How to win grants and not go insane in the process

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About Mohonk Preserve

Mission: Protect the Shawangunk Mountains region and inspire people to care for, enjoy and explore their natural world

Programs: Environmental Education, Conservation Science, Land Protection & Stewardship

Numbers: 8,500 acres, 16,000 members, 200,000 annual visitors, 400 volunteers, 50 employees

Grants: Each year, we apply for 30-40 and win 15-20 totaling $400k to $900k

About Roosevelt Institute

Mission: To foster research and education on the life and times of Franklin and Eleanor Roosevelt, and their continuing impact on contemporary life; 501(c)(3) partner of the FDR Presidential Library

Programs: Archives, Museum, Education and Public Programs

Numbers: 27,000 students & teachers; 10,000 program attendees; 300 members, 200,000 annual visitors

Grants: Goal: $300,000 + for 2017; so far applied for 13, 4 pending, 7 won; 2 lost, about $200,000 raised

What are Grants?

- ***Opportunities to bring positive change*** to an organization and its community

- ***Formal competitive processes*** used by grant makers to decide the best use of their philanthropic funds

- ***Contracts*** where the grant recipient agrees to carry out specific work funded and approved by the grant maker

- ***Important revenue streams*** for any organization, although funding levels and net gain may fluctuate wildly from year to year

- ***Public Relations***: An effective way to improve the visibility and reputation of both grant maker and grant recipient

Grants: The Good, The Bad, and The Ugly

Good grants are:

Fiscally Responsible

- Strengthen financial position
- Enhance organizational capacity

Aspirational

- Advance missions and goals of both funder and grantee
- Address community need

Innovative

- Uses new ideas and/or best practices
- Result in new understandings or perspectives
- Can be replicated

Grants: The Good, The Bad, and The Ugly

Bad grants are:

Fiscally Irresponsible

- Weaken financial position without significant programmatic gain
- Are opportunistic rather than principled
- Do not advance mission or strategic goals
- Require efforts beyond organization's capacity to deliver

Unambitious

- Maintain status quo without significant programmatic gains
- Result in minimal community benefits
- Are not informed by new ideas or best practices

Grants: The Good, The Bad, and The Ugly


Despite their benefits, grants also <u>always</u> result in:

- More work for staff, often above and beyond normal responsibilities

- Obligations to fulfill specified programmatic goals and objectives

- Additional accounting, reporting, and public relations work

Types and Characteristics of Grant Makers

Government Agencies:

- Grant amounts vary, but are often significant

- Most government grants require match

- Application and reporting requirements tend to be formal, long, and complicated

- Federal vs. State vs. Local

- NYS Grants Portal and Consolidated Funding Application
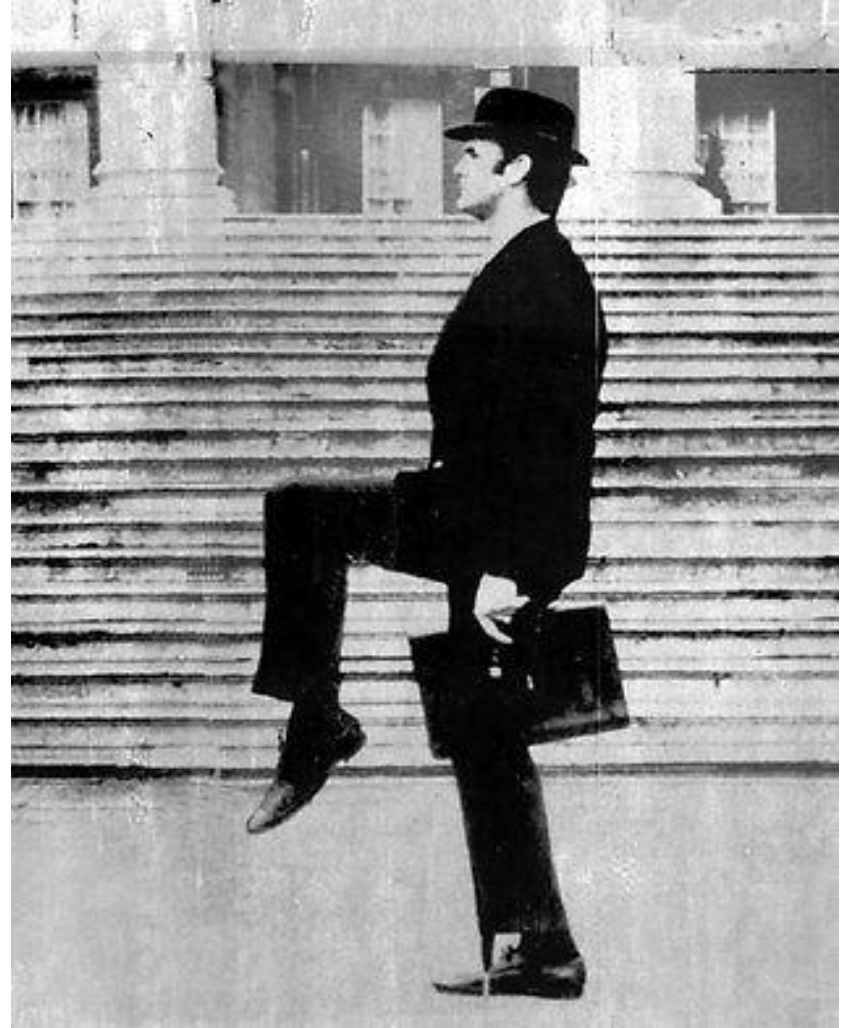
Types and Characteristics of Grant Makers

For-Profit Corporations:

- Usually lower amounts of funding ($1,000 to $10,000) although there are exceptions

- Application and reporting processes are typically simpler than governments

- Companies often want conspicuous press coverage for their grants

- The larger the company, the more competitive the grants

- Grants versus Sponsorships

Types and Characteristics of Grant Makers

Private Foundations:

- Types of foundations and the grant amounts they give vary widely

- Except for large foundations, application and reporting processes tend to be simple

- The challenge is finding foundations whose priorities align with those of your organization

How to Find Funders

Methods:

- Subscription databases such as Foundation Directory, Foundation Search, Grants Search, etc.

- Read annual reports and press articles of local (or similar) organizations to see what grants they have won.

- Never underestimate a simple Google Search! I have found success using "New York State Grants" "land conservation grant received."

- Word of Mouth: Ask! Ask! Ask! your board members and colleagues for ideas based on their experience.

How to Find Funders

Links:

- Foundation Directory https://fconline.foundationcenter.org/

- List of Private Foundations in your County: http://nccsweb.urban.org/PubApps/geoCounties.php?q=NY

- NYS Grants Portal: https://grantsgateway.ny.gov/IntelliGrants_NYSGG/module/nysgg/goportal.aspx

- Federal Grants Portal: https://www.grants.gov/

- See handout: Quick List of Good Bets for Local Libraries

Project Development

Pre-Grant Questions for Your Project:

- Need: Why is the project important and who will benefit?

- Project Team: Who will do the work?

- Timeline: Start, End & Benchmark Dates

- Evaluation: How will you measure success?

- Cost: How much will the project cost? How much external funding do you need? What happens if you only receive partial funding? Can you provide matching funds?

Two Sample Budget Templates

ROOSEVELT INSTITUTE
REIMAGINE THE RULES

	Project Budget	Use of FUNDER Funds	
PROJECT NAME			
BUDGET PERIOD			
INCOME			
Foundations			
Individuals			
Other			
Total Projected Income	$0	$0	
EXPENSES			
Personnel			
Salaries and Benefits for Program, Research, Communications, and Supporting Staff			
Other than Personnel			
Consultants			
Advertising			
Printing			
Supplies			
Management, occupancy, and indirect costs	$0	$0	
Total Projected Expenses	$0	$0	

Two Sample Budget Templates

Project Budget						
Expense Description		**Grant**		**Match**		**Total**
Personnel						
Project Director (50 hours @ $40/hr TEC)	$	-	$	2,000	$	2,000
Project Team Member 1(50hrs@$30/hr TEC)	$	-	$	1,500	$	1,500
Project Team Member 2(50hrs@$30/hr TEC	$	-	$	1,500	$	1,500
Project Worker (hired specifically for project) (200 hrs@$25/hr TEC)	$	5,000	$	-	$	5,000
Subtotal	**$**	**5,000**	**$**	**5,000**	**$**	**10,000**
Transportation						
Project Worker Mileage (estimated 400 miles @ $.50/mile	$	-	$	200	$	200
Bussing Students to Library (5 trips @ $300)	$	750	$	750	$	1,500
Subtotal	**$**	**750**	**$**	**950**	**$**	**1,700**
Consultants / Contractors						
Trainer ($2,000 fixed fee)	$	1,000	$	1,000	$	2,000
IT Guy (6 hrs @ $100/hr)	$	-	$	600	$	600
Subtotal	**$**	**1,000**	**$**	**1,600**	**$**	**2,600**
Equipment, Supplies and Materials						
Laptop Computer	$	1,500	$	-	$	1,500
Program supplies	$	-	$	750	$	750
Subtotal	**$**	**1,500**	**$**	**750**	**$**	**2,250**
Printing and Postage						
Outreach materials (200 @ $10)	$	1,000	$	1,000	$	2,000
Postage for outreach materials (200 @ $.50)	$	-	$	100	$	100
Subtotal	**$**	**1,000**	**$**	**1,100**	**$**	**2,100**
Total Direct Costs	**$**	**9,250**	**$**	**9,400**	**$**	**18,650**
Indirect Costs (10% as per grant guidelines)	*$*	*925*	*$*	*940*	**$**	**1,865**
Total Project Costs	**$**	**10,175**	**$**	**10,340**	**$**	**20,515**
Grant Request (rounded)*						**$10,000**

Application Process

Common Components:

- Letters of Inquiry (LOI) vs. Formal Applications

- Narrative

- Budget Justification

- Timeline

- Letters of Support/Commitment

- Photos/Maps/Drawings

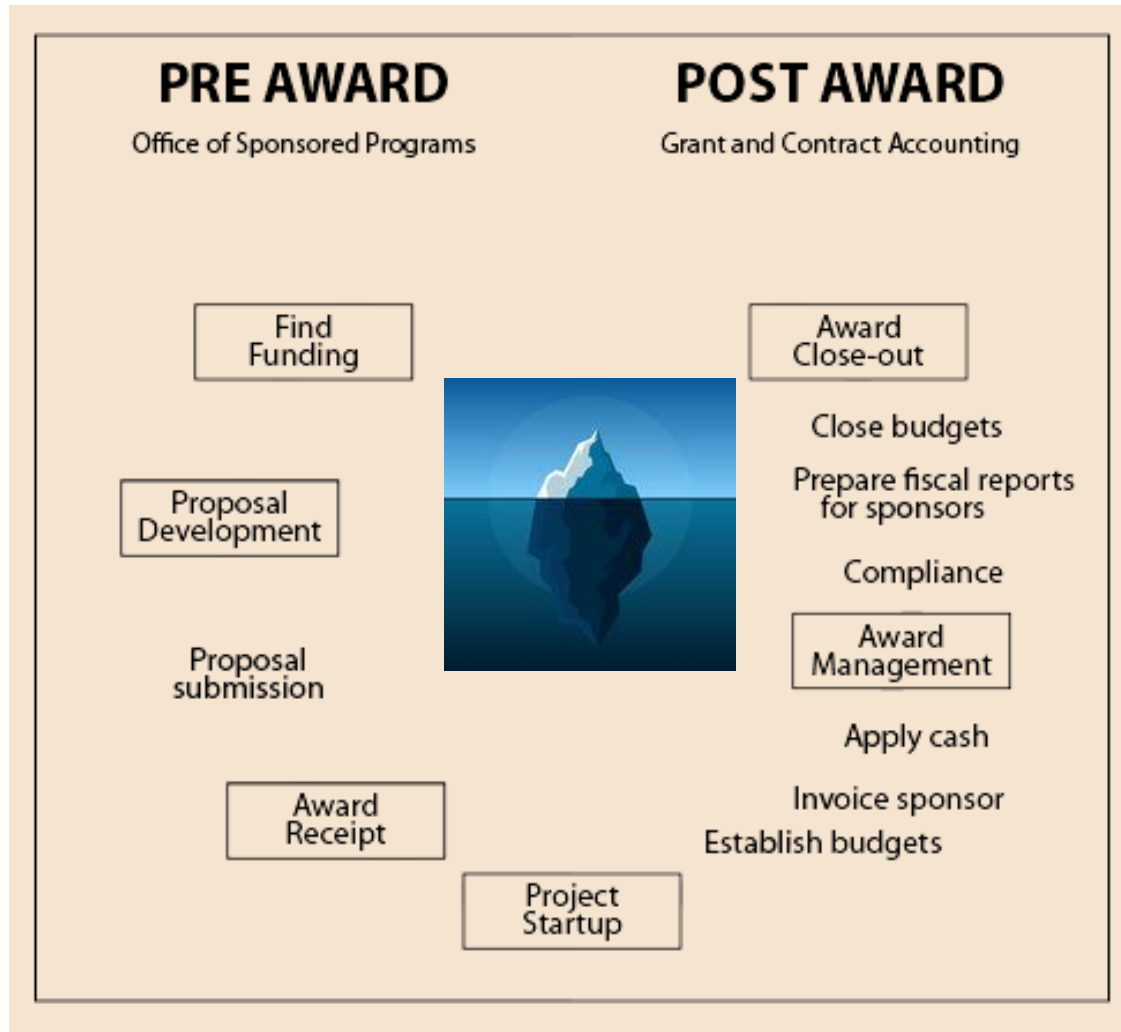- Additional Documentation (IRS letter, Financials, Annual Report)

Application Process

Helpful hints:

- Use a Word document as your drafting place for all answers (paste them into the official form online or otherwise at the end)

- Pay attention to word/character limits!

- Note the deadlines!

- Don't wait…gather additional documentation and request support letters early!

Grant Life Cycle

PRE AWARD
Office of Sponsored Programs

POST AWARD
Grant and Contract Accounting

Find Funding

Award Close-out

Close budgets

Prepare fiscal reports for sponsors

Proposal Development

Compliance

Award Management

Proposal submission

Apply cash

Invoice sponsor

Award Receipt

Establish budgets

Project Startup

Award Management

Common Components:

- Award Notice and Thank You

- Contract / Agreement

- Additional Documentation

- Kickoff Meeting

- Oversight

- Expense Tracking

- Reporting

Record Keeping & Fiscal Responsibility

Record Keeping:

- Central place to note all deadlines, reporting requirements
- Identify who in the organization is responsible for deliverables
- How will you track what you spend? Know from the beginning.

Reporting:

- What are the reporting requirements?
- Gather the information as you go through the grant

Thank you!

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