

## Grant Writing



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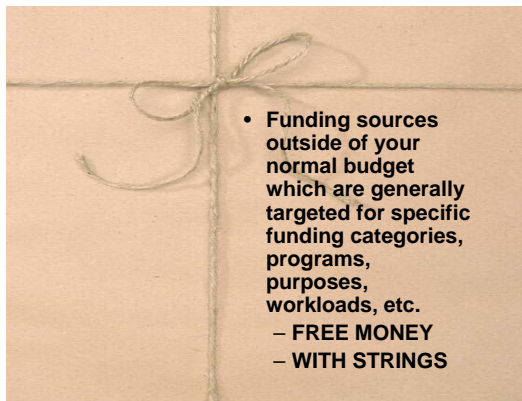
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- Funding sources outside of your normal budget which are generally targeted for specific funding categories, programs, purposes, workloads, etc.
  - FREE MONEY
  - WITH STRINGS

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## Can's and Cannot's

- CAN
  - Provide funding for needed items that you cannot obtain through budget
    - Equipment
    - Salary/Personnel
      - Overtime
      - Comp time
    - Overhead
- CANNOT
  - Supplant budget (use grant money for items already budgeted for)
  - Co-mingle grant funds

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## Types of Grants

- **Matching**
  - You have to provide some portion of funds for matching purposes
    - Money strings that are tied to the award
      - In Kind
        - » Volunteer hours
        - » donations
      - Cash
        - » Local \$ invested in program
        - » Can use general budget or 5% funds for match
  - Understand the formulas as presented in the RFP
    - Usually match is 20 – 30%
- **Non-Matching**
  - No money strings tied to award

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## Grant Terminology

**\*\* General \*\***

- **RFP**
  - Request for Proposal
    - Often referred to as the grant guidelines / application packet
- **Funding Source / Grantor / Funder**
  - Agency soliciting the applications and providing the award
- **Grantee / Subgrantee**
  - Agency receiving the grant award
  - Official
    - The official responsible for the award (generally an elected rep of local govt, county commissioner / mayor, or a Board CEO/Chair)
- **Reviewer / Grant Review**
  - Generally an agency contracted to review, score and rank grant applications
- **State Single Point of Contact (SPOC)**
  - Way of keeping track of who is applying
  - Grant will tell you if required to submit to SPOC

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## Sources for Grants

- **Federal Government**
  - Federal agencies that provide funding to states, local governments and individual agencies
- **State Government**
  - State agencies that provide funding to other state agencies, local governments and individual agencies
- **Local Government**
  - Sometimes local govts will apply for grants as the parent agency, then pass the money on to other agencies via a "sub-grantee" type process
- **Foundations**
  - Agencies interested in well-being of communities and willing to give \$ for such
- **Corporations**
  - Agencies interested in promoting their products, increasing profits, assisting employees and their families, and creating public awareness and will give funds to partner with your agency to do so

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## Sources for Grants

- **State Government**

- Criminal Justice Coordinating Council
  - <http://cjcc.ga.gov/>
- Departments of Transportation / HUD / Human Resources / etc.
  - Look on State of GA Website for links

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## Sources for Grants

- **Local Government**

- May receive monies through block grants that may be allocated annually to other agencies
  - Community Development Block Grants
  - Surplus funds
- County Commission
- Local City or County Planning or Economic Development Offices

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## Sources for Grants

FOUNDATIONS - Agencies interested in well-being of communities and willing to give \$ for such

**The Foundation Center**

<http://foundationcenter.org/atlanta>

**Council on Foundations**

[www.cof.org](http://www.cof.org)

**Southeastern Council of Foundations**

[www.secf.org](http://www.secf.org)

- **Examples**

- Atlanta Women's Foundation
- The BellSouth Foundation
- The Arthur Blank Family Foundation
- The Coca-Cola Foundation
- Fannie Mae Foundation
- Turner Foundation
- Robert W. Woodruff Foundation

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## Sources for Grants

### • Corporations

- Agencies interested in promoting their products, increasing profits, assisting employees and their families, and creating public awareness and will give funds to partner with your agency to do so
  - Examples:
    - Grocery stores, large corporations whose home office or major store/factory/etc is in your geographic area,
      - » Fire extinguishers to low income houses with corporate logo on it
      - » DV safety brochures
    - Local Chamber of Commerce will have a listing of Fortune 500 companies
  - May have to partner with non-profits on this (that whole the govt doesn't need the money thing)

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## Another idea....



- Find a non-profit to partner with
- Common goals
- Common ideas
- Partner with work
- Look to the nonprofit parent agency for funds
- Some non-profits offer money for specific needs
  - ie - CAC's will provide training grants to prosecution and law enforcement to attend CAC sponsored MDT training

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## THOUGHTS...

- Just because the money is there doesn't mean you have/need to apply....
  - Evaluate
    - Need
    - Resources
    - Time (time it takes to pull together and length of time for funding)
    - Purse strings
- Sustainability
- Bottom line - is it worth it?

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**RESOURCES TO LOCATE GRANTS**

Web Searches  
List Serves  
Economic Dev. Offices  
Professional Publications  
Word of Mouth (share info)

NOTE: some public safety sources/resources  
(ie – professional magazines/publications, etc)  
may have grants that can assist prosecution

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**The Grantsmanship Center**

[www.tgci.com](http://www.tgci.com)

P. O. Box 17220  
1125 West 6<sup>th</sup> Street,  
5<sup>th</sup> Floor  
Los Angeles, CA  
90017  
PH 213-482-9860

- MEMBERSHIP
- TRAINING
  - Grant writing / grant workshops
  - Earned income strategies
  - Non Profit and Governmental Agencies
- ON-LINE RESOURCES
  - Daily grant announcements
  - On-line magazine
  - Funding sources

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**Research Associates**

[www.grantexperts.com](http://www.grantexperts.com)

169 Laurelhurst Avenue  
Columbia, SC 29210  
PH 866-697-9924

- GRANT WRITING TRAINING
- PRODUCTS
- SERVICES
- educational, health, and human service organizations
- On-line resources

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## SAMPLE GRANTS

- Federal – Violence Against Women
- Federal - NCVRW
- State - VOCA
- Foundation

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## Getting Started

- **READ from cover to cover the RFP**
- **Read again to determine:**
  - the appropriate agency to apply
  - want/need the grant
  - understand proposal
  - parameters of grant
  - documentation needed that you have to get from other agencies/persons
  - due date (can you make it)
  - level of agency commitment (can you handle it)
- **Read again and make notes of ideas**
- **Determine goal of grant and theme of need and request**
- **Determine key players/partners**
  - MOU's
  - Letter of commitment/support
  - Partners (funding/working)
- **Pay attention to formatting guidelines in RFP**
  - Punctuation
  - Length
  - Font / pitch / spacing
  - Charts / graphs
  - Appendixes
  - Etc.

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## Getting Started (cont)

- **BE REALISTIC**
- What will work in my area
- What will work for my community
- What are creative ideas / programs that can be incorporated into my area / community / program (“think outside the box”)
- Research what has already worked in other areas and tie that in
- Keep a list of basic data on file and keep it updated so that you don't have to “research” commonly needed, basic data each time. ie – statistics, staff, elected officials (local, state, national), relevant newspaper articles, etc.

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## Common Sections Project Summary / Abstract

- Generally a brief description of the problem, the area, your agency, demographics, etc.
- A condensed version of the rest of your grant
- Be concise but include everything asked for

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## Common Sections Project Narrative

- A detailed description of
  - the problem
  - the area
  - your agency
  - Demographics
  - what you will do (goals and objectives)
  - who will implement the program/project
  - Project stakeholders
  - etc.
- Be as detailed and use as much space as you are allowed to use (generally the longest part of the grant)
- GOALS & OBJECTIVES
  - Under promise
  - Over deliver
  - List minimum numbers of measurement of success and still make the app look good.
  - Anything above is "gravy" and things to brag about in your final reports
  - Use the SMART method when writing/defining goals: specific, measurable, achievable, realistic, time frame

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## Project Narrative (cont)

- PERFORMANCE OBJECTIVES
  - Always restate award requirements
  - Under promise
  - Over deliver
- PRODUCTS (what is this grant going to produce)?
  - Training
  - Actual product / output
  - Be creative
    - Newsletters
    - Training manuals / DVD / CD
    - Ribbons
    - Awareness cards
    - Chapstick
    - Pocket mirrors
    - Pizza boxes
    - Etc
- Remember to tie your narrative and any products listed in it to your budget
  - Cost out training expenses and items
    - Notebooks
    - Food
    - videos
  - Will need to purchase ribbons, pizza boxes, ink, paper, mirrors, production costs, etc

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## Common Sections Budget and Budget Justification

- What are you asking for in \$\$\$ from the funding agency
- Do not put anything in the budget that is not referenced or justified somewhere else in your grant
- Be detailed and specific as to why the need / item is listed in the budget
- Be realistic about salary and O/T expenses

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## Budget Categories

- Personnel / Fringe
  - Be specific as to who and what this person will do or what costs are associated
    - O/T – why?
    - Add job descriptions
    - Cannot list salary range b/c have to be specific with costs
      - Get info from other agencies about salary if no idea
      - Include how you came up with salary/pay
    - Include formulas for fringe

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## Budget Categories

- Supplies
  - Generally office and daily supplies needed to maintain the workings of the grant
- Equipment
  - Be sure to follow guidelines
    - Some things that you might think of as equipment may be supplies (grant will usually define for you and usually based on price and duration)
    - Follow definitions / guidelines as supplied in RFP

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## Budget Categories

- Travel
  - Some grants require certain \$ amounts for travel/training – be sure to follow guidelines
  - This is not an area to fluff – most funders carefully scrutinize
  - Have to justify why each \$ listed in travel is necessary
    - Hotel
    - Flight
    - Per diem
  - And be specific about costs
  - If you can't "guesstimate" the cost, follow the federal per diem / reimbursement guidelines which can be found on the DOJ website (financial guidelines)

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## Budget Categories

- Other
  - Generally anything not included in another budget category
  - Over head costs
    - Rent
    - Indirect Rate costs
    - phones / pagers / cell phones
  - Resource books/materials (unless listed in supplies)
  - etc

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## Common Sections MISC.

- Attachments
- Required forms
- Special conditions
- SF424 (federal grants)
  - Similar forms for state grants
  - Listing of:
    - Required info and signature
    - Demographics
    - One page snapshot at requesting agency

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## Warning...

Even though you may feel as though you are being repetitive in each section of the grant, many people review the grant (sometimes it is even taken apart and disseminated by section to individual people who rate each section and then the scores are combined), be sure to include any/all info asked for in each section

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## TIPS

- **DNA (do not assume)**
  - That the reader/reviewer/funding sources knows ANYTHING about your program
    - Needs
    - Goals
    - Problems
    - Money
    - Etc.
- If applying on-line, register EARLY with the funding agency
  - Grants.gov
- Begin gathering your stats, MOU's and letters of agreement early
- Check and double check spelling and formatting
- Be sure you are following the guidelines and parameters set forth in the RFP
  - Don't apply for things that are clearly not allowed

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## TIPS (cont.)

- Ensure your parent agency, board, or CEO knows of and approves your application
  - Allow plenty of time to get required authorization (BOC/Board of Directors) and signatures as most grants require original signatures
- Budget carefully and be able to back up your request
  - If asking for personnel, be sure that is allowed under the RFP. Even when grants say they will fund positions, they usually prefer to fund "projects." Be sure to justify why this won't work without the funded position.
- **PROOF READ, PROOF READ**
- Have someone else proof read
- Have an outside pair of eyes read application for content, clarity, completeness, purpose-have you answered each question, is your project design feasible, are results measurable, is budget realistic?
- Be brief, concise, and clear in your writing
- Provide accurate stats and detailed information
- Be consistent with the program narrative and proposal and consistent throughout your application
- Put app in order that the sections are requested
- Some people suggest developing the budget first and then using narrative to justify the budget

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### Tips (cont.)

- Sell your idea
  - I need the \$ more than anyone else b/c....
- Problem drives program / program drives budget
- Use catch phrases or acronyms – most reviewers skim their sections; have something that jumps out at them
- Put the reviewer in the here and now
  - Help them visualize your program and program needs and beneficiaries of services / goods / \$
- Constantly educate your reader as to why you are doing/saying ... and why you need to be funded

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### Tips (cont.)

- Inform your local delegation about your application so they can submit letters of support to the funding sources
  - NOTE: 17% of the federal budget is appropriations – read here discretionary funding
- If your county has an economic dev or mapping unit, get to know them and use them
- When using stats and research, be sure to tie it into proposal.... Don't just throw a bunch of #'s out there without making them relevant – make it flow
  - Although some grants will ask for raw #'s in demographics, still tie these numbers into your narrative or need

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### Tips (cont.)

- Foundation and Corporation / Corporate Grants
  - Feel good grants
  - They want to see positives and build upon it
  - Or see need and fix it
- Federal and State grants
  - Gloom and doom
  - They want bad statistics turned into good statistics
  - Want numbers to show success

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## Finding Statistics

- Atlanta Regional Commission  
[www.atlantaregional.com](http://www.atlantaregional.com)
- Your County &/or Judicial Circuit's website
- Census Bureau  
<http://www.census.gov/census2000/states/ga>
- Use local newspaper articles (or quotes) that discuss issue
  - Crime rates
  - Public awareness
- Chamber of Commerce or Visitors Bureau statistics and information
- Always reference your resources

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## Finding Statistics (cont)

- State agency websites
  - Gov's Office
  - DHR
  - CJCC
  - DOT
  - GBI
  - GA Commission on FV
  - GA Coalition @ FV
  - AOC
  - Assoc. of County Commissioners
  - GA Dept of Community Affairs
- Local and National agency websites
  - Child Advocacy Centers
  - Rape Crisis / Sexual Assault / Domestic Violence Centers
  - Other nonprofits
- Federal Agency Websites
  - DEA
  - US Attorney
  - Violence Against Women
  - FBI

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## You got the \$\$\$, now what???

- Know the reporting requirements
  - Financial
  - Programmatic
  - Progress
- Keep ALL grant documentation for required period (usually seven yrs)
- Ensure you know and understand the special conditions
- Make friends with your grant auditor / administrator
- Meet / keep deadlines
  - If you are not the one to submit reports, ensure the person who is knows deadlines
- Keep progress reports monthly so that the big report isn't so hard to compile
- Promote your program and reports its success
  - News coverage
  - Newspaper articles
  - Newsletters
    - All great for progress repts

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- Overview – not comprehensive
- Remember that each grant proposal will be a little different – be careful when you cut and paste from other grants that this is info needed/requested
- Best tips: BEFORE YOU START THE GRANT PROCESS
  - Read and understand the RFP
  - Is it worth it?
- QUESTIONS
- THANK YOU

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