Learning Objectives

Participants Will

- Understand context for fundraising and grantwriting
- Learn types of funders and what they look for in projects and proposals
- Learn to write and present an effective needs statement and program plan
- Practice identifying and crafting the elements of a strong proposal
- Recognize importance of cultivation and stewardship in building lasting relationships
USA Charitable Giving in 2013

$335.17 billion
Total Contributions

Listed by Source
(In billions of dollars – all figures are rounded)

Source: Giving USA Foundation / GIVING USA 2014
Illinois grantmakers account for half of foundation support in Illinois

Percent of Grant Dollars

- Other States 50%
- Illinois 50%

Percent of Grants

- Other States 39%
- Illinois 61%

SOURCE: Giving in Illinois, 2014. Based on circa 2012 grants awarded by U.S. foundations in the sample to recipient organizations in Illinois. Includes all grants of $10,000 or more awarded by a national sample of 404 larger U.S. foundations, including 48 Illinois foundations.
CHARACTERISTICS & OPPORTUNITIES

Independent Foundation
Community Foundation
Family Foundation
Corporate Foundation
Direct Corporate Giving
WHAT DO FUNDERS LOOK FOR?

- 501(c)3?
- Within their giving priorities?
- Compelling need statement with objective evidence?
- Organizational credibility?
- Diversity: composition of staff and board

- Plans for continuation of project grant ends
- Realistic objectives
- Appropriate budget
- Any unusually original and promising methodology
- Possibility of replication
THE PHONE CALLS

Phone Call #1

Call for guidelines and application forms. Confirm contact name.

Phone Call #2

Call your contact OR call and ask for appropriate contact.

1. Have a “cheat sheet” in front of you to ensure you cover everything quickly and clearly
2. Establish that there’s a fit
3. Determine their review process
4. Set a meeting, if possible
5. If not, determine the ask amount before you hang up
PROPOSAL OUTLINE

I. Introduction:
   Your request and organizational information

II. Problem or Needs Statement

III. Proposed Project
   i. Goals and Objectives
   ii. Activities
   iii. Time Frame
   iv. Evaluation
   v. Proposal Summary and Grant Request

IV. Appendices
   i. Budget
STATEMENT OF PROBLEM OR NEED

• Reason for writing the proposal

• Condition or situation you wish to change: scope and magnitude, demographic and geographic

• Related to purposes and goals of the organization

• Objective evidence of problem/need
STATEMENT OF PROBLEM OR NEED II

- Reasonable and achievable dimensions
- Consequences of inaction
- Stated with focus on people to be served
- May be an opportunity to be seized rather than a problem to be addressed
GOALS
Are global statements of long range benefits and tied to overall mission of the organization.

Examples
- Reduce smoking among 6th to 8th graders at Welbourne School
- Increase literacy in the children of Humboldt Park.
- Reduce the incidence of domestic violence in South Shore
OBJECTIVES
Arise out of goals and provide a basis for evaluation

They are:

- Measurable indicators of achievements or quantifiable outcome of the project
- Specific – define the target population to be served and when
- Given with a time frame for project implementation
Examples of Objectives:

- By June 1, 2014, 70% of eighth graders at Welbourne School will state an intention not to smoke in the future.

- After the project, 90% of law enforcement participants will be able to identify the signs of domestic violence.

- 65% of participants in the Humboldt Park program will show an increase in reading comprehension scores at the end of the program.
Methodology

- Includes specific activities which must be performed to accomplish objectives.
- Indicates how objectives will be accomplished.
- Step by step plan of action: who will do what, how, where and when.
- Includes credentials of key staff, special qualifications or job description.
- Any special rationale for selection of unusual or unique methodology—has it been tested or will it be pioneered in this project?
METHODODOLOGY II

Includes only those activities critical to interpreting achievement of objectives.

Examples

- By December 1, 2014, the community referral manual will be completed.
- Within six months after completion of the Stop Smoking program, the instructor will have called all participants to ascertain smoking status.
- In Month 3 of the project, a coordinator will be hired.
Consider issues of ACCESS in your methodology section

- From where will you recruit your clients?
- How will your clients get to your program?
- Will they be able to afford your program?
- Is your location fully accessible?
- Is it safe?
- Is there transportation?
- Is the program offered in all appropriate languages?
✓ Reiterate ask amount
✓ Identify what the funder gets in return for its investment:
  • Recognition
  • Benefits (tangible and intangible)
  • Partnership
✓ “Thank you for your consideration of this request”
OVERRIDING PRINCIPLES

• Your proposal should be neat, clean and easy to read.

• Do not use jargon.

• Make it brief.

• Be positive!

• Avoid unsupported assumptions.

• Have your grandmother read it!
“Agreed. We fund all proposals with three appendices or less.”
Please briefly describe the population of the area you are targeting. Please include specific data if it is readily available:

According to the Americantowns statistical website, SMALL TOWN Illinois has the following:

- # families below poverty line = 478, or 24% of the population. By comparison the population of families in America living below the poverty line is 9.2%
- We could easily serve 50% of this population with some assistance, which would be an increase of 150 children served each day.
- We have accounted for 1/3 of the children needing transportation assistance.
- Our program will have a 1:10 adult to youth ratio
This Grant Needs Help!
No Kid Hungry Grants

Eligibility

- 501c3 nonprofit organization currently in good standing
- An SFSP or Seamless meal program sponsor for summer 2016
- Up to $5,000 per sponsor
No Kid Hungry Grants

- Use of Funds
No Kid Hungry Grants

- Applications Due April 1st
No Kid Hungry Grants

- Up to $5,000 Awards
Thank You – Contact Information

Connect with No Kid Hungry Illinois:

Suzy Lee
Illinois No Kid Hungry

slee@gcfld.org
or
773-843-2604