Planning for Sustainability, Diversifying Funding, and Writing Complex Grants

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To improve your capacity to serve crime victims in your community, here are some ways OVC TTAC might work with you:

- Provide skilled trainers with specific subject matter expertise for your upcoming training event or speakers for your conference.
- Conduct an organizational needs assessment and design a targeted response through training, technical assistance, or peer support.
- Develop a basic evaluation strategy for determining your program’s effectiveness.
- Strengthen advocacy programming that helps assure equal justice for victims and produces a positive, sustainable impact.
• If you are experiencing any technical issues, please let us know in the Chat box or email: Bess Hoskins at bhoskins@ovcttac.org.

• Your microphone and video are not needed and will remain disabled.

• We will be using the Chat box throughout today’s webinar. When typing in the Chat, be sure to select your intended audience from the dropdown.

• The material presented during today’s webinar will be available on the OVC TTAC Webinars page.
Introductions

Marcie Davis and Fenway
Objectives

• Identify three essential elements needed to create a compelling statement of need in a victim services grant application.

• Review at least two approaches in aligning the budget justification with the grant goals and objectives.

• Describe the effective use of outcome measures in grant applications.
What is a Grant?

Grants are funds given to tax-exempt nonprofit organizations or local governments by foundations, corporations, governments, small businesses, and individuals. Grants are not benefits or entitlements.
What is a Grant? (continued)

Most grants fund a specific project and require some level of data collection, evaluation, and reporting.

The process usually involves submitting a proposal to a potential funder, either on the applicant’s own initiative or in response to a grantmaker’s Request for Proposals (RFP).
What’s your biggest fear about grant writing?

- Finding Grant Opportunities
- Matching Funds
- Data Collection and Reporting
- Partners
- Financial Management
- Writing
- Meeting the Deadline
- Staff Shortages
- Evaluation Requirements
- Not Having a Grant Writer
- Not Having an Evaluator
- Other?
Eight Sustainability Domains

- Organizational Capacity
- Program Adaptation
- Program Evaluation
- Resource Development
- Strategic Communications
- Strategic Partnerships
- Strategic Planning
- Supportive Environment
Types of Grants

Three major types of grant funding opportunities:

(1) Local, State, and Tribal Governments;
(2) Private and Corporate Foundations; and
(3) Federal Government.

Grants can be a Golden Opportunity for Pilot Projects and Innovation
Examples of Grant-Funded Projects

- Rural Sexual Assault Service Delivery
- Medical and Behavioral Health Clinic
- Indigenous Women Outreach Campaign
- Serving Individuals With Disabilities
- Abuse in Later Life
Increased competition, changes in technology, and decreased funding streams have impacted the way organizations apply for and receive grant funding.
What are the keys to a winning proposal?

- Research
- Partnerships
- Persistence
Grants.gov is a central storehouse for information on more than 1,000 federal grant programs and access to billions in annual awards.

By registering once on this site, your organization can search and apply for grants from 26 different federal agencies.

Keep your registration current.
GuideStar/Charity Navigator/ Candid

- Are you registered?
- What’s your ranking? Gold? Platinum?
- Is your ranking listed on your website?

- https://www.candid.org/
- https://www.guidestar.org/
www.SAM.gov

SAM.gov is the U.S. Government’s System for Award Management. You must register on this site to receive grants from the U.S. Government.

- SAM.gov is a procurement repository.
- There is no fee or charge to register.
- The process can be time consuming, so register early and keep your registration up-to-date.
Grant Research

**Private Foundations** – State Associations of Grantmakers, Local Libraries, State Library, The Foundation Center, Annual Reports

**Local and State Government** – Listservs, Electronic Newsletters, Local Newspaper Classified Legal Notices, Agency Websites, Direct Agency Contacts

State Funding Opportunities

- VOCA
- Health
- Children’s Services
- Law Enforcement
- Legislative
- Public Safety
- Substance Use

- VAWA
- Injury Prevention
- Senior Services
- Housing
- Transportation
- Human Trafficking
- Behavioral Health Services
Federal Funding Opportunities

- U.S. Department of Health and Human Services (SAMHSA, HRSA, etc.)
- U.S. Department of Justice (OVW, OVC, OJJDP, etc.)
- U.S. Department of Commerce
- U.S. Department of Education
- U.S. Department of Labor
- U.S. Department of Transportation
- U.S. Department of Economic Development
- U.S. Department of Housing & Urban Development
Private Foundations

- Family Foundations
- Corporate Foundations
- Social Justice Foundations
- State Directory of Foundations
- State Community Foundations
- Women’s Funds
- Top Giving Foundations by State
- Corporate Giving Programs by State
# Identifying Private Foundations

<table>
<thead>
<tr>
<th>Foundation Name</th>
<th>Total Annual Giving</th>
</tr>
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<tbody>
<tr>
<td>The Vermont Community Foundation</td>
<td>$11,688,325</td>
</tr>
<tr>
<td>Ben &amp; Jerry's Foundation</td>
<td>$2,874,929</td>
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<tr>
<td>Richard E. and Deborah L. Tarrant Foundation</td>
<td>$2,156,042</td>
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<tr>
<td>Lintilhac Foundation</td>
<td>$826,447</td>
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<tr>
<td>Lydia B. Stokes Foundation</td>
<td>$473,795</td>
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<tr>
<td>The Woodstock Foundation Inc.</td>
<td>$412,377</td>
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<tr>
<td>The J. Warren &amp; Lois McClure Foundation</td>
<td>$399,645</td>
</tr>
<tr>
<td>The Windham Foundation, Inc.</td>
<td>$299,554</td>
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<tr>
<td>Merchants Bank Foundation, Inc.</td>
<td>$179,287</td>
</tr>
<tr>
<td>NSB Foundation, Inc.</td>
<td>$150,000</td>
</tr>
<tr>
<td>The Redducs Chartered Foundation Corporation</td>
<td>$85,750</td>
</tr>
</tbody>
</table>
Assemble Your Grant Writing Team

- Professional Grant Writer
- Partners
- Professional Evaluator
- Designer/Artists
- Technical Writers
- Photographer
- Champions (e.g., Elected Officials, Influencers)
- Content Reviewers
- Editors
Building Meaningful Partnerships

- Nonprofit Organizations
- Private Sector Businesses
- Law Enforcement Agencies
- Elected Officials – Local, State, Federal, and Tribal
- Local, State, and Federal Government Agencies
- Economic Development Agencies
- Housing Organizations
- Coalitions and Associations
- Other Local Leaders – Clergy, Influencers, etc.
Developing and Nurturing Relationships

- Joint Press Releases and Press Conferences
- Fundraising Events
- Nominating Partners for Local and State Awards
- Participating in the Legislative Process
- Sharing Grant Opportunities
- Reciprocal, Supportive, and Genuine Relationships
Letters of Support/Commitment

- Provide a fact sheet with pertinent project and contact information.

- Request the letter of support as quickly as possible to give the individual adequate time to prepare the letter. In lieu of time, arrange to have someone from your organization pick up the signed letter.

- Provide a sample letter but be careful to alter the sample letter for each individual. You do not want to submit identical letters. Funders are looking for authentic partnerships.

- Express Gratitude and Reciprocate the Support
Establishing an Advisory Committee

Many grants require an Advisory Committee or Multidisciplinary Team (MDT)

- Community support;
- Multiple perspectives, cultural competency, and credibility;
- Build community consensus;
- Influence direction of funding by including and educating the funders (collective voice is more influential than one person or project); and
- Demonstrates sustainability to your funders.
Demonstrated Contributions

- **In-kind Donations**, such as time for staff to attend meetings, office space to conduct meetings, phones, computers, copying, mailing, social media, etc.

- **Percentage** of a staff member’s salary for their time supporting the project.

- **Negotiate Value of Contribution**
Memorandum of Understanding

Funders may require a written, formal agreement between your organization and the partnering agencies to identify each partner’s commitment and role in the project.

Search for sample MOUs. OVW has some good examples.
Writing the Proposal

Outline ALL the grant requirements and make a plan to fulfill each and EVERY REQUIREMENT

- Grant Deadline and Requirements (Format, Services, etc.)
- Problem Statement – Need
- Program Design
- Goals and Objectives
- Logic Model
- Timeline
- Letters of Support
- Other Funding and/or Sustainability
- Evaluation
- Budget and Budget Narrative

(https://www.thebalancesmb.com/how-to-write-a-grant-proposal-2501980)
Problem/Need Statement

This is the heart of a grant proposal and where you must convince the funder that what you propose to do is important and your organization has the capacity and knowledge to implement it.

Assume the grant committee knows zero about your community and the need you are trying to meet. Explain why the need is important with data and factual information. Document your sources.
Compelling Need Statement and Quality Data

- Victimology – a subset of criminology that examines criminal activity from another perspective, focusing on the impact of crime on victims

- Social Determinants – conditions in which people are born, grow, live, work, and age

- Demographics, including diversity

- Crime data statistics

- Client testimonials
# Program Design – Describe the Program

## Goals

- Define the overall direction of a program and state what is to be accomplished by the program.
- Statements of desired longer term global impacts of a program.
- Typically, address changes in actual behaviors, such as decreased victimization, increased community involvement, or improved well-being.

## Objectives

- Specific and measurable targets for accomplishing goals. Need to be SMART:
  - Specific
  - Measurable
  - Assignable
  - Results-Oriented
  - Time-Related
Sample Project Goal

The goals of this project are to: (G1) Enhance criminal justice professionals, governmental agency staff, law enforcement, and victim advocates’ systematic responses to elder abuse, exploitation, and neglect in NM; and (G2) Increase the number of seniors who are victims of sexual assault, domestic violence, dating violence, and stalking who receive linguistically and culturally appropriate services in NM.
What is a Project Objective?

**Project Objectives** are quantifiable statements that specify what must be done to achieve the maintenance, increase, decrease, enhancement, improvement, or other change you expect and by how much.

Objectives should be SMART:
- **Specific**
- **Measurable**
- **Assignable**
- **Realistic**
- **Time-Related**
Sample Objectives and Project Activities

Milagro and its Project Partners propose to achieve this goal by implementing the following objectives: (OBJ1) Developing and implementing a total of 10 well designed trainings and cross-trainings to educate prosecutors, law enforcement, victim service providers, senior and disability service providers to end violence against seniors and adults with disabilities in NM; and (OBJ2) Providing direct services to 80 victims of elder abuse, neglect, and exploitation, including sexual assault, domestic violence, dating violence, and stalking, who are 50 years of age or older.

Project activities will include: (1) creating a multidisciplinary collaborative community response specific to elder abuse, neglect, and exploitation; (2) providing training programs to assist law enforcement, prosecutors, government agencies, victim assistants, and relevant officers of federal, state, tribal, territorial, and local courts in recognizing, addressing, investigating, and prosecuting instances of elder abuse, neglect, and exploitation against victims who are 50 years of age or older; and (3) conducting cross-training for victim service organizations, government agencies, courts, law enforcement, and nonprofit, non-governmental organizations that serve victims of elder abuse, neglect, and exploitation who are 50 years of age or older.
A logic model is a tool to show how your proposed project links the goals, objectives, and tasks stated with the activities and expected outcomes or “change.” It will help you to plan, implement, and assess your project.

Your logic model should form a logical chain of “if-then” relationships. It demonstrates how your proposed project will reach the desired outcomes with the requested resources.
Logic Models

Certain resources are needed to operate your program

If you have access to them, then you can use them to accomplish your planned activities

If you accomplish your planned activities, then you will hopefully deliver the amount of product and/or service that you intended

If you accomplish your planned activities to the extent you intended, then your participants will benefit in certain ways

If these benefits to participants are achieved, then certain changes in organizations, communities, or systems might be expected to occur

Attachments

- Memorandum of Understanding
- Letters of Support/Commitment
- Work Plan
- Timeline
- Staffing Plan
- Biographical Sketches
- Maps
- Abstract
- Organization Chart
- Consortium/Advisory Team Membership
- Indirect Cost Rate Documentation
- Evaluation Plan

CAREFULLY READ THE GRANT REQUIREMENTS
Evaluation Design

- What is the purpose of the evaluation?
- What is the best way to obtain this information?
- Who will use the evaluation results?
- How will they use the evaluation results?
- What do other key stakeholders need from the evaluation?
- What is the stage of development of the program?
- How intensive is the program?
- What are the relevant resource and logistical considerations?
Program Evaluation

Describe the Program
Focus the Evaluation Design
Collect Data
Analyze and Interpret Data
Disseminate Data
Budget Development

- Make sure your budget is organized, easy to read, and accurate.
- Follow any budget requirements and use the headings provided in the grant application.
- If no headings are provided, use Budget Category, Requested Funds, Local Contributions, and Project Total.
Building Cost-Effective Budgets

- Budget and Budget Narrative
- Direct Line Item Costs
- Indirect/Administrative Costs (Negotiated Rate)
- Supplies
- Equipment
- Contractual (Evaluation Costs)
- In-Kind Contributions
Direct Costs

Direct costs are project funds you are seeking from the funding source.

- Personnel (Project Staff vs. Contractors)
- Fringe Benefits
- Travel (Project Staff vs. Contractors)
- Supplies
- Equipment
- Other
Indirect Costs

Indirect costs for your grant (“overhead”) are costs associated with administration and facilities.

- Building costs
- Insurance
- Utilities
- Infrastructure

Does your organization have a negotiated Federal Indirect Cost Rate?
Check and Double Check

- Have at least one person review your grant application before you submit it.
- Check, recheck, and check again—budget, grant requirements, references, and other grant details.
- Be prepared to submit your grant 48 hours before the grant deadline, or even earlier, in case of any emergency that may arise.
- Organize your grant files in case the funder calls you for clarification and be prepared for grant implementation.
Celebrate!

- Celebrate the successful submission of your application;
- Send thank you notes and emails to partners and supporters;
- Honor staff contributions and other internal support;
- Honor partner contributions and other external support; and
- Notify project partners and staff of the grant submission and outcome.
Tips and Lessons Learned

- Get your board’s advance support.
- Build a grant writing team of stakeholders and professionals (grant writer/evaluator).
- Add tables, graphs, staff photos, and other images when possible while being mindful of grant guidelines.
- Thank the funder, even if you were not selected.
- Request copies of winning proposals.
- Request the Review Committee’s score sheets or feedback forms.
Final Thought

“Energy and persistence conquer all things.”

Benjamin Franklin
Conclusion

Questions?
Evaluation QR Code

OVC TTAC National Webinar: Planning for Sustainability, Diversifying Funding, and Writing Complex Grants
Scan the QR code with your phone to open the survey.
OVCTTAC Technical Assistance

- OVC TTAC National Victim Assistance Academy Effective Management Series
- Technical Assistance

Email: TTAC@ovcttac.org
Phone: 866–OVC–TTAC (866–682–8822)
Website: https://www.ovcttac.gov/HowWeCanHelp
Working with your board
Training staff and others
Facilitating a sustainability assessment
Identifying priorities and developing a sustainability plan
Building capacity
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