really tight on space.

Get rid of all unnecessary duplication after conjunctions (and, but, or),

Remove any unnecessary adjectives but balance this with keeping the narrative compelling.



Do not data dump. Give context to the data and share how the stats impacts your need or how it articulates your opportunity. Do not leave it up to the reviewer to make the data connections to your project. What may seem like common sense to you, might not be to the reviewer. DEED data analysts are a good resource for some data.



NEED

Utilize surveys and stories (qualitative), and data (quantitative) to address “need”. Share how your need aligns with what the funder cares about. Make sure the data reflects what they care about. Don’t exaggerate the need, keep the tone passionate without sounding like a narcissist.

CAPACITY

State your capacity ability to DO the Work and deliver on the outcomes you have committed to/offered AND state your ability to fiscally administer grants via your strong fiscal administration in your daily business (contracts, other grants, levy funding, other) or get a partner to be your fiscal host for large grants if this is your first grant. If you’re a small organization/business start small and build credibility.



WORKPLAN

Define the roles of each partner as part of this section. Gather Bios/resumes. See attached Sample Workplan and Logic Model (separate programs)

TIMELINE

I use tables to lay out the goal/task – when it will take place – who will lead the task – how I'll measure success of that task

If seeking ANY kind of Technical Assistance.

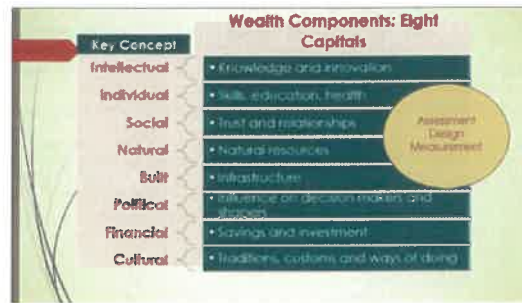
WORK WITH NEIGHBORING MARKETS....APPLY AS A COALITION. Strength in numbers, bigger impact for the funders

Evaluation Plans

<https://www.regionfive.org/local-foods>



Sprout Region Five



This can be part of your workplan if desired, or separate if you need to give it more attention. [See Sprout sample.](#) We uses the WealthWorks and Community Capitals to measure impacts of a value chain and all 8 forms of wealth. See other materials for more detail.



Definitions of “Cash” and “in-kind” is simplistic:

Cash – When ANY money exchanges hands for goods or services. If an employee is at a meeting and is getting paid by their employer to be there, CASH moved hands to cover that expertise and is therefore a “cash time match”. If a item is given but the giver expected to earn money from that item, the value of the item is a “cash item match”.

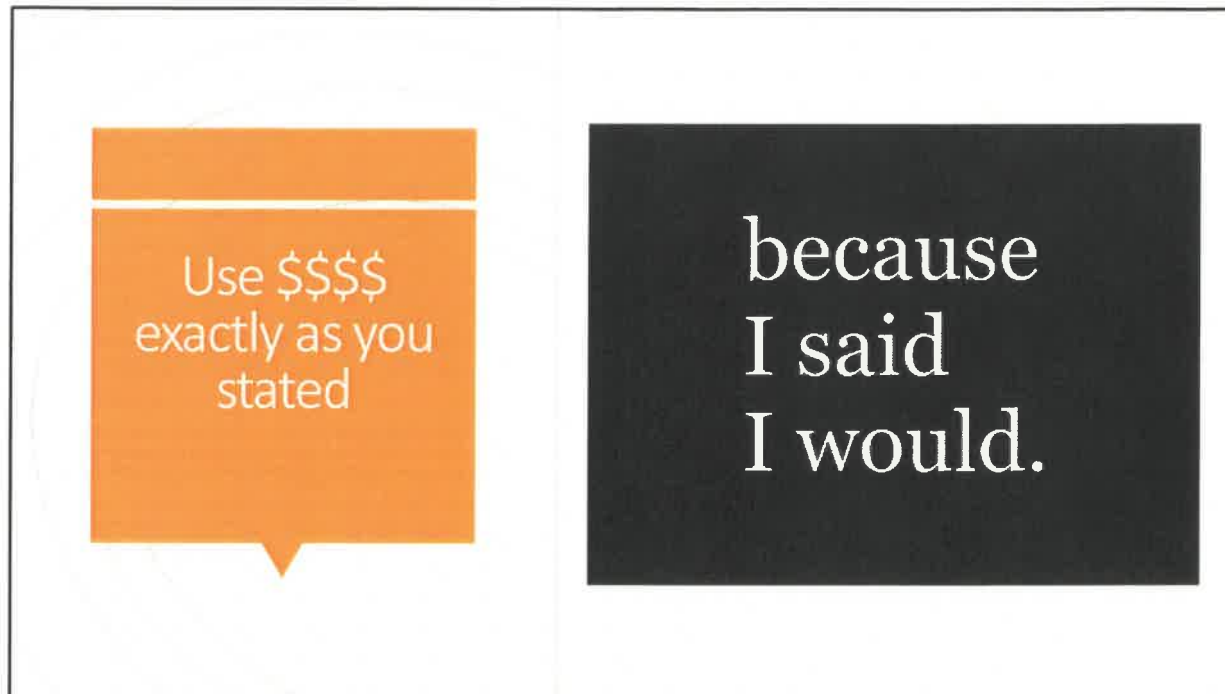
In-Kind – When NO money exchanges hands for goods or services. In-kind value is place on a persons time is when no one is paying that person to participate or offer services. In-kind value is placed on goods is when that item was a “gift” and was not intended to be for sale.

Many foundation programs do not require a cash match as requirement of a match can perpetuate the notion that “those with money, make money” and the match approach can leave behind those with capacity and need but are without resources. Government granting programs justifiably seek utilization of public funds for public good and strive to maximize their investments with leveraged sources. Frequently foundations can leverage Government funding.

Federal funds cannot be considered a match to other federal funds.



Get a copy of a similar grant proposals for government funded programs. Don't plagiarize even if your project is similar, but it is good to see the approach others took with the amount of data and format of workplan etc. Ask a reviewer to make sure the tone is correct and the narrative is NOT in first person. If the grant proposal is for a sole proprietor (like an artist or farmer) use the name of the company and spell out more about the single applicant (like an artist or farmer) in **one**/appropriate section of the application.



Get ahold of the funding partner if you need to revise the approved use of funds. Typically, grantors allow up to 10% - 15% variation of spending WITHIN the approved line item allocations. Meaning on a \$100k grant, up to \$15k could be moved from **personnel to consultant fees** if both of those line items were approved in the budget. Hardly any funders allow new line item budget allocations once the budget is approved. ALWAYS contact the funder for advice. ALWAYS budget for staff time to comply with reporting and budget enough administration support to cover outreach and recoup some of your grant writing time.

ALWAYS do exactly what you committed to in the deliverables of the award. You wrote the grant and agreed to the reporting requirements and deliverables so there are never any surprised in the grant world. Trust is earned by doing exactly what was committed and by reporting on time. Funding partners talk to each other and you want to be a high performing grantee so submit reports on time and in full.



People fund p/p & progress moves at the speed of trust. Ask for advice and more than money from funders...seek their advice even when your in the middle of making the sausage, they know your work is difficult. If funded, check in regularly to share success and struggles. The best resources from funding partners goes well beyond their investments...its their knowledge. Promote the grant awards via press releases and bring in funding partners for ribbon cuttings or awards when appropriate.

Cooperation People Succession
Partner Achievement VALUES
Networking Believe Share Partnership
Volunteer Help Opportunity Giving
Faith **Community** Team
Support Charity Planning Give Helping
Trust Donation Determination Guidance
Goal Ideas Hope Return

Questions?

THANK YOU

Cheryal Hills

chills@regionfive.org

Cell: 218-270-0188

www.regionfive.org