



# Grant Guidance

Thomas-Forbes & Kester, LLC

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“The skill of writing is to create a context in which other people can think.”

—Edwin Schlossberg

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## Join Us for Our Upcoming Workshop

Thomas-Forbes & Kester, LLC has once again been selected as a capacity building provider by the Care Foundation for 2010. We are delivering a workshop for nonprofit personnel on grants management entitled *Managing the Grant After It's Funded*. The workshop will be held at the Fayetteville Public Library on January 26 from 1:00 to 5:00pm. Please see page 3 of this newsletter for details. We hope to see our Arkansas readers there!

## Are You Ready To Take Advantage of the Federal Social Innovation Fund?

Now in addition to running such familiar programs as Learn and Serve, AmeriCorps and SeniorCorps, the Corporation for National and Community Service (CNCS - see p. 5 of the newsletter) has been tasked with awarding \$50 million in grants through a program called the Social Innovation Fund.

That's a lot of money to give away. How can you apply for some?

Most non-profits will not be able to apply directly for these funds. According to the *Chronicle of Philanthropy* (Jan 14, p. 16), most if not all of the funds will be granted to intermediary organizations.

This means that large, national-level non-profits will compete for 5-7 grants (*Chron. Phil.*). The intermediaries will then make grants of at least \$100,000 to non-profits who apply to them. So, this effectively rules out small nonprofits who lack the capacity to implement grants of \$100,000 or larger.

Areas of funding emphasis will be economic opportunity, youth development and public health. The regulations are supposed to give some priority to rural areas for receiving funds.

**NEWS FLASH:** Intermediaries may choose their grantees before they even apply to CNCS. This means that you cannot wait until a potential intermediary in your community or region is awarded a grant. You must develop relationships and express your interest now.

We highly recommend that if you have programs in the three priority areas, you contact any community foundations, regional grantmakers associations, non-profit associations, or previous recipients of federal intermediary funds (such as Compassion Capital Fund Demonstration grant recipients) NOW to build relationships, discover if they are considering applying, and express your interest in participating if they do apply.

Good hunting!



*“Try to anticipate high workload periods in the upcoming year and develop a strategy for shifting some of those tasks into calmer times of the year.”*

## Planning Your Grants Year

By Cheryl L. Kester

It's that time of year. When we make resolutions to move the chocolate bowl off our desk to the credenza, work out at least once a month, and occasionally have a clean house. Hey! We're grant writers. We have to be realistic here.

Researchers have found that the buddy-system helps people achieve their goals, whether it's exercising, quitting smoking or volunteering. So I am here to “be your buddy” and encourage you to take a few minutes to think strategically about the upcoming grant seeking year.

I almost added a sub-title to this article about being proactive instead of reactive, then I realized how silly that was. We can plan all we want, but we jump when the perfect, unplanned-for grant opportunity presents itself. We must react. However, if we have planned the workload for the year, if we are anticipating when the busy times are, it can be easier to re-shuffle when that unexpected grant announcement comes out.

### Common Techniques for Grants Calendars

1. *White boards keep deadlines visible and let your colleagues know why you're so busy*
2. *Newer versions of Outlook let you color-code tasks*
3. *You can set deadlines as “appointments” in your calendar and schedule alerts to pop up days or weeks in advance*
4. *Explore grants management software*

There is nothing high-tech required. While there are sophisticated tools available, most of us just sit down with a Word document or spreadsheet or white board. The point is, sit down with something and look at your year ahead. When are reports due? When is the regular deadline for the local foundation you always apply to? When do you expect the announcement for that federal program you've been watching for to come out?

Get all of that onto your calendar, with deadlines and reminders and alerts set as you need them. Go ahead and put other non-negotiables there too—board meetings, staff retreats, hopefully, your vacation. Think strategically about ways you can even out the workload a bit. If three proposals are due in March, can you do one in February? Can an intern or volunteer update last year's letter to a small foundation?

If no reshuffling is possible, consider when you may need help or need to let something else slip and talk to your boss or your colleagues now. Often consultants like us are called in, not because there is no grant writer, but because the grant writer has too many opportunities to respond to in too short a time. Whatever your strategy for managing high workload periods, letting your boss know ahead of time can help smooth the way to greater patience and additional resources if needed.

## Upcoming Workshop: *Managing the Grant After It's Funded*

### ***Managing the Grant After It's Funded***

Presented by Cheryl Kester, CFRE

Tuesday, January 26, 2010

1:00 pm - 5:00 pm

Fayetteville Public Library, Fayetteville, Arkansas

Cost: \$25/person

More information: <http://www.ccfound.org/CapacityBuilding/managing-the-grant.html>

Please contact Cheryl at [ckester@cox.net](mailto:ckester@cox.net) or (479) 582-1053 to express interest in this workshop.

This workshop is sponsored by the Care Foundation as part of the Foundation's 2010 Capacity Building Programs. A complete listing of workshops can be found on the [Care Foundation's website](#).

*Managing the Grant After It's Funded* will give you the skills you need to properly manage grant funds and implement grant-funded programs. We often spend hours crafting an effective proposal, but when it is funded we fail to ensure that our organization delivers on the proposal's promises. Grant funds may be spent on ineligible expenditures, components of the program may go unimplemented, or required reports may not be submitted. The results can be disastrous—freezing your funding, contributing to a poor reputation for your organization, or causing legal action against your organization or its personnel.

This workshop will give you the guidelines and strategies you need to avoid these pitfalls and prove your worth to your funder and the community by delivering responsible, effective grant-funded programs and following the funder's requirements and guidelines to make your organization competitive for future funding.

## Grants Questions Answered

**Q.** How should I decide how much to ask for from a funder?

**A.** State and federal programs usually specify a grant range. For instance, a particular program may fund projects from \$150,000—\$500,000. If that is the case, ask for as close to \$500,000 as possible (it may look suspicious for your budget to arrive at a round number, so consider something like \$499,957). If the program requires matching funds, you may have to ask for less depending upon what match you can provide. Foundations can be a bit trickier. Some foundations' guidelines state their gift range, but be wary of asking for the maximum amount if you have never received funding from the foundation before.

Most foundations reserve their largest gifts for organizations with whom they have a relationship. Check the foundation's previous gifts list and, generally speaking, request an amount that falls in the middle of their range or mirrors their gift amounts to organizations or projects like yours. Of course, if you can make contact with a foundation representative, ask his or her advice and follow it. If you are requesting additional grants from past funders, increase your ask from the previous gift amount.



# 47TH AFP INTERNATIONAL CONFERENCE ON FUNDRAISING



HONORING OUR PAST, INSPIRING OUR FUTURE

BALTIMORE MARYLAND ■ APRIL 11-14, 2010



Please make plans to attend the Association of Fundraising Professionals's 47<sup>th</sup> International Conference on Fundraising in Baltimore, MD, April 11-14, 2010! The conference will honor AFP's 50<sup>th</sup> anniversary and celebrate fundraising's bright future and its impact on people and societies around the world.

At the conference, you will gain knowledge on the latest in fundraising and take advantage of exceptional networking opportunities. Also, AFP will provide an exciting line-up of keynote speakers including Lee Woodruff, life and family contributor to ABC's Good Morning America and a trustee of the Bob Woodward Family Foundation; Peter

Thum, founder of Ethos Water and a pioneering social entrepreneur; and the world renowned inspirational leader, Archbishop Desmond Tutu.

The conference will feature a diverse lineup of speakers on a variety of fundraising topics. Cheryl will be presenting "What Now?! What to do After You Get the Grant" at the conference on April 13 from 8:00am to 9:15am.

Join your colleagues from around the world for an extraordinary professional development experience. For more information, please go to <http://conference.afpnet.org>

## Mobile Donors Contribute to Record-Breaking Haiti Recovery Efforts

According to a study conducted by *The Chronicle of Philanthropy*, donors have given more than \$150 million to U.S. nonprofits and organizations working toward the relief effort in Haiti, where a major earthquake hit near the capital of Port-au-Prince on Tuesday, January 12.

This makes the donor response to the disaster the greatest initial philanthropic response to a natural disaster in recent memory. *The Chronicle* reports that giving for relief efforts following Hurricane Katrina and the 2004 Asian tsunamis in the same time period totaled \$108 million and \$30 million, respectively.

Relief efforts in Haiti have also spurred what will likely be one of the largest mobile giving campaigns in history. According to *The Mobile Giving Foundation*, over \$16 million has been given to over a dozen relief organizations via text messages thus far, including the Red Cross, UNICEF, the Salvation Army, World Vision, and the Clinton Bush Haiti Fund.

Funds for relief efforts received via cell phones illustrate how the use of technology can strengthen philanthropy in times of urgent need. Click [here](#) to see a list of nonprofits operating mobile giving campaigns.

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Thomas-Forbes & Kester, LLC is committed to serving non-profits through grant writing, training, strategic planning and program design and evaluation. The principles and associates have been employed by non-profit organizations, been volunteers and served on non-profit boards. We know you and are committed to your mission.

Please visit our website for more information: [www.tfkgrants.com](http://www.tfkgrants.com).

You may request to be removed from our newsletter mailing list at any time by sending an email to [melanie@tfkgrants.com](mailto:melanie@tfkgrants.com).

## Upcoming Grant Opportunities

### **Corporation for National and Community Service Learn and Serve America Higher Education Grants**

Grant Range: \$85,000—\$500,000 per year (for projects of up to three years)

Deadline: March 9, 2010

*Supporting institutions of higher education that use service learning projects to benefit local communities*

For details, visit [Learn and Serve](#) online.

### **The Chatlos Foundation**

PO Box 915048

Longwood, FL 32791-5048

Tel: (407) 862-5077

Grant Range: \$5,000—\$25,000

Deadline: none

*Giving to Bible colleges/seminaries, religious causes, medical concerns, liberal arts colleges and social concerns*

For details, visit [The Chatlos Foundation](#) online

### **Avon Foundation Breast Care Fund**

Coordinating Center

505 Eighth Avenue Ste 1601

New York, NY 10018

Tel: (212) 244-5368

Email: [admin@avonbreastcare.org](mailto:admin@avonbreastcare.org)

Grant Range: \$30,000—\$60,000

Deadline: August 28, 2010

*Giving for programs that provide breast care screenings and treatments services to medically underserved women over 40*

For details, visit [Avon Breast Care Fund](#) online.

### **Sprint Character Education Grant Program**

<http://www.sprint.com/responsibility/education/character/index.html>

Grant Range: \$500—\$25,000

Deadline: February 5, 2010

*Giving to public schools and public school systems to support character education programs*

For details, visit [Sprint Character Education Program](#) online.