Why Fund Me?

Building Blocks for Making A Strong Case for Financial Support

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Fall MSU Extension Conference

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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

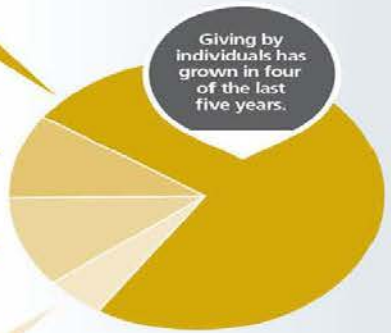
c. $21 billion

POLL QUESTION ANSWER: @ $97 BILLION

Where did the generosity come from?*

Contributions by source (by percentage of the total)

- 69% Giving by Individuals $309.66 billion — increased 4.7 percent over 2018. (4.7%)
- 17% Giving by Foundations $75.69 billion — was 2.5 percent higher than in 2018. (2.5%)
- 10% Giving by Bequest $43.21 billion — had flat growth of 0.2 percent over 2018. (0.2%)
- 5% Giving by Corporations $21.09 billion — increased 13.4 percent over 2018. (13.4%)



* 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)

Change in comparison to 2018 dollars

- 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
- 8% to Public-Society Benefit — $37.16 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

Visit www.GivingUSA.org to learn more and to order your copy of *Giving USA 2020: The Annual Report on Philanthropy for the Year 2019.*

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 Americans' generosity and related historical trends on U.S. charitable giving.

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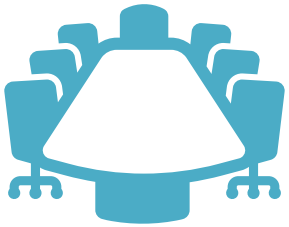
Types of Grants

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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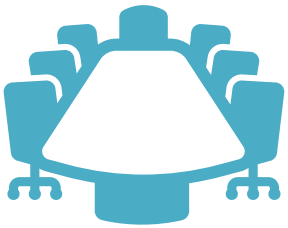
Types of Grants

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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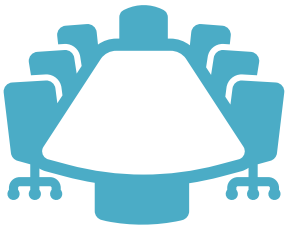
Types of Grants

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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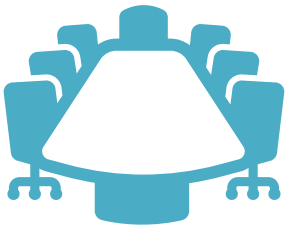
Types of Grants

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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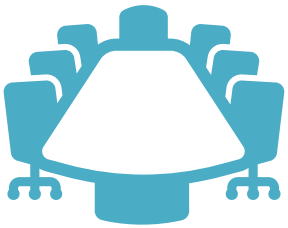
Types of Grants

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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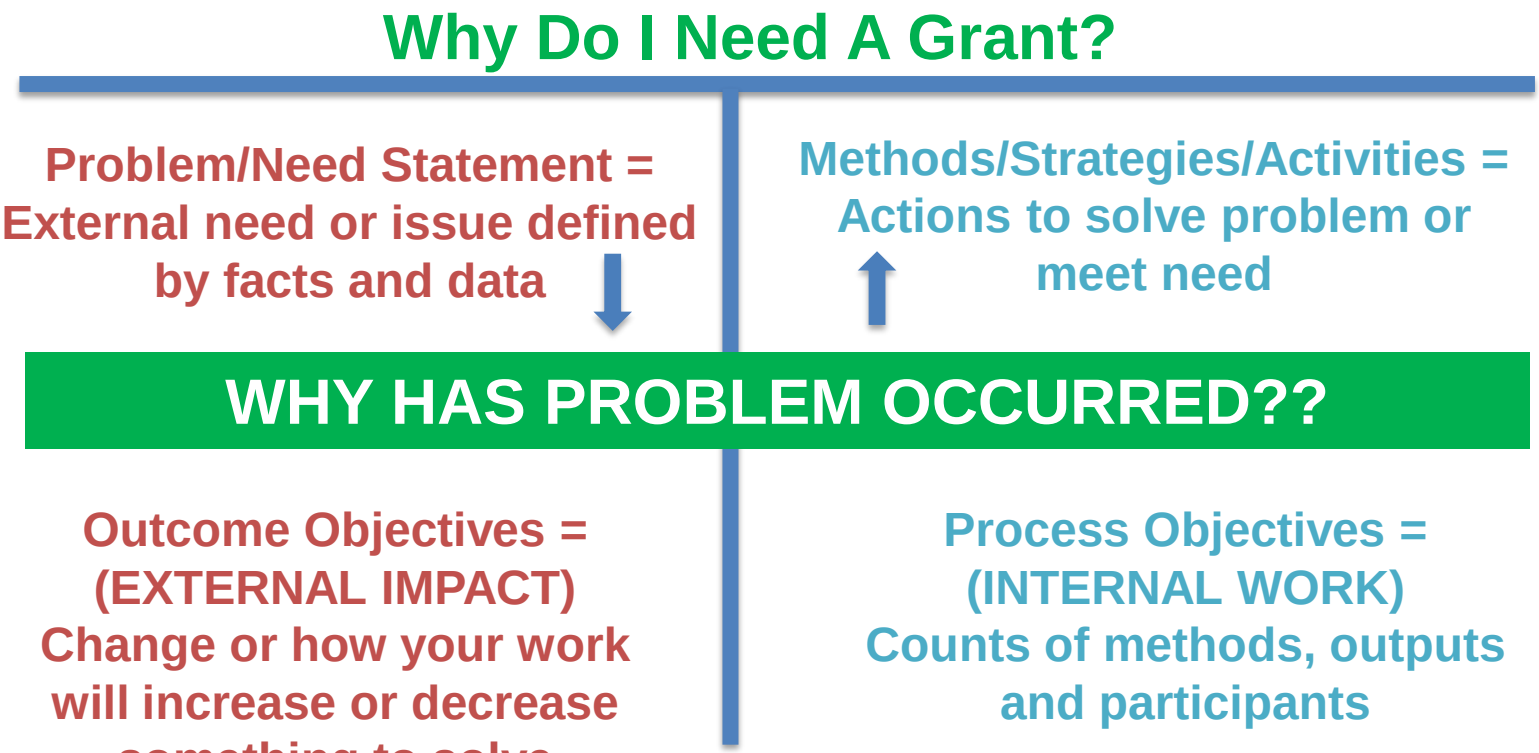
Grant Writing Plan – Using a T-Chart



Source: Grant Writing USA 2020

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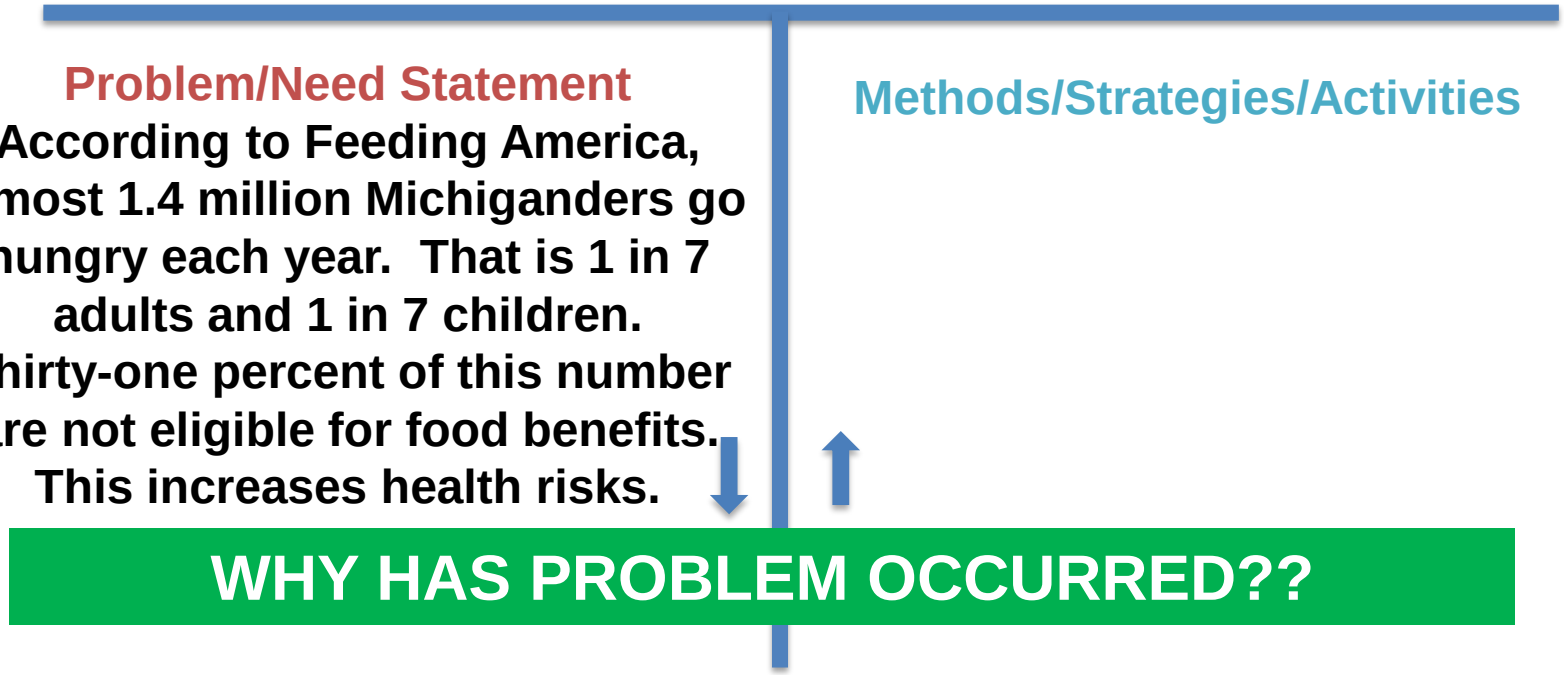
Grant Writing Plan – Using a T-Chart – Let's Practice!

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



Source: Grant Writing USA 2020

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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)

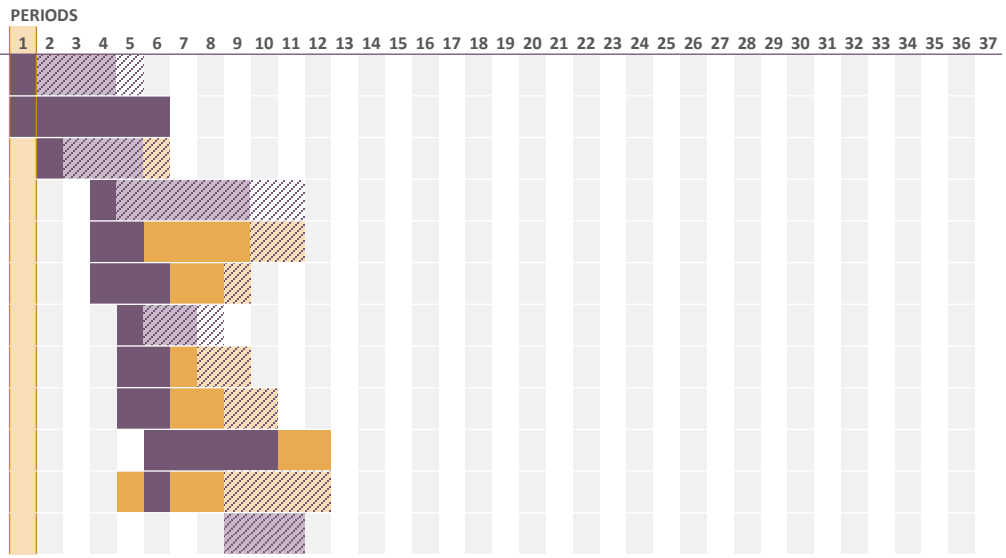
Project Planner

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

Period Highlight: 1

Plan Duration | Actual Start | % Complete | Actual (beyond plan) | % Complete (beyond plan)

ACTIVITY	PLAN START	PLAN DURATION	ACTUAL START	ACTUAL DURATION	PERCENT COMPLETE
Activity 01	1	5	1	4	25%
Activity 02	1	6	1	6	100%
Activity 03	2	4	2	5	35%
Activity 04	4	8	4	6	10%
Activity 05	4	2	4	8	85%
Activity 06	4	3	4	6	85%
Activity 07	5	4	5	3	50%
Activity 08	5	2	5	5	60%
Activity 09	5	2	5	6	75%
Activity 10	6	5	6	7	100%
Activity 11	6	1	5	8	60%
Activity 12	9	3	9	3	0%



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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
- The Council of Michigan Foundations at http://www.michiganfoundations.org/s_cmf/index.asp
- The Foundation Center (http://foundationcenter.org/) now at candid.org
- Giving USA at www.givingusa.org
- Grants.gov at http://www.grants.gov
- Grant Writing USA 2020 at www.grantwritingusa.com

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mail:
U.S. Department of Agriculture
Office of the Assistant Secretary for Civil Rights
1400 Independence Avenue, SW
Washington, D.C. 20250-9410; or

fax:
(833) 256-1665 or (202) 690-7442;

email:
program.intake@usda.gov.

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correo postal:
U.S. Department of Agriculture
Office of the Assistant Secretary for Civil Rights
1400 Independence Avenue, SW
Washington, D.C. 20250-9410; o

fax:
(833) 256-1665 o (202) 690-7442;

correo electrónico:
program.intake@usda.gov.

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Form AD-475-A—Assisted Poster/ Revised July 2019

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