



RESPONSIBLE GOVERNANCE & MANAGEMENT

CAPACITY BUILDING WORKSHOP FOR CIVIL SOCIETY ORGANIZATIONS

ELEMENTS OF GRANT WRITING

MUTHUSAMI KUMARAN, Ph.D.

Associate Professor of Nonprofit Management
Department of Family, Youth & Community Sciences
University of Florida

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THE GAME PLAN

- What is a grant?
- Grant seeking
- Grant writing process and product
- Information to investigate
- Major parts of a grant proposal
- Typical components of a grant proposal

WHAT IS A GRANT?

A grant is...

- a designated source of money
- given by a funding source
- to an applicant
- to pay for a specific project/program
- carefully outlined in a proposal
- it is an implicit or explicit agreement
- very competitive

WHY DO NGOS (MUST) APPLY FOR GRANTS?

- money received is not repaid
- to start a new program or continue the existing one
- no risk to existing funding or programs
- to perform research
- to build capacity
- to enable innovative & action-based problem solving
- to fill needs in communities

WHERE TO FIND GRANT OPPORTUNITIES?

- Published in government registers or publications
- Announced to organizations registered with government entities
- Private foundation grants are available on websites
- RFPs send to postal & electronic mailing lists
- Small grants announced through social media
- Corporate grants on websites
- Some times based on enquiries & solicitation
- Through search engines (Google) using key words
- Research...research...and more research!

GRANT APPLICATION NOTICE

- Primary tool for writing the proposal
- Contains all vital information
- Purpose
- Eligibility
- Specific focus areas
- Project period
- Project budget
- Serves as the outline for proposal

THE GRANT APPLICATION

- Government grant applications are usually lengthy with specific instructions on various components & certain certifications
- Foundation small-grants are usually very brief (2-3 pages)
- Foundation large grants have detailed open competition applications or a brief 'intent to apply' followed by elaborate applications
- Corporate grant applications are brief, and most of the times completed after some initial agreements

ACTIVITY!

- In the provided Activity Sheet # 1, write....
- Your organization's expertise (from the mission)
- Grants you have received, if any
- One relevant/potential central government organization for grants
 - One state/district government organization
 - One potential foreign government/NGO entity
 - One foundation source
- One corporate/business source (CSR)
- Three key words for online grant search

THE GRANT APPLICATION PROCESS...

A FUNDER'S EYE-VIEW:



A NONPROFIT'S EYE-VIEW:



AN OBJECTIVE EYE-VIEW:



GRANT WRITING IS....

....an art

....and a science

....it is about both a process and a product

- **The process** involves: assessing the need, accessing information, building support (internally & externally), and organizing the proposal
- **The product** is the proposal which is a rational description of: needs, objectives, methods, resources, and anticipated outcomes

THE GRANT WRITING PROCESS

1. Read RFP thoroughly (don't get intimidated)
2. assess the need
3. access information
4. build support & develop partnership
5. set a clear timeline (work backwards from deadline)
6. outline necessary steps and assign to writing team
7. write the proposal

INFORMATION TO INVESTIGATE

- Funding agency
- Purpose & priorities of the grant
- Eligibility
- Total funds available
- # of grants
- Budget range
- Project duration
- Rating factors and extra points
- Dates, deadlines & method of submission

SELECTION CRITERIA (TYPICAL)

1. Capacity of the applicant (10)
2. Need/extent of the program (10)
3. Quality of the project design (30)
4. Quality of project implementation plan (15)
5. Budget (adequacy & appropriateness) (20)
6. Project Evaluation (15)
7. Sustainability (5 bonus)
8. Leveraging resources (5 bonus)

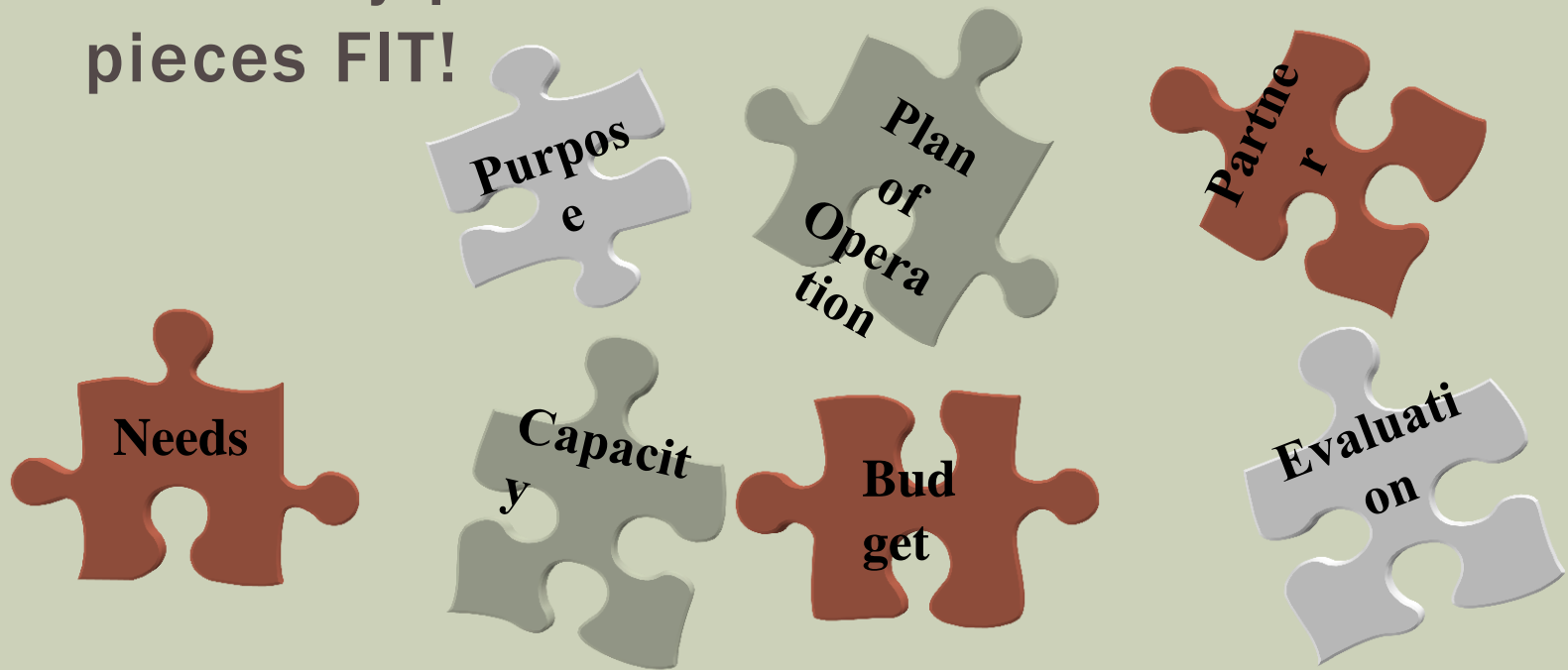
THE PRODUCT

The proposal must ...

- **be rational**
- **be objective**
- **clearly communicate intended**
 - **purpose(s)**
 - **activities**
 - **and outcomes**

THE GRANT PROPOSAL

- It's a puzzle--where do you start?
- Start any place but make sure all the pieces FIT!



MAJOR PARTS OF A GRANT PROPOSAL

- Needs/Problems (why)
- Goals and Objectives (what)
- Plan of Operation (how)
- Resources: Organizational capacity, personnel, and budget (how)
- Evaluation
- Sustainability

PLAN OF OPERATION (HOW?)

- Method, design and approach
- Activities should be clearly described
- Work plan organized by: objective, time-frame and sequence, and implementation
- Descriptions should indicate who, will do what, where, when, and how

RESOURCES

- **Organization:** Administrative and other support available with the NGO
- **Personnel:** Qualifications of project director and key staff
- **Budget:** Project budget, is it reasonable, adequate and cost-effective? Do you meet the matching requirements?

EVALUATION

- Program evaluation has become a required component of grants (up to 15% budget)
- To produce useful information for decision-making
- Process evaluation
 - Supporting project management and improvement
- Outcome evaluation
 - Determining the worth or merit of project outcomes and accomplishments

PROGRAM SUSTAINABILITY

- More and more, funders are stressing that grant proposals contain some plans for sustaining activities initiated by the grant beyond the grant funding period
- While a proposal can't guarantee project sustainability, a game plan that implies sustainability through collaborations to leverage additional resources needs to be stated

TYPICAL COMPONENTS OF A GRANT PROPOSAL

■ **Executive Summary:**

- Umbrella statement on the project and the summary of the entire proposal

■ **Statement of Need:**

- Why the project is necessary and how it fits into the grant's/funder's purpose and priorities

■ **Project description:**

- Goals, objectives, strategy, task sequence, outputs & outcomes

ie. nuts and bolts of how the project will be implemented

TYPICAL COMPONENTS OF A GRANT PROPOSAL

- **Budget**
- Financial description of the project both in table (spread sheet) and narrative forms
- **Organizational information:**
- Organizational capacity of the nonprofit, its primary activities, audiences and services
- **Conclusion:**
- Summary of the proposal's main points (preferably with an activity matrix) & sustainability plan
- **Attachments/Appendices**