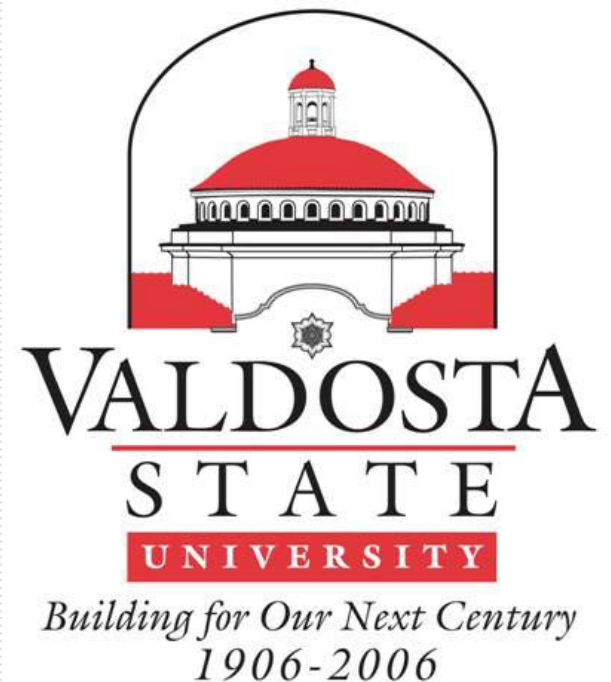
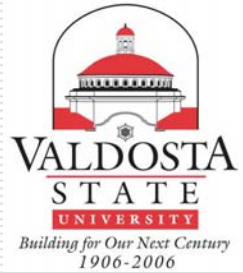


PADM 7860 Grant Writing & Management: Identifying Needs for the Grant Project & Matching the Needs with Funding Sources

Jerry Merwin

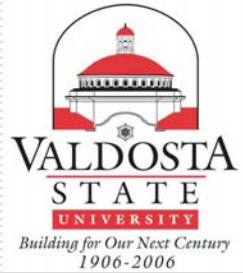


Identifying Needs & Matching the Needs with Funding Sources



- How do we get started on identifying a grant project?
 - First we identify an organization. (It seems like we've covered that, but just to be clear I will repeat it).
 - Once an organization has agreed to your involvement (assuming you are not already an employee or volunteer), the next step is identification of needs.
 - You will need to work with the people within the organization to find out what they have planned and to identify the needs for programs, projects, and funds.
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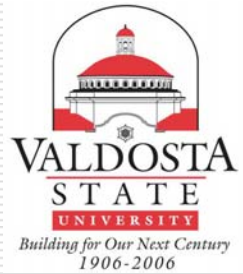
Identifying Needs & Matching the Needs with Funding Sources



- Anne-Marie stressed the importance of planning in her August 25th post on the Brainstorming discussion thread:
 - "I've found that a lot of government grants want to see that the proposed project is part of an approved plan."
 - "Essentially, they want to make sure that people are not just coming up with 'harebrained' ideas just to get some grant funding."
 - During... "a comprehensive planning process... I told all the local governments:
 - 'If there is any project that you think you might want to do in the future, let's include it in the plan.'
 - That way if and when grant funds come around, we can demonstrate a planned effort to pursue the project."

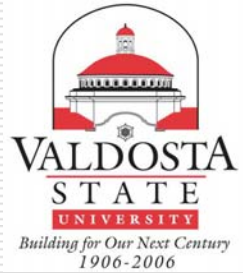
(From Sandra "Anne-Marie" Wolff, in Brainstorming on Organizations and Topics, a discussion thread for PADM 7860 in WebCT, August 25, 2006 6:56 PM.)

Identifying Needs & Matching the Needs with Funding Sources



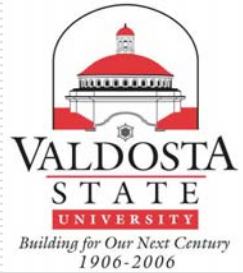
- You might start out with the mission and strategic plan of the organization.
 - These documents should tell you what the organization does and for whom.
 - The mission should be reviewed as part of the strategic planning process annually to verify that the organization is still working toward the same types of initiatives for the same constituents. (Let's be honest, not all organizations do this. Hopefully it has been done some time in the last few years.)
 - So you should be able to find a fairly recent version of the mission and strategic plan.
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Identifying Needs & Matching the Needs with Funding Sources



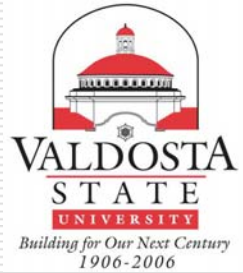
- Review the mission and strategic plan of the organization to find out what they are planning to do in the next one to five years.
 - With nonprofit organizations and local governments, there are usually programs or projects that are planned but not currently funded.
 - You might get this information by interviewing members of the organization and asking them for ideas about what they want to be doing or should be doing but cannot because of insufficient funding.
 - Ideally you will get a list of project needs that relate to the mission (rather than just one) so you can be flexible in what you are searching for in funding.
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Identifying Needs & Matching the Needs with Funding Sources



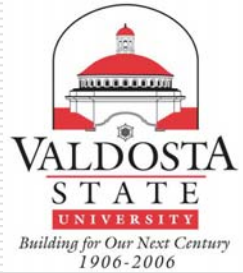
- Once you find out about the needs of the organization, then you start looking for funding sources with matching focus or interests.
 - If the people at the organization do not know of any funding sources, then you start looking elsewhere.
 - In the “Intro to Grants/FAQ” slide show I mentioned the links page on our class web site and the WebCT site.
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Identifying Needs & Matching the Needs with Funding Sources



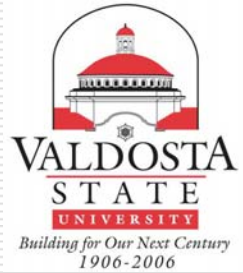
- I added a new link recently, the "[Business Resources](#)" page on the VSU Odum Library web site.
- Although the page says "Business Resources" at the top, scroll down to find a heading for nonprofits.
 - Be aware that not all of the sites linked from this page provide free help or searches for funding!
 - For instance, the [Foundation Center "Basic" online search](#) costs \$19.95 per month for a single user.
 - This would probably be practical only if you are a professional grant writer or your organization pays.
 - I am not suggesting or recommending that you pay this fee to search for grants for this class. Read the next slide for other options.
 - I asked the reference librarian if VSU has a subscription to the Foundation Center online search that we could use and apparently we do not. Sorry!

Identifying Needs & Matching the Needs with Funding Sources



- ❑ [Visit a Foundation Center Location](#) (Operated by the Foundation Center)
 - ❑ Or go to one of the "[Cooperating Collections](#)" (These are 200 locations with access to the Foundation Center searches for funding sources either online or on CD. The locations include libraries and some universities. Some example are: near Valdosta, the [Thomas County Public Library](#), and in Brunswick, [Coastal Ga. Nonprofit Ctr.](#))
 - Look for your state to see if there is a location nearby.
 - See the [list of Cooperating Collections in Georgia](#)
 - ❑ If you do not find a location of the Foundation Center or Cooperating Collections in your area, try to find out if any nonprofits or foundations nearby subscribe and will share information.
-

Identifying Needs & Matching the Needs with Funding Sources



- For Federal Funds – <http://www.grants.gov/>
 - You can do the Basic Search <http://www.grants.gov/search/basic.do>
 - Or browse by category <http://www.grants.gov/search/category.do>
 - If you find federal sources for funding, the Grants.gov site has applications and instructions, etc., online: http://www.grants.gov/applicants/apply_for_grants.jsp
 - Be aware that you can also contact someone at one of the government agencies to ask for more information about the programs you find interesting.
 - They are generally helpful and might give you suggestions on the best way to approach the project.
-

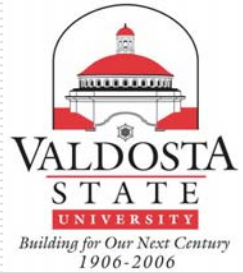
Matching the Needs with the Funding Sources Requirements

- Whether you are seeking money from a foundation, the federal government, or a corporate source, you should do your homework first!
 - Try to be sure you match the organization's needs that you identified (from the strategic plan and mission) with the requirements of the funding source.
 - To do this, you will usually look at the Request for Proposals (RFP) or the Annual Report of the foundation (or other source).
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Matching the Needs with the Funding Sources Requirements

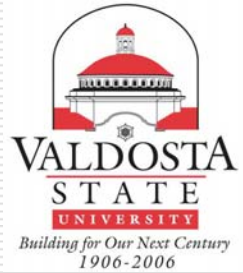
- Try not to “Shoot from the Hip” with the match you make up between the programs and the funding source’s RFP.
 - Do all you can to make sure there really is a match between the program or project you are proposing and the requirements of the funding source.
 - Failure to do this leads to a lot of work, only to have the grant rejected on the basis of a mismatch that could have been avoided.
 - This is one good reason to do as already suggested and contact the funding source for clarification of any issue that might be unclear.
-

Matching the Needs with the Funding Sources Requirements



- Let's look at an example.
 - For simplicity, we will look at the previously mentioned project in which Ashantilly Center, Inc. received money from the M. K. Pentecost Ecology Fund.
 - The application is available on the web site for the Savannah Presbytery, which is responsible for oversight of the Fund: http://www.savannahpresbytery.org/frames_ecology.htm
 - The first page of the application provides the mission of the organization, a statement of eligibility, deadlines, funding criteria and some other related information.
 - See a portion of this information on the next two slides.
-

Matching the Needs with the Funding Sources Requirements



- **“M.K. Pentecost Ecology Fund, Grant Application Guidelines** (excerpt)
 - **Mission Statement and Beliefs:**
 - The mission of the M.K. Pentecost Ecology Fund Committee is to promote and support ecological stewardship of natural resources.
 - We believe that the church has a responsibility for protecting God’s creation, seeking environmental justice, encouraging conservation, promoting education, and restoring eco-systems.”

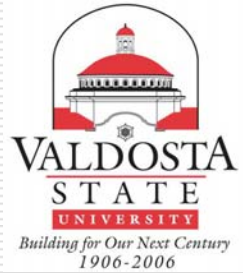
(Above information copied from the [Grant Application](#).)

Matching the Needs with the Funding Sources Requirements

“M.K. Pentecost Ecology Fund, Grant Application Guidelines” (excerpt)

- **Eligible Applicants:** (Note: This information has been edited for the purposes of our course. Find the application linked below for the full text.)
 - The funds are to be used for:
 - ... promoting the support of conservation efforts,
 - education and studies in key environmental issues of endangered ecosystems,
 - promoting the protection of wetlands,
 - controlling erosion or other destructive forces,
 - restricting activities in construction which damage the environment,
 - eliminating the useless destruction of marine life and/or wildlife, ...
 - and for controlling water quality.”

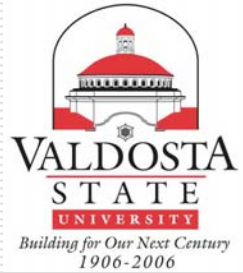
Matching the Needs with the Funding Sources Requirements



- "M. K. Pentecost Ecology Fund Funding Criteria and application instructions:
 - First preference will be given to those ecological concerns that affect the Atlantic coast of the states of GA and SC.
 - Applications should demonstrate the need and benefit to the community.
 - Funds may be used to establish new projects, expand existing projects, or replace funds currently being used on existing projects.

(Above information copied from the [Grant Application](#).)

Matching the Needs with the Funding Sources Requirements



- "M. K. Pentecost Ecology Fund Funding Criteria and application instructions: (Continued from previous slide)
 - Preference may be given to applicants with 501(C)(3) non-profit status. Proof of status must be provided. (One copy is sufficient.)
 - Applications may be submitted for up to \$10,000. In the application description and proposed budget, indicate whether or not partial funding would be acceptable.
 - Evidence must be given that matching money has been secured for the money requested from the M.K. Pentecost Ecology Fund. 100% matching funds have priority over all other grants."

(Above information copied from the [Grant Application](#).)

Matching the Needs with the Funding Sources Requirements

- Ashantilly Center, Inc., the grantee for this example, is a 501(c)(3) as defined by the Internal Revenue Service.
 - “The Ashantilly Center Mission is to Develop the Ashantilly Center to educate and to advance Historic Preservation, the Book Arts, and Conservation.
 - The Vision Statement of Ashantilly Center:
 - Preserve, stabilize, and secure existing structures and develop new structures to carry out educational programs and community events with partner organizations.” (Updated November 2003)

Matching the Needs with the Funding Sources Requirements

- Ashantilly Center submitted the proposal to the M. K. Pentecost Ecology Fund for two projects:
 - A speaker's series to provide public education programs on topics related to the ecology of Coastal Georgia and presented in McIntosh County, GA.
 - The Nature-Based Tourism conference previously described and also held in McIntosh County.
 - Hopefully the match between the eligibility requirements of the funding source and the projects described by the grantee will be clear.
 - The application for the two projects included evidence of a cash match provided for the same projects through funding from another source.
-

Matching the Needs with the Funding Sources Requirements

- Let's have a discussion of this topic.
 - If you have any examples of projects and funding sources and want to ask the class about those that will be fine.
 - If you know of some failed projects that were submitted for the wrong type of grant you can mention that.
 - Other relevant comments on the subject will be fine too.
-