

# Writing Successful Grants

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- **Successful grant applications (small-medium size grants) totalling over \$200,000.**
- **Part of 3 large grant applications including a 3 year 2.0 million project with 75% of funding spanning 3 different granting sources.**
- **Previous position with a foundation who managed a 4-year granting program totalling \$1,690,000 (175 grants) to community sport and recreation groups**
- **Part of pilot project with a foundation that is a leading example in pioneering granting**
- **Most recent application Nov. 2011 for \$900,000 project-application request 50% of project**



# Several types of grants & sources

- Grants to Foundations
- Government Grants
- Organization Grants
- Funds

## Variety of grant types

- Project based
- Capital
- Matching
- Operational

# A Grant will usually include.....

- Summary
- Organization Information
- Description of Need
- Work Plan/Specific Activities
- Target audience
- What are you going to do
- Who is going to do the work
- What are their credentials
- When
- Where
- Outline of the Project Plan
- Outcomes/Impact of Activities
- Other Funding
- Future Funding
- Evaluation
- Budget
- Supplementary Materials

# Inquiry Letter or Cover Letter

- **Required for many foundation grants.** This letter introduces your organization including your mission and vision and may specifically state what you are looking for. This letter should be to the point and include novel information. This is how an organization will ensure your organization and project are in line with their granting priorities.
- **Tips:**
  - address the cover letter to the individual it will be submitted to.
  - Keep this to an optimum cover letter length (3-4 paragraphs)
  - Include a statement of support (board, partner)

# Summary

- **Required for many grants, usually a very difficult piece to write.** The summary needs to be just that, a concise but comprehensive overview of your project.
- **Tips:**
  - Identify your organization, including mission statement.
  - Highlights the key points of your grant proposal. Clearly communicate the need for your program.
  - Include a snippet of research or if you have completed a pilot project
  - State the cost of the project and the amount you are requesting.
  - State the time period for the project.
  - State the results that are expected from your project.

# Statement of Need

- **Included in all grant applications explaining why your proposal is important.** This is where you clearly address the need for your proposal. What is your grant addressing? What information there is to support your need including research and statistics.
  - **Make sure your statement of need is well-written and reader-friendly.**
  - **Use quantitative data: statistical analysis, trends and expert views that support your argument.**
  - **Reference reputable research, literature and comparative data to support your argument.**
  - **Explain your time frame, and why securing funding is critical now.**

# Goal and Objectives

- This section should state what your organization hopes to achieve, including specific outcomes and results. Wording in this section is especially important. Utilize statement works such as: increase, reduce, provide, protect. A goal may be more board but the objective should specific and measurable. Objective should link to project outcomes.
  - Use quantifiable terms.
  - Identify who or what your objectives will serve.
  - Make sure your objectives are time specific, measurable, time sensitive and realistic.
  - Objectives should be consistent with your statement of need.



# Work Plan or Program Design

- **This section tells the grantor how your organization will accomplish the project objectives.** This section should be extremely clear leaving no question about how exactly you will accomplish your objectives. Work step by step on each detail of your project. Reference other sections of your proposal include budget, need and objective.
  - Be explicit.
  - Explain why the methods you've selected are the best to achieve your objectives.
  - State the supplies, equipment, resources you will use for your project, including who will perform specific tasks.
  - Include a timeline.
  - Include who or what will benefit from your services.



# Evaluation

- The evaluation section is a section frequently not included if not asked for in the grant. How will you evaluate your project both during the project and after? Data can be quantitative and/or qualitative. If the grant is large enough an evaluation consultant is extremely helpful!
  - Make sure this section is consistent with your methods and objectives.
  - State how the evaluation will measure whether you met your objectives.
  - State how you will use the findings.
  - Specify whether you will conduct an internal evaluation or hire outside help.



# Sustainability

- Sustainability is where you share with the grantor your future plans for the project. Either how the impact of your project will continue past the funding period or how you plan to sustain the funds.
  - Outline specific future fundraising plans.
  - Provide a blueprint of how you will effect these plans.
  - Make sure your plans are realistic, given your resources.
  - Include information on hiring additional staff or freelance contractors, if necessary.



# Organization Information

- This section is where you get to share information about your organization. Share your successes! Especially with previous grants. Include information about your mission statement, vision, programs, history and background of your organization.
  - Write as though the funder is hearing of your nonprofit for the first time.
  - Give your nonprofit's full, legal name and its legal status.
  - Name your board members, staff and volunteers.
  - State the location of your headquarters and any satellite sites.
  - Include financial information, such as annual donations and budget.



# Budget

- **The budget! Submit a professional budget that includes all details and numbers specific to your proposal need, including quoted numbers, realistic figures and expenses.**
  - Make sure all figures are 100% accurate.
  - Specify direct costs—the expenses for which the requested grant funding will be used. Direct costs include personnel, fringe benefits, travel, equipment, and supplies.
  - Specify all sources of income and contributions, including volunteer services calculated at “market value.”
  - State all indirect costs and overhead associated with administrative expenses.



# Common Mistakes

- Generic proposals.
- Not enough detail.
- Not Answering the question
- Too much detail.
- Too much emphasis on the 'why'—not enough on the 'how.'
- Poor writing.
- Circular reasoning.
- Inadequate or unrealistic cost analysis.
- Lack of quantitative data.

# Tips for success

- Allow for review time.....don't leave it to the last minute!
- Include an 'outside' reviewer
- Challenge every answer you have written
- Get as much information from the funder as possible
- Speak to successful applicants
- Plan, plan, revisit your plan, review your plan
- Hire a grant writer

# Shift in focus for grant writing

- Pilot project based on Asset Based Community Development
- Thinking outside of the box on who can contribute to a project.
- What are the assets in the community? How can grant monies be best utilized given assets available within a community?

# How to chose a granting source

- Look at organizations with a similar mission to your grant/club.
- The guidelines for a grant will usually outline what the granting organization is looking for.

# Review of Current Available Grants/Funds

- ROWONTARIO
  - Club Assistance Loan
  - Highschool Bursary
  - Claude Saunders Award
- Rowing Canada
  - I Row
  - Adaptive Grant
- Coaching Association of Ontario
  - NCCP Coaching course, Quest 4 Gold coach support
- Healthy Community Fund
- Community Foundations of Canada/Community
- Ontario Trillium Foundation
- Canadian Olympic/Paralympic Committee
- GM Club Grant
- Kellogs Healthy Fund
- True Sport- Bell Volunteer Fund, Investors Group Award

# How ROWONTARIO can help you!

- Support letter (with appropriate advanced notice)
- Review of your grant (with appropriate advanced notice)
- Pending Shells & Sails application, offer more comprehensive support
  - **Potentially partnering with a club**

# Questions

# Grant Writing Resources

[http://www.mcf.org/system/article\\_resources/0000/0325/writingagrantproposal.pdf](http://www.mcf.org/system/article_resources/0000/0325/writingagrantproposal.pdf)

[http://www.rowingcanada.org/domestic\\_rowing/youth/](http://www.rowingcanada.org/domestic_rowing/youth/)

[www.questforgold.ca](http://www.questforgold.ca)