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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Congratulations!

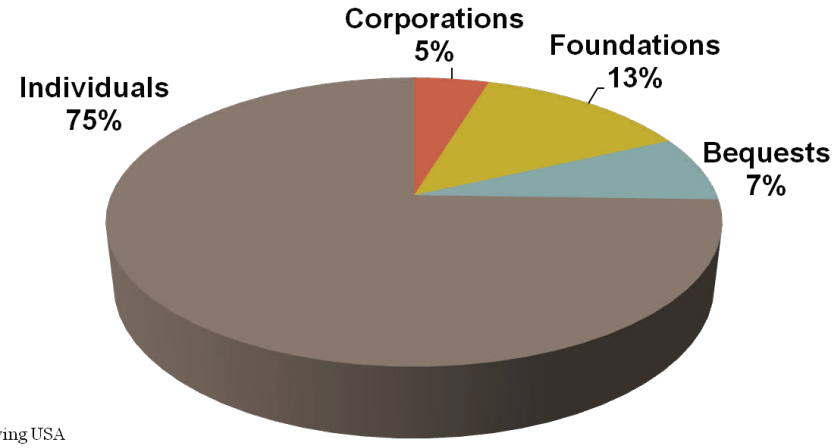
Congratulations to the Siloam Springs Regional Health Cooperative for their HRSA Network Development grant worth $180,000 per year for the next two years. This grant supports strengthening health care providers, improving coordination between providers, and increasing access to health-care for the medically underserved.

Grants: Part of a Well-Rounded Fundraising Plan

While we as grants professionals perform a critical service for our organizations in securing grant funds, it's sometimes helpful to remind ourselves, our bosses and board members that grants are no substitute for traditional fundraising, but only a supplement.

Over 80% of charitable giving in the US comes from individuals, a number that hasn't changed for over a decade. Every year the Giving USA Foundation (www.givingusa.org) publishes the results of their study of philanthropic giving, and giving from foundations has not exceeded 12-13% for years.

One of our roles as grant professionals should be to educate our peers, directors and trustees about how grant seeking fits into a well-balanced, comprehensive fundraising plan.



Source: Giving USA

Keep Those Numbers!

By Cheryl L. Kester

In most proposals, we provide a budget rationale explaining budget figures. Those notes explain to the funder what you're planning to spend their money on, but it is essential for you as a grants professional to keep more detailed notes for your files on where your budget figures came from. If someone later contests the budget, it will be your fault that requested funds are inadequate if you can't produce the e-mail from the program director with a request for $3,600 in supplies that should have been $6,000. Here are some tips that will help you demonstrate your integrity and save you from unnecessary backlash.

Create a data folder for each proposal. Into this folder should go printed e-mails, meeting notes, or other items explaining the numbers and who approved them.

Keep the data folder with the submitted proposal. Don't toss your notes after the project is funded! Wait at least until the project is completed and the funder approves your final report.

Notes to Keep

1. *E-mails from personnel providing budget figures*
2. *Notes from meetings regarding budget*
3. *Calculations of summary budget figures*

Keep the electronic version of your budget spreadsheet, not just a printed copy. The electronic version will contain all those formulas you entered showing where the budget numbers come from. This will not appear on your printed spreadsheet.

Include explanatory notes to yourself on your spreadsheet. Create an internal-only version of the budget spreadsheet with formulas and notes on where figures come from. For example, if you were required to only submit a total for the "Wages" line item on the budget, keep a note to yourself on the internal budget illustrating the details behind the total: "Joe Brown (25% of $54,025 (9 mo. contract)), Sally Smith (6% of $29,426)," etc.

Develop your own practices similar to these that make sense for your own situation. You will be much better positioned to defend yourself the next time you are called into a meeting and someone wants to know why you didn't budget enough for new furniture!

Even though our bosses approve the budget, they are just approving the general concept. They view it as our job to compile the information and get the details right—and that's probably fair.

(This article is condensed from an article by the same title published by *Grants & Foundation Review* at CharityChannel.com, September 7, 2004)

Resource Review: *Writing for a Good Cause*

Most resources available on grantwriting focus on the technical aspects of the craft: how to respond thoroughly to the guidance, how to package a proposal, how to create a solid budget, how to ensure internal consistency and clarity, etc.

Fewer resources tackle the more elusive aspect of grantwriting: how to write persuasively and vividly. How to create a narrative that will pull someone in, propel someone to your conclusion, and compel someone to act. Once you've got a good grip on how to present the right facts and make the right points, how do you balance those with interesting narrative that will make a funder want to get involved?

One of the best resources that we have come across on writing persuasively is *Writing for a Good Cause*, by Joseph Barbato and Danielle S. Furlich. In this book, the authors illuminate issues such as how to highlight your organization's strengths, how to interview key people effectively, and how to hold on to your reader's (reviewer's) attention while imparting a lot of factual information.

The proof of the pudding is in the eating, as they say—the book is enjoyable, funny and engaging, and will maintain your attention using exactly the methods the authors describe. The book also provides proposal samples and critiques, and offers strategies for writing other fundraising pieces, such as Case Statements, Newsletters, and web material.

Grants Questions Answered

Q. I cannot find any funders for my organization's newest program. What should I do?

A. First, keep looking. New funding announcements come out every day. Don Griessman's listing on CharityChannel.com is a great resource for current funding opportunities. Second, if you can't find funding for a particular program, look for funding for programs that your organization has already pledged organizational funds toward. If you can get funding for those programs, that will free up your organizational funds to fund your new program. For example, if you cannot find funds for a new freezer at your food bank, but can find funders interested in a backpack program you're already funding, go for the funding for the backpacks and use the organizational funds previously dedicated to the backpack program to purchase your freezer. A little creative budgeting can go a long way. Note, however, that you cannot re-allocate grant funds you've already received. Grant funds must be spent on the project for which they're awarded.

For our Arkansas Subscribers:

AFP Fundraising Summit This Friday in Northwest Arkansas!

This Friday, September 25, the Northwest Arkansas chapter of the Association of Fundraising Professionals is holding its annual summit, "The Millennial Development Professional" from 8 am to 4 pm at the Jones Center for Families in Springdale.

Topics include Philanthropic Leadership, Social Marketing and Media, Fundraising in Challenging Times, and more. You may visit the chapter's website at www.afpnwark.org for complete event information.

Registration is $75 for AFP members and $100 for guests. The deadline has been extended, and there are more spots available.

If you with to attend, you may download a Registration Form from the AFP website and bring it with your payment to the Summit on Friday.

Please email Melanie at melanie@tfkgrants.com if you are planning to attend so we can order lunch for you.

For our Ohio Subscribers:

"Grant Seeking: It's Not Magic! Workshop"

By Linda Gatten Butler of Butler Consulting

When: October 9, 8:30 am- 4:30 pm

Where: Glen Helen Ecology Institute
405 Corry Street
Yellow Springs, OH

Linda's 6-hour course will use lecture, networking, and exercises to teach you grant seeking using the United Way of America model.

Trainer: Linda Gatten, Butler, MSW, LISW-S, ACSW
President, Butler Consulting

Registration: $99 for all materials, including "Measuring Program Outcomes: A Practical Approach" by United Way of America, lunch, parking and 6 CPEs.

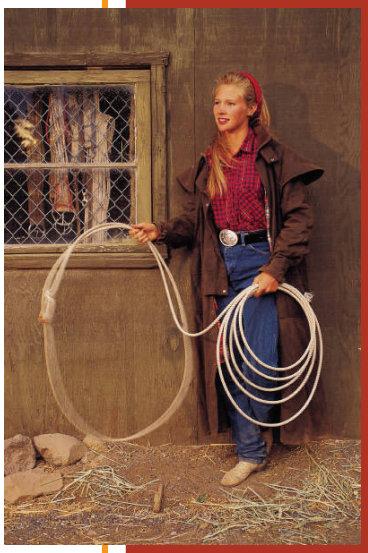
Information:
Call (937) 399-7192

Note from Cheryl at Thomas-Forbes & Kester:
Linda is a dynamic speaker who really knows her stuff. You will learn an incredible amount of useful information in this day long event. We wish we could come!

Thanks to the Miami Valley and Greater Cincinnati chapters for hosting Cheryl at the AAGP Regional Conference in Ohio on September 18!

AAGP 10th Annual Conference in Austin, Texas November 4-7, 2009

"Grant Professionals Round-Up — Skills, Strategies and Success"



AAGP's annual conference is the most comprehensive professional growth event for those committed to excellence in grantsmanship. Each year, participants learn valuable skills in high-quality workshops presented by experienced and knowledgeable experts.

The conference draws grant writers, grants managers, nonprofit administrators, and consultants of all skill levels, from arts to education to homeland security.

2009 Featured Speakers include Representatives from These Funders:

- U.S. Department of Education
- LiveStrong Foundation
- Michael & Susan Dell Foundation

Workshops will identify the skill track that aligns with the topic of the presentation, such as: Proposal Development and Planning, Grant Construction, Grant Management and Reporting, Communication Skills, Professional Ethics, Resource Knowledge/Grant Research, and more.

Come join 500 of your colleagues in the grants profession and learn how to maximize your grant seeking efforts.

Registration information available at: http://grantprofessionals.org/. Click on "Annual Conference."

Workshops We'll be Teaching at AAGP:

- 1/2-day workshop on Federal Grant Writing
- Facilitating Panel Discussion on Making Yourself Valuable to Your Employer

aagp AMERICAN ASSOCIATION of GRANT PROFESSIONALS℠

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We are members of and follow the Codes of Ethics of :

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.

You may request to be removed from our newsletter mailing list at any time by sending an email to melanie@tfkgrants.com.

Upcoming Grant Opportunities

The TJX Foundation
770 Cochituate Road, Route X3S
Framingham, MA 01701
Tel: 508-390-3199
Email: tjx_foundation@tjx.com
Grant Range: $5,000—$25,000
Deadline: December 4, 2009
Giving in the areas of civic/community, domestic violence prevention, education, health, and social services in areas of company operations.
To apply, visit The TJX Foundation online.

The Willard and Pat Walker Foundation
Post Office Box 10500
Fayetteville, AR 72703
Tel: 479-582-2310
Grant Range: $500—$350,000
Deadline: October 1 & March 1
Giving in AR, OK, MO, & KS in the areas of education, children & youth, arts & culture, health, and social services. Will consider requests in other areas as well.
Contact the Foundation for current guidelines and application instructions.

HRSA Service Area Competition Comprehensive Primary Health Care Services
Contact: Nicole Amado
Tel: (301) 594-4300
Email: namado@hrsa.gov
Deadline: October 19
For 2- to 5-year projects providing primary health care services to an underserved area or population defined in the program guidance.
For more details and application information, see the program guidance on Grants.gov.

Liberty Mutual Responsible Sports Grants
http://www.responsiblesports.com/
Grant Range: $2,500
Deadline: November 30
Giving to nonprofit youth sports organizations or educational athletic programs for general operating purposes.
To be eligible, organizations must register with Responsible Sports. Supporters of the organization complete online coursework and a short quiz. Awards are made to organizations with the most participation.