

Introduction to Grant Writing

**Satellite Conference and Live Webcast
Tuesday, January 31, 2017
10:00 – 11:00 a.m. Central Time**

**Produced by the Alabama Department of Public Health
Distance Learning and Telehealth Division**

Faculty

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Objectives:

- **Determine if you are ready to write a grant**
- **Understand funding sources**
- **Understand what funders are looking for**
- **Parts of a grant**

Are You Ready to Write a Grant?

- **Grant funding is work**
- **Grant funding should not be determined by financial needs**
– **STRINGS ARE ATTACHED**
- **Do you have a well thought out project?**
- **What are you trying to achieve?**

Are You Ready to Write a Grant?

- **Can you accomplish the goals and objectives of the project alone or are you relying on other partners?**
- **How much time do you have to work on the project?**
- **What are the outcomes of the project?**

Are You Ready to Write a Grant?

- **How will you demonstrate you have made an impact or achieved the project outcomes?**
- **Is this a project that can be replicated?**
- **Is this a project that can be sustained?**

Are You Ready to Write a Grant?

- Does the project reach an underserved population?
- Are timelines achievable?
- What are the reporting requirements?

What Types of Grants are Available?

- Local grants
 - Local business or civic organizations
- Private grants (State and National)
 - Alabama Power Foundation, Blue Cross Blue Shield Foundation, Community Foundations, RWJ, Kresge

What Types of Grants are Available?

- State grants
 - ADECA, ADPH – chronic disease management grants
- Federal grants
 - HRSA, CDC

Where to Find Grants

- For rural communities – the Rural Health Information Hub or www.ruralhealthinfo.org is a wonderful resource
- Community Foundations – Greater Birmingham, Central etc.
- Google Top Giving Foundations in Alabama

Top Alabama Giving Foundation Grants

- The Community Foundation of Greater Birmingham: \$14,600,000
- The Community Foundation of South Alabama: \$7,267,450
- The Daniel Foundation of Alabama: \$6,329,700
- Alabama Power Foundation: \$5,823,451
- Compass Bank Foundation: \$4,606,800
- Caring Foundation: \$4,318,044
- Walker Area Community Foundation: \$3,894,629

Top Alabama Giving Foundation Grants

- Central Alabama Community Foundation: \$3,829,153
- The J.L. Bedsole Foundation: \$2,632,710
- Alpha Foundation, Inc.: \$2,485,000
- Hugh Kaul Foundation: \$2,415,000
- Protective Life Foundation: \$2,338,743
- The James I. Harrison Family Foundation: \$2,319,219
- Shelby County Community Health Foundation: \$2,294,417
- Vulcan Materials Company Foundation: \$1,902,368

Top Alabama Giving Foundation Grants

- Hill Crest Foundation: \$1,866,000
- Robert R. Meyer Foundation: \$1,780,000
- Jane K. Lowe Charitable Foundation: \$1,537,651
- D.W. McMillan Foundation: \$1,224,500
- The Thompson Foundation: \$1,161,948
- Community Foundation of Northeast Alabama: \$1,026,457
- Sybil H. Smith Charitable Trust: \$1,002,745
- Community Foundation of West Alabama: \$934,613

Federal Grants

- Grants.gov website
- Most federal grants -- compliance and reporting issues
- Must have DUNS number
- Would not recommend CDC or HRSA grants at local level – work with central office

Local or Foundation Grants: Tips

- Read the Funding Announcement (FOA) or Request for Proposal (RFP)
 - Read multiple times
- Does your CHD have the capacity to accomplish what is being described in the FOA?

Local or Foundation Grants: Tips

- Is it worth the effort? Are you ready to take on the tasks associated with the grant guidance?
- Can you meet the reporting requirements of the grant?

Local or Foundation Grants: Tips

- How will you measure the outcomes of the activities and demonstrate impact?
- How does the grant relate to your (Public Health's) overall mission and goals?
- Who will be responsible for managing the budgets? How will the accounting be set up for the grant budget? (do not co-mingle)

Local or Foundation Grants: Tips

- Participate in any technical assistance calls
- Make sure you answer the questions posed in the grant guidance
- Succinct, simple responses are best
 - Be clear, concise, and to the point
- Assume the reader/reviewer knows nothing about your organization or project

Local or Foundation Grants: Tips

- **Make sure the application flows well**
 - It should be organized and logical
- **Have someone outside the organization read it**
 - If we work in a place day in and day out, we may assume things that outsiders do not know
- **Do not use acronyms without defining them**

IMPORTANT TERMS

- **Evidence-based is a common term today**
 - This means that a project has been tried in numerous locations, a review study has been published, and overall results were positive

IMPORTANT TERMS

- **Sustainable - How will the project continue after the grant funding is over**
- **Example: If you prove return on investment and savings, (patients don't use ER) program can be sustained through support from local hospital**

Example – Alabama Power Foundation Grant

- **Determining if you are a competitive candidate to apply:**
- **Does the project address a need in one of the following areas:**
 - Education
 - Community Life
 - Health and Human Services
 - Arts and Culture
 - The Environment

Alabama Power Foundation Grant Example

- **Could the project lead to permanent, enduring improvements in a community or a state?**
- **Will a diverse group collaborate on the project to achieve common goals?**
- **Can the program be duplicated in other communities?**

Alabama Power Foundation Grant Example

- **Does the project address an underserved segment(s) of the population?**
- **Could the organization attract multiple sources of support for the project?**
- **Does the submitting organization demonstrate sound fiscal management and accountability?**

Common Parts of a Grant

- **Need Statement**
- **Goals and Objectives**
- **Work Plan and Timelines**
- **Evaluation – impact, outcomes**
- **Budget and Budget Narratives**
- **Sustainability**

Questions?

- **Future grant writing training focusing on developing the grant**
- **Contact: Carolyn Bern, Office of Community Affairs, at carolyn.bern@adph.state.al.us**
- **For ADPH employees: Please contact Jamey Durham at jamey.durham@adph.state.al.us before applying for any grant funding**