



**COMMUNITY FOUNDATION
OF JACKSON HOLE**

**GRANT WRITING
WORKSHOP
OCTOBER 2021**

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**COMMUNITY FOUNDATION
OF JACKSON HOLE**

AGENDA

Funding Sources
Writing a Great Proposal
Budget & After Submission
Q&A

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**BREAKDOWN OF
FUNDING SOURCES**

Foundations
Individuals – 80%
Public Funding

- Federal
- State
- Local

Business/Corporate

According to Barron's giving by foundations represented 19% of total giving in 2020, the largest share on record. Giving by individuals reached an estimated US\$41.19 billion in 2020, up 10.3% from a year ago. Donations by corporations declined 6.1% year over year to roughly US\$16.88 billion.

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PLANNING FOR SUSTAINABLE FUNDING

- Diversify funding sources
- Build relationships
- Assume a low percentage of success in the beginning
- Rolling cultivation – always be planning for your next request



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FINDING FUNDING SOURCES

- Wyoming Nonprofit Network
- Foundation Center (Candid)
- Annual reports of similar organizations
- Current funders
- National funding news for trends
- Industry news
- Teton County Library – Grant Resources



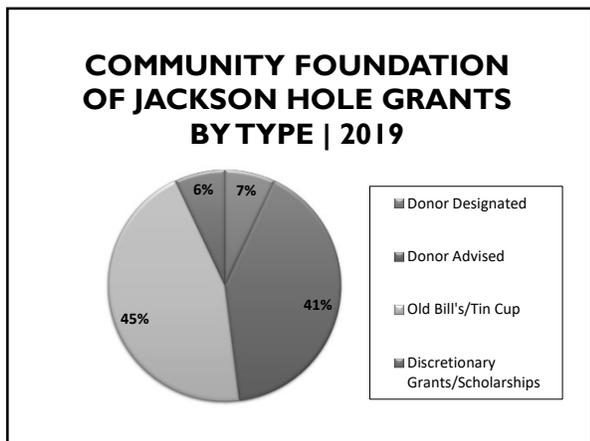
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COMMUNITY FOUNDATION GRANTS

1. Designated
2. Donor Advised
3. Old Bill's Fun Run
4. Discretionary Grant Programs
 - a) Competitive Grants
 - b) Micro Grants
 - c) Youth Philanthropy



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COMMUNITY FOUNDATION COMPETITIVE GRANTS COMMITTEE

- Competitive Grants Committee:**
Volunteers in the community with diverse experience review applications & recommend grant awards.
- Field of Interest Subcommittees:**
Animals, Conservation & Environment; Arts & Culture; Education & Recreation; Health & Human Services
- Phone Calls / Grant Presentations**




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COMMUNITY FOUNDATION COMPETITIVE GRANTS COMMITTEE

Committee members are asked to evaluate your proposals based on the following:

- Community Need and Supporting Evidence
- Sustainability of Project and Organization
- Constituent Involvement
- Budget
- Evaluation & Measurable Impact
- Polish and Professionalism of Final Draft

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BASICS OF THE APPLICATION

- PROJECT SUMMARY
- COMMUNITY NEED
- PROJECT DESCRIPTION
 - BUDGET
- EVALUATION



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PROJECT SUMMARY Your Proposal in a Nutshell

- Write it last or revisit at the end
- Must stand on its own so make it:
 - COMPELLING
 - CONCISE
 - FLOW

Most viewed – This is the Cliff Notes



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PROJECT SUMMARY

Our community has a problem.
 Our organization requests money to fix the problem.
 We will fix the problem by doing certain things.
 When we're done, the problem will be minimized.

Why are you doing what you're doing?

How will you do it?

What will happen if/when you do?



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COMMUNITY NEED

What's the problem?

- Should be a community problem supported with evidence
- Clearly aligned to your mission
- Quantified and qualified

Make it about more than your organization.



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COMMUNITY NEED

What problem do you propose to alleviate?
 How do you know it is a problem?
 What are indicators?
 How have you assessed it?
 How widespread is it?
 How severe is it?
 How long has it existed?
 What else is being done to address the need?
 Should this need be addressed?



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COMMUNITY NEED

What methods can you use to document need?
Both scientific and non-scientific tools are appropriate.

Needs Assessments	Surveys
Demographic Information	Community Profile
Observations	Changes over Time
Anecdotal Information	Comparisons
Official Data (Police, Schools)	Info from Other Orgs
National/Local Statistics	Online Resources
Current Research/Literature	Interviews
Compass Magazine	School District



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COMMUNITY NEED

Common Pitfalls:

- Focuses on organizational need or activities, not community need
- Issue not explained – understanding of broader context not demonstrated
- Not connecting with or understanding what other nonprofits are doing
- Applicable statistics



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PROJECT DESCRIPTION

NEED What's the problem?

- Should be a community problem
- Connected to your mission
- Quantified and qualified

PROJECT What are you going to do about it?



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PROJECT DESCRIPTION

- Clearly describe how funds will be spent
- Concise
- Clear timing, logical sequence
- Consistent language



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EVALUATION OR HOW WILL YOU KNOW IF YOU SUCCEEDED?

NEED What's the problem?

↓

PROJECT What are you going to do about it?
(relates to need)

↓

BUDGET How much will it cost?
(relates to program)

↓

EVALUATION Were you successful?

- Realistic and concrete
- Relate back to need
- Integrated

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EVALUATION, OUTCOMES & REPORTING

- Go back to application
- Use the tools you said you would use
- Report against stated goals
- Share other findings
- Statistical and anecdotal information

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EVALUATION, OUTCOMES & REPORTING

What if your program didn't work?

- Don't hide it!
- Great learning tools, for you and for the funder.
- Why didn't it work?
- What would you do differently next time?
- Successful *program* vs. successful *grant*.

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BUDGET

NEED What's the problem?
 ↓
PROJECT What will you do about it?
 ↓
BUDGET How much will it cost?

- Clear and reasonable
- Consistent with program
- Comprehensive and accurate



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BUDGET ESSENTIALS

- Clear and understandable
- Diversity of revenue sources
- Potential for leverage
- Percentage of operating budget
- Consistent with project narrative
- Comprehensive – all revenue and expenses
- Reasonable estimates
- Net to zero
- Mathematically accurate



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SAMPLE BUDGET

Income	
Community Foundation grant request	\$2,000.00
Private foundation matching grant (pending)	\$2,000.00
Individual donations	\$400.00
In-kind contributed supplies (secured)	\$100.00
Class fees (10 classes, 20 students, \$20 / student)	\$4,000.00
Total Income	\$8,500.00
Expenses	
Instructor comp & benefits (10 classes @ 4 hours @ \$35/hour)	\$1,400.00
Class supplies & occupancy (\$510 / class)	\$5,100.00
Program administration (15 hours @ \$50 / hour)	\$750.00
Advertising	\$250.00
Scholarships (10 classes, 5 students, \$20 / student)	\$1,000.00
Total Expense	\$8,500.00
Net	\$0.00

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SUPPORTING FINANCIAL INFORMATION

Most recent year-end or full year of activities

- Statement of Financial Position (Balance Sheet)
- Statement of Activities (Income Statement)

Current year (most recently approved)

- Operating Budget or Budget-to-Actual



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SUCCESSFUL APPLICATION TIPS

- Logical Flow
- Clear, Concise, Compelling
- Passionate, but *not* emotional
- Realistic
- Budget fits
- Bang for Buck
- Follows guidelines
- Remember your funder and *their* goals
- We only know what you tell us!



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GRANT PRESENTATION TIPS

- Who should attend?
- Frequently asked questions
- Know your proposal
- Bring someone who knows your budget, facts, figures and estimates for line items.
- Demonstrate enthusiasm
- Share additional information
- Bring visual aids, where appropriate



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WHAT HAPPENS NEXT?

If you ARE funded ...

- Read funder’s comments, if any
- Heed any rules about acknowledgement
- Run a good project
- Check with the funder on program changes
- Inform if budget deviates
- Communicate with the funder
- Submit your follow-up report on time
- Opportunity to tell story



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WHAT HAPPENS NEXT?

If you are NOT funded ...

- Read funder’s comments, if any
- Walk a mile...then think about reapplying
- Go back through the process: where might you have fallen short?
- Possible funder simply ran out of money
- Strengthen your proposal, see if another funder would be a better fit, and resubmit!



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TELL US ABOUT YOUR PROJECT!

- The Foundation will contact you about specific dates of programs to share with our Grants Committee.



- Share photos and videos of projects and programs. We will post them on social media and share them with the community!



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**WHAT ELSE /
GENERAL QUESTIONS**

- Can we submit more than one application to the Community Foundation in any year or cycle?
- Can I resubmit a declined proposal?
- What happens if you don't spend all the money?
- Can I submit a grant to more than one funder at a time?
- We have applied for other funding for this project, do I list that in my proposal and if so, where?
- How will the Community Foundation make my proposal available to others and when?



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Grant Writing Workshop

Evaluations

Thank you!

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