Why Fund Me?
Building Blocks for Making A Strong Case for Financial Support

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Why Fund Me? – Building Blocks for Making a Strong Case for Financial Support

Today’s presentation features:

• Understanding the two types of grant writing – public and private.
• Creating a grant writing plan or your building blocks for funding success.
• Understanding the importance of developing the case for support for your programs.
• Grant writing resources and how to find potential grant sources.
• Answering your questions!
Why Fund Me? Building Blocks for Success!

Types of Grants

Public

- Funded by governmental bodies.
- Can be awarded by city, township, county, state and federal agencies.
- Most often supports delivery of service to address a public need.
- Also the primary source of research support.
- Often more flexible on administrative and personnel cost allocations.
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Types of Grants

Public

• Can be long-term and/or short term.
• Can take the form of client assistance contracts.
• Requires partnership with MSU’s Office of Sponsored Projects and Contract and Grants Divisions.
• Can also be supported through partnerships within your county government offices.
POLL QUESTION:
According to Giving USA, giving by private organizations in 2019 (foundations and for-profit corporations) totaled how much of the almost $450 billion in total giving by private entities?

a. $353 billion
b. $97 billion
c. $21 billion
POLL QUESTION ANSWER: @ $97 BILLION

In 2019, Americans gave $449.64 billion to charity.

Where did the generosity come from?*

**Contributions by source (by percentage of the total)**

- **69% Giving by Individuals**
  - $309.66 billion
  - Increased by 7 percent over 2018.

- **17% Giving by Foundations**
  - $75.69 billion
  - Was 2.5 percent higher than in 2018.

- **10% Giving by Bequest**
  - $43.21 billion
  - Had flat growth of 0.2 percent over 2018.

- **5% Giving by Corporations**
  - $21.09 billion
  - Increased by 13.4 percent over 2018.

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

Where did the charitable dollars go?

**Contributions by destination (by percentage of the total)**

- **29% to Religion** $128.17 billion
- **14% to Education** $64.11 billion
- **12% to Human Services** $55.99 billion
- **12% to Foundations** $53.51 billion
- **9% to Health** $41.46 billion
- **6% to International Affairs** $28.89 billion
- **5% to Arts, Culture, and Humanities** $21.64 billion
- **3% to Environment/Animals** $14.16 billion
- **2% to Individuals** $10.11 billion

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

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Types of Grants

Private

• Funded by organizations, corporations and private or community foundations.
• Must address funder’s philanthropic or grant priorities.
• Ideal source when your program outcome goals match funder’s priorities.
• Generally has restrictions on amount of administrative and personnel cost they will fund.
• Mostly short-term
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Types of Grants

Private Organizations

- Typically fund by organization’s mission and/or geographic locality.
- Can include commodity groups, local service clubs and other community support and volunteer organizations.
- A good source for small charitable grants ($500 to $5,000).
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Types of Grants

Private Foundations

- Includes private individual, family and corporate charitable foundations.
- Also includes publicly funded foundations such as community foundations and other foundations created with public support.
- They will **all** have clearly stated funding priorities by issue, mission, geography or other clearly defined criteria.
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Types of Grants

Private Corporations and Businesses

- National corporate and business funding hardly ever exceeds 5%. In 2019 = 4%
- If they make grants, they too will have clearly stated funding priorities by issue, business mission, geography of corporate facilities and other clearly defined criteria.
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Types of Grants

Private

Corporations and Businesses

- Success often requires an internal advocate to lobby for program support.
- Often will make grants from advertising budgets but will expect exposure and recognition for that type of support.
- Corporate philanthropy might be driven by a corporate foundation.
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Your grant writing purpose must:

• Be doable.
• Be driven by mission.
• Be driven by proven external community need.
• Be driven by operating budget.
• Include diverse funding sources.
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Grant Writing Plan

Your grant writing plan should account for all resources needed for your program:

• Operational support – facilities, supplies and administrative salaries.

• Program delivery support – curriculum, facilities, supplies, participation scholarships, program salaries and volunteer training.

• Strategic directions and vision achievement support – planning, growth, and sustainability.
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Grant Writing Plan

Sources for success can include:

• **Operational support** – annual giving, fees for service, interest revenue.

• **Program delivery support** – volunteers, major grants, major gifts, fees, government grants and other contracts.

• **Strategic directions and vision achievement support** – endowments, annual reserve, program grants, planned gifts.
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Grant Writing Plan

Your grant writing plan should include these 8 elements or key building blocks:

• Audience served – Who?
• Project purpose – What?
• Case for support/Need Statement – Why?
• Project goals and objectives – How?
• Budget and funding sources – How?
• Organizational qualifications – Why Us?
• Timeline – When?
• Plan for evaluating success – So what?
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Grant Writing Plan

Audience

• Clients served
• Clients with identified need or problem
• Clients whose need and problem is backed up by fact (statistics or proof)
• Audiences who have expressed need or problem in a documentable way.
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Grant Writing Plan

Project Purpose

• The reason you are writing a grant.
• The change grant support will make happen.
• The positive outcome that will result from grant support.
• The increase or decrease your work will accomplish to address a community need.
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Grant Writing Plan
Case for support must be:

- Compelling and visionary
- Urgent or at least timely
- Relevant
- Acknowledged
- Solvable
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Grant Writing Plan
Case for support/Need Statement
• Who in your community needs service?
• Why do they need service? Says who?
• What will be different or better because of support your organization receives and the service it delivers?
• What happens if you don’t get support?
• Why is your organization/program best qualified to address the issue, problem or concern.
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Grant Writing Plan – Using a T-Chart

Why Do I Need A Grant?

Problem/Need Statement =
External need or issue defined by facts and data

Methods/Strategies/Activities =
Actions to solve problem or meet need

WHY HAS PROBLEM OCCURRED??

Outcome Objectives =
(EXTERNAL IMPACT)
Change or how your work will increase or decrease something to solve problem by specific time

Process Objectives =
(INTERNAL WORK)
Counts of methods, outputs and participants

Source: Grant Writing USA 2020
Why Fund Me? Building Blocks for Success!
Grant Writing Plan – Using a T-Chart – Let’s Practice!

Why Do I Need A Grant? - With support, MSUE can help hungry families not eligible for SNAP better manage food resources.

Problem/Need Statement
According to Feeding America, almost 1.4 million Michiganders go hungry each year. That is 1 in 7 adults and 1 in 7 children. Thirty-one percent of this number are not eligible for food benefits. This increases health risks.

WHY HAS PROBLEM OCCURRED??

Source: Grant Writing USA 2020
Why Fund Me? Building Blocks for Success!  
Grant Writing Plan

Project goals: Intended impact

**Outcome Objectives:** (Performance Measures of Success)
- Increase (what) by X% by (date).
- Decrease (what) by X% by (date).

**Process Objectives:** (Actions to Achieve Success)
- X# family visits will be made.
- X# of meal plans will be developed.
- X# of food budget trainings will be held.
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Grant Writing Plan

Program Budget: Account for all costs!

- Payroll
- Program Delivery
- Facilities
- Travel/Transportation
- Equipment
- Marketing and promotion
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Grant Writing Plan

Program Budget: Account for all costs!

- Supplies
- Scholarships
- Training for both staff and volunteers
- Administrative support
- Evaluation/proof of success
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Grant Writing Plan

Funding and other resource development:

• Who are the most likely prospects for support of your work? 4:1 ratio needed
• How much money do you need to raise from each of your potential funding sources?
• How many people (staff and/or volunteers) are needed to get the job done?
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Grant Writing Plan

Organizational Qualifications/Credibility

• Here’s what we do.
• Here’s how we do it.
• Here’s how well we’ve done it.
• Here’s who will do it and their qualifications.
• Here’s how we will do it in the future with increased support and beyond.
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Grant Writing Plan

Human resources:

- Do you have the staff to achieve the goals?
- Do you have the volunteers to achieve the goals?
- What is the role of staff and of volunteers in achieving goals?
- Are there key partnerships that will help you achieve goals? Have you invited them to join you?
- Do you have the capacity and resources to train and prepare human resources to achieve goals?
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Grant Writing Plan

Timeline:
• When will funded project or program start?
• What gets done when?
• At what cost - Schedule for grant budget expenditure.
• Until when? Remember a sustainability plan will be key!

Useful Tool:
Gannt charts are good for developing program delivery timelines.
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Grant Writing Plan

Useful Tool: Gannt Charts (Template Available in Excel)

Project Planner

Select a period to highlight at right. A legend describing the charting follows.
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Grant Writing Plan

**Evaluation:**

How will we know we did what we promised our funding and human resources we would do with their support?

- Proof of measurable outcomes and impact
- Proof of quality of life outcomes and impact
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Grant Writing Plan

**Bottom Line?**

- Grant requests must be built on a documented community need that you have the capacity, credibility and commitment to address.

- Once you’ve developed a strong case for support using these building blocks, you can be competitive in public and private grant writing.
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Presentation Sources and Grant Writing Resources:

- Lilly Indiana University School of Philanthropy Fundraising School at [https://philanthropy.iupui.edu/professional-development/fundraisingschool/index.html](https://philanthropy.iupui.edu/professional-development/fundraisingschool/index.html)
- The Foundation Center ([http://foundationcenter.org/](http://foundationcenter.org/)) now at candid.org
- Giving USA at [www.givingusa.org](http://www.givingusa.org)
- Grant Writing USA 2020 at [www.grantwritingusa.com](http://www.grantwritingusa.com)
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Questions?
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