

Grantwriting Presentation for Community Action Initiative Community Action Team Knowledge Exchange

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1 hr. presentation via Zoom

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Tiva Quinn

What do I know about grants?

- Worked on grant proposals and grants management since 1997, raised millions from gov't and private foundations in the US and Canada
- Served as a grant reviewer for both large and small funders
- Designed and taught grant workshops tailored to Alaska Native gov'ts and NGOs, Native Education College, David Suzuki Foundation, Justice for Girls and others
- Raised funds for many projects around wellness, addiction and recovery, justice, and Indigenous cultures and governance as related to these
- Certified Fundraising Executive
- *Currently working as Grants Navigator to assist CAI's Community Counselling grantees

The more things change...

(Reminder to Tiva – talk about the shift in Foundation thinking a little – and why that’s not the main focus today.)

Vancouver Foundation Recovery & Resiliency Fund is one example,
Deadline October 5

Impactful Proposals

- A good read
- More likely to succeed in getting funding
- More likely to lay the groundwork for a good project

Which Do You Want to Say to Funders?

- A. Give me the money!
- B. Why are you asking all these questions?
- C. We've come up with a good plan to improve things. People are committed and ready to carry it out. All we need is a good funding partner so we can get this off the ground.

Which Do You Think They Want to Hear?

- A. Give me the money!
- B. Why are you asking all these questions?
- C. We've come up with a good plan to improve things. People are committed and ready to carry it out. All we need is a good funding partner so we can get this off the ground.

Know Your Audience

What do funders want most?

They want you to make them look good.

How?

With a ***well-planned*** project that achieves ***measurable results*** related to ***their interests***.

Who Are You Writing For?

- Most likely, for a committee of some kind: a Board, community volunteers, or multiple staff
- First read-through may well be a single staff person – and if you've communicated w someone on staff, it will probably be that person – but they still need to champion you to the Board for you to get the funds
- This committee is probably designed to have a mix of left-brained & right-brained people on it, so you've got to play to both.



The Head & the Heart

- Funders want to tell an interesting story about how, by supporting you, they made people's lives better – you don't have to name names, you do have to give them something emotional and memorable about the challenge.
- They also want measurable results. They want to feel confident that a substantial *amount* of something good will happen.
- Where are you now with these? How will they be better when the funded project is done? What about a few years after that?



Know Your Audience

What do funders fear most of all?

The money just disappears, nothing happens, and no one knows anything about it.

Know Your Audience

Other Funder Fears:

A project happens, but...

- It's clearly half-assed
- It's **very** different from what you proposed
- No one shows up for it
- Only the CEO's friends & relatives benefit
- The community **hates** it & it gets bad press
- Funder finds out they paid too much
- No one keeps records, so no one can say what, if anything, was accomplished
- Nice splash when it happens, but no long-term impact

Know Your Audience

Another way to sum it up:

Your job is to convince them that you will be doing the **right project**, in the **right place**, at the **right time**, for the **right price**.

(And, of course, that you're the right people to do it.)

The Ideal Right Project

People with Lived Experience involved at all levels of designing and carrying out the project. There are good reasons why this approach is the best for this particular place/time/audience.

Also, the project staff have learned from **best practices** elsewhere, and have built on those ideas to develop something **innovative** that will be the best approach ever to addressing this issue.

The Ideal Right Place

Your organization has a long history of delivering top-notch services in this location – you know everything there is to know about who makes things happen, what it costs, how long it takes.

Second-best: You're moving into a new area, but have insiders involved to help w figuring out these things – preferably in paid positions.

The Ideal Right Time

If at all possible, give the funder some reasons why this needs to happen ***this year***. Otherwise, they may decide that they like you, but want to fund more urgent projects this year and look at you again later.

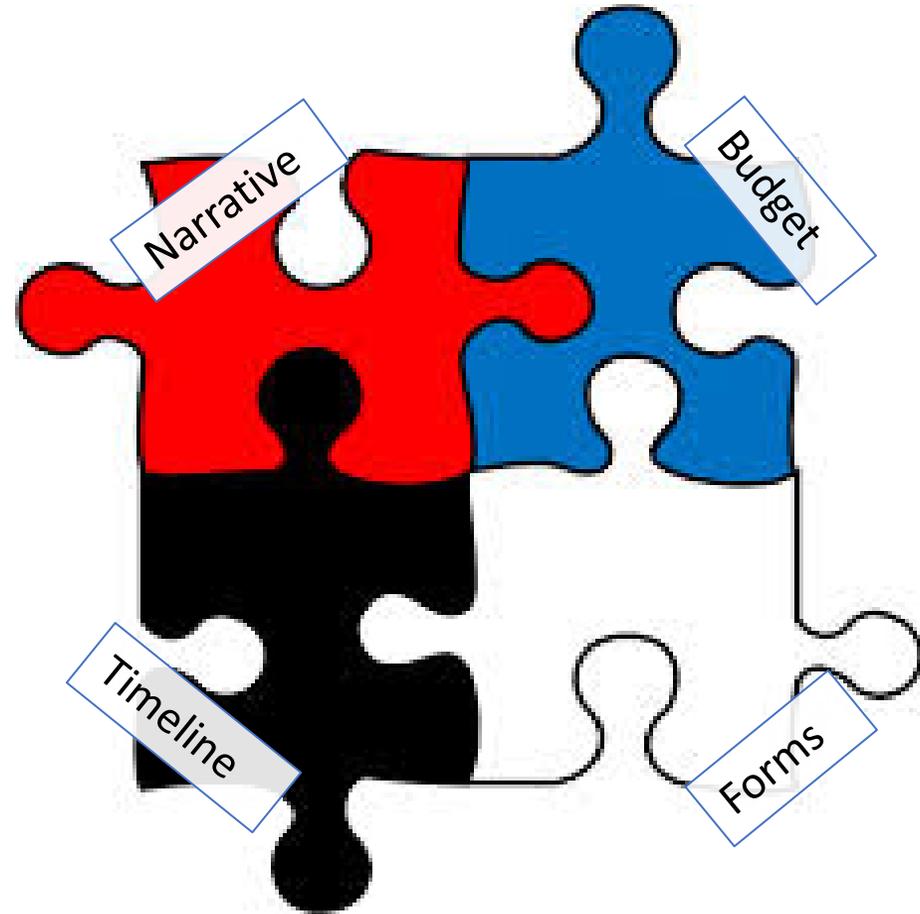
It's also a great idea to mention signs the community is ready if you're proposing a major social change. Right project, right place, wrong time is a common problem.

The Ideal Right Price

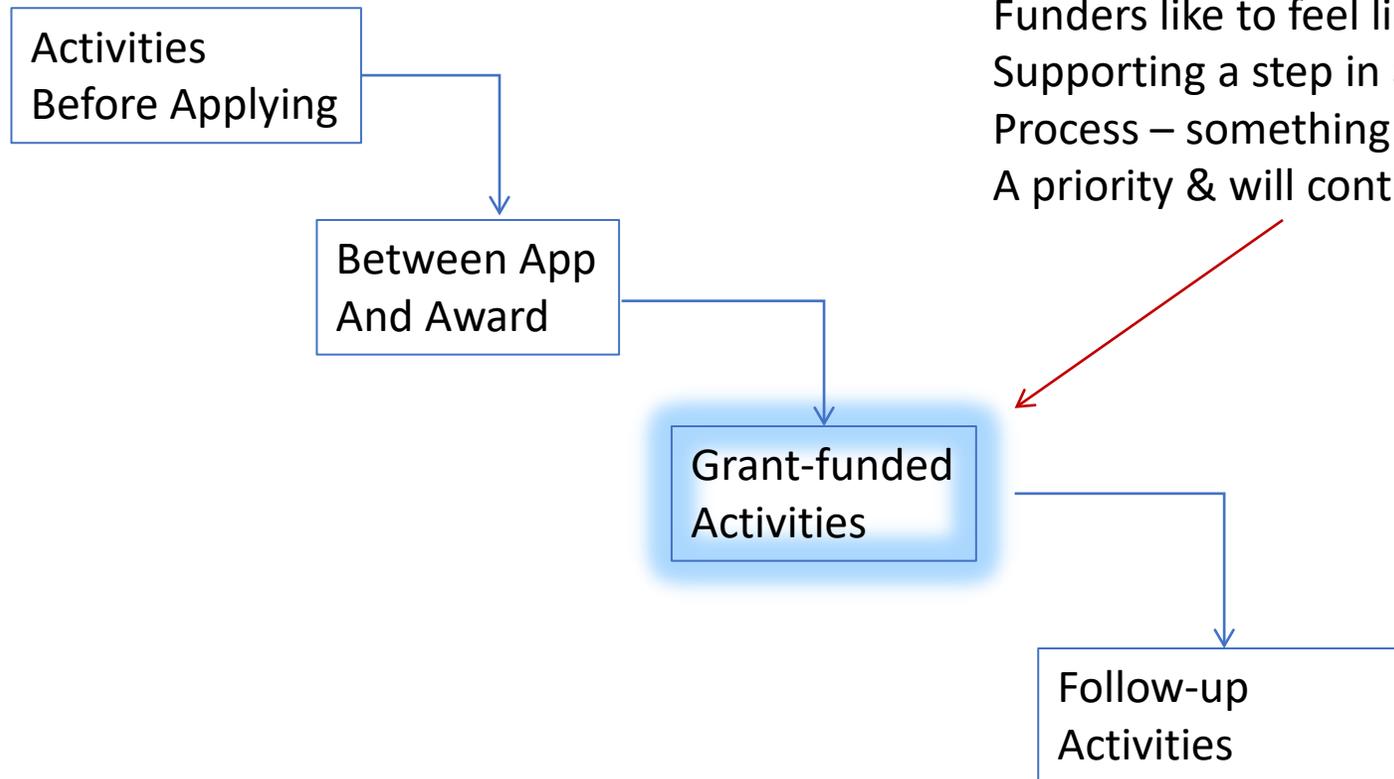
- Pay attention to funder's giving range – not just their top amount, but also their average amount for this type of project
- W gov't, you can ask for top amount the first time you approach, w private funders average-ish is a better bet the first time, build trust before you ask for top amount
- If the project takes more \$, have clear answers about where the rest will come from

VERY IMPORTANT!

- All the pieces need to interlock & tell the same story!
- Keep consistency in mind as you go
- Proofread for it at the end



Measurable Results & Long-term Benefits

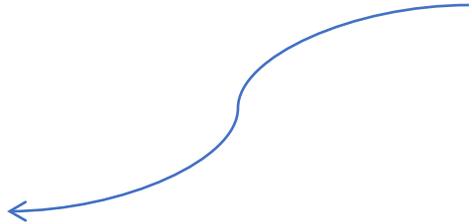


Funders like to feel like they're Supporting a step in an ongoing Process – something that is already A priority & will continue to be.

Tackling the Proposal Itself

Regardless of the order the questions go, I draft the answers in this order:

- Detailed timeline
- Detailed budget
- 1st draft project summary
- 1st draft Intro section (“Why should I care?”)
- All the rest – being careful to make sure that it tells the same story as the timeline & budget



If you have program staff or community partners that need to buy-in, check in w them NOW, before you base your whole story on this.



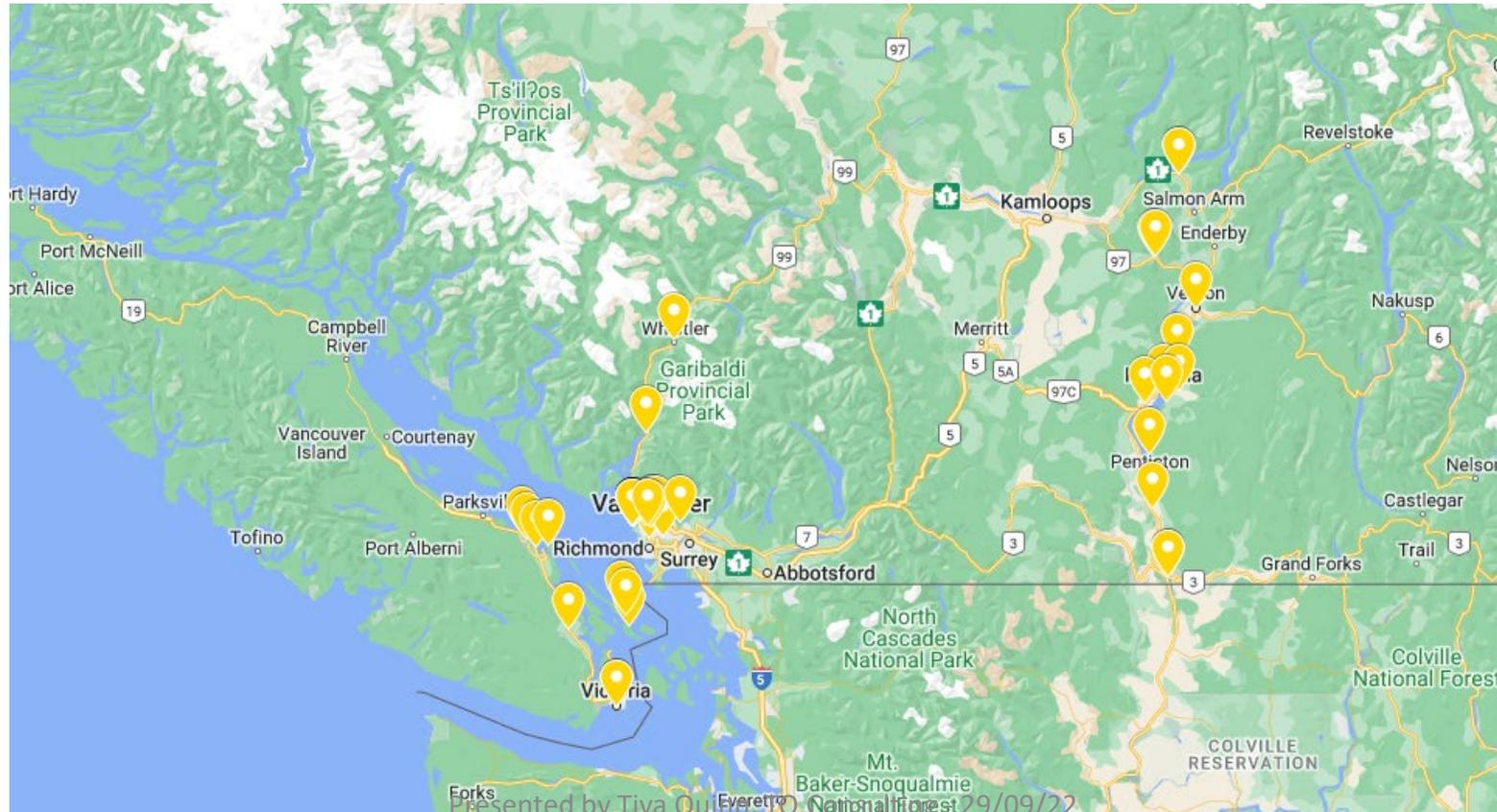
Break

Where to Find Money

GrantConnect by Imagine Canada

You can find the list of libraries that offer it for free [here](#).

If you're not in one of these areas, it might be worth paying, you can find info on pricing [here](#).



Federal Funds

- Grant Connect includes some gov't funds, but it's better on Foundations and corporate giving programs
- For CAT Grantees try Federal sites such as:
 - Canadian Drugs and Substances Strategy
 - Government of Canada, Funding for Indigenous Peoples (if it fits)
 - Department of Women and Gender Equality (if it fits)

Provincial Funds

- Two sites – might as well try both because they don't take long and don't give exactly the same answers
 - Civic Info BC - www.civicinfo.bc.ca/grants
 - British Columbia Funding Opportunities - <https://www2.gov.bc.ca/gov/content/funding>

Search Terms to Try

Find as many angles as possible – but then read carefully to make sure it's a fit

- Substance use, opioids, mental health
- Your geographic region
- Identity or circumstances of your main audience
- Strategies You Use

Funding Research: 7 Other things to try

1. Use a funding research database “backwards” to look for grants in your area and then see who made them. (more soon)
2. LYBUNT and SYBUNT lists. (they gave Last Year But Unfortunately Not This Year, or Some Year But...) What happened? Can you get any of your previous funders back?
3. Find non-profits similar to you on the web. Do they have funders you don't have?
4. Do you have a good relationship w some mainstream funders? They chat w other funders at conferences, etc. – they have common funding partners - ask them if they have any suggestions for who else you should try.
5. A plain old Google search will surprise you every once in a while.
6. Do you get any money from a group of funders? These are becoming more common. Who's in the group? Can you approach any of them directly to chat about whether others in the group are a fit?
7. Community Foundations support a lot of things, usually with small amounts but it can be a start – find your nearest one here: <https://communityfoundations.ca/find-a-community-foundation-map/>

Sample Prospect Research Spreadsheet

A	B	C	D	E	F	G	L	M	N
Organization	Program	Webpage	Deadline y/n	Deadline Date	Amount, Likely Funding Date	multi-year y/n	Fit	Possible Challenges	Notes
Max Bell Foundation	Senior Fellow Program	https://maxbell.org/our-work/programs/senior-fellows-program/	n		\$10 - 200,000 - prefer to fund 30 - 60% of total cost.	up to 3 yrs okay	Interested in both environment and wellness. Strong interest in research that can impact public policy.	Based on who they give to, they care a lot about "responsible development" - any project addressing environment or health in a way that could hinder development needs to address what a win-win might look like.	Start w LOI. LOI's accepted anytime and they generally prefer direct contact come after.
Houssian Foundation		https://houssianfoundation.org/message-from-co-chairs.php	n	No deadline, but will probably talk about Board meeting dates if we contact her.	Gave \$150,000 over two years to DSF... average is ?	Y. DSF grant is for 2 years.	Recently supported DSF and made it clear they wanted to hear some emphasis on women & children in the proposal. Supported Cdn Women's Foundation programs.		
Catherine Donnelly Fdn	Environment	catherinedonnellyfoundation.org	Y. Next one is in the Spring but it should be fine to submit an LOI at any time	next LOI deadline will be in Feb, but I imagine we can submit early	Anne Mark, Program Officer	y - but limited, they give multi-year grants to a few favorite grantees like Ecojustice	Interested in themes around "build back better" and Indigenous-led projects.	Some of their language makes me think there has to be a pro-active element to the things they fund. Possibly this project could look like a challenge to status quo only w/ no alternative paths addressed.	
Wallace Global Fund	Environment	http://wgf.org/grants/	n	submit through	\$30,000 - 50,000;	y	JFG and this project fit w	They give mostly in the US -	Could be worth a try to write an extra-passionate LOI and see what

Organizing Your Budget

Budgets

- A lot of funders START by reading the budget, regardless what order the proposal goes in, they're looking at two things:
 - Did you pay attention to their rules about what they do & don't fund, how much match needs to be there, etc.?
 - What's the bottom line? Does this seem like a reasonable amount for what you propose to do? (If not, sometimes there's a good reason, but you need to make it crystal clear what that is.)

Budgets

If the funder doesn't provide preferred categories or forms, use these categories:

- Staff
- Fringe Benefits
- Equipment (long-term & \$5,000 or more)
- Supplies (short-term, less than \$5,000)
- Travel
- Contractual
- Other (Only for large budgets, never more than 5% of total)
- Indirect, if used

Budgets

The categories shown are also helpful for thinking through overall project expenses before you start looking at each funder.

For each category, ask – what do we have? What do we need? This will be helpful when it comes to matching requirements.

Sample Background Budget Template

I use this to make a first draft budget for discussion regardless of funder's format

Draft Federal Budget Expenses											
(line items in blue are admin costs)	Oct '22 - Mar '23 Year 1 (6 mos)	Apr '23 - Mar '24 Year 2	Apr '24 - Mar '25 Year 3	Apr '25 - Mar '26 Year 4	Totals	Descriptions	Additional Comments				
Salary & Benefits											
Project Director @ 100%	\$ 33,000.00	\$ 66,000.00	\$ 66,000.00	\$ 66,000.00	\$ 231,000.00	\$60,000yr + 10% benefits	Benefits changing next yr? Ask finance.				
Admin Assistant @ 15%	\$ 3,300.00	\$ 6,600.00	\$ 6,600.00	\$ 6,600.00	\$ 23,100.00	\$40,000/yr + 10% benefits, @ 15%					
subtotal:	\$ 36,300.00	\$ 72,600.00	\$ 72,600.00	\$ 72,600.00	\$ 254,100.00						

7	Totals		\$ 36,300.00	\$ 72,600.00	\$ 72,600.00	\$ 72,600.00
8						
9	Total Admin		\$ -	\$ -	\$ -	\$ -
0						
1						
2	General Questions					
3						
4						
5						

Common Grant Budget Terms

Match / Matching Funds = Funds that do NOT come from the funder you're applying to, but WILL be used during the grant period.

In-kind Contribution = Non-cash support: staff time, loaned or gifted equipment, volunteer time, etc.

Leverage / Leveraged Funds = Money you will be able to get *because* this funder's support inspires more confidence in your project.

Match Sources: Internal

- Project staff time covered by operating budget
- Admin staff time covered by operating budget
- Lease existing equipment to the project
- Office supplies etc. covered by operating budget

Match Sources: External

- Volunteer Time
- Free or discounted contractor time
- Donated items for project use
- Donated items for raffles, door prizes, etc.
- Other major funders – if the timing for match isn't right, talk to your existing funder, they want to see you get other monies and are often willing to re-negotiate their closing date to help with that
- Funds from community events – you can do this in advance and hold the \$ in reserve to be match or use a conservative estimate for what will be raised during the project

Finishing Up – Proofreading your proposal

1. Grammar, Punctuation etc.
2. Re-read the questions – sometimes they become invisible as you go along – did you answer what they really asked?
3. Is it obvious why your project is important?
4. Is it obvious that they can trust you to do it right?
5. Do the narrative, budget, project summary and any other pieces all tell the same story.
6. Is the link to funder's interests really, really obvious?