



GRANTS 101: The Basics

Saturday, November 12, 2016

Workshop Facilitator: Lauren A. Lowery

Agenda of Workshop

- I. NBN Overview
- II. The Basics
- III. Grant Application
- IV. Grant Opportunities
- V. Beyond Grants
- VI. Closing

Neighbors Building Neighborhoods

The Norfolk Way

Neighbors Building Neighborhoods (NBN)

... is a community ownership and investment philosophy aimed at creating *neighborhoods of choice* **throughout** the City of Norfolk.



THE BASICS

501(c) Organization

Is your organization a 501(c) 3?

A 501(c) 3 organization is a non-profit that focuses on charitable purposes. Features of a 501(c) 3 organization include:

- Tax-exempt status
- Tax deductions for contributors
- Not allowed to engage in unlimited lobbying activities
- Not allowed to engage in political campaign activities



Is your organization a 501(c)4?

A 501(c) 4 organization is a non-profit that focuses on social welfare. Features of a 501(c) 4 organization include:

- Tax exempt only if the organization spends less than 50% on political activities
- No tax deductions for contributors
- Allowed to engage in unlimited lobbying activities
- Allowed to engage some campaign activity as long as it not their primary activity

What are the benefits for defining organizations?

- ✓ Your organization **can apply for grants***.
- ✓ Your organization **will not have difficulties** receiving money from different funding sources such as governments, foundations, and/or for-profit organizations.
- ✓ Funding **opportunities** are limitless*.

What are the drawbacks when your organization does not define itself?

- ✓ Your organization cannot apply for grants independently*.
- ✓ Your organization will have difficulties receiving money from different funding sources such as governments, foundations, and/or for-profit organizations.
- ✓ Funding may become limited.

Defining your organization or entity

The takeaways from the 501(c)3 and 501(c)4 discussion are the following:

- The **benefits** of defining your organization
- The **opportunity** to receiving funding to further your organization's mission



ACTIVITY

THE BASICS

Vision, Mission, and Goals

What is your organization's vision and mission?

Vision and mission statements should articulate the **essence of your organization's beliefs and values** and define its place in the world.

Your organization's **vision and mission statement** **establish the long-term direction** that guides every aspect of an organization's daily operations.

Foundation Center, 2016



...continued Vision and Mission Statement

What is a vision statement?

A **Vision statement** expresses an organization's **optimal goal and reason for existence**.

What is a mission statement?

A **mission statement** provides an overview of the **group's plans to realize that vision by identifying the service areas target audience, and values and goals** of the organizations.

Foundation Center, 2016



An example of a Vision and Mission Statement

TEACHFORAMERICA

Vision Statement: One day, all children in this nation will have the opportunity to attain an excellent education.

Mission Statement: Our mission is to enlist, develop, and mobilize as many as possible of our nation's most promising future leaders to grow and strengthen the movement for educational equity and excellence.

Teach For America, 2016



What are your organization's goals?

What objectives and/or goals are important to your organization? Beyond the vision and mission statement of your organization, what positive change or positive result does your organization want to see?

An example of an organization's goals

TEACHFORAMERICA

- **Enlist**: We recruit remarkable and diverse individuals to become teachers in low-income communities.
- **Develop**: We train and support corps members in the practices of great teachers and leaders.
- **Mobilize**: Corps members don't teach their students, they learn from them.

Teach For America, 2016



Connecting your organization's vision, mission, and priorities to funding

When looking for funding for your organization, it is important that funding matches the vision, mission, and goals of your organization.

If the funding does not match what the your organization's vision, mission, and goals are, **your organization should carefully consider if that available funding option should be pursued.**



THE BASICS

Board Development

How is your board defined?

Developing your board is as **important** as defining your organization and laying out the framework for your organization's vision, mission, and goals.



What characteristics are needed for good board members?

A good board member is someone:

- who is interested in the organization's purpose,
- willing to work within a group, and
- be in a position to make financial contributions to the organization, or to find others who will.

Foundation Center, 2016

An example of board composition matrix

Board of Directors						
	Name	Name	Name	Name	Name	Overall rating
Term Expiration Date						
Enter Month Year						
Skills & Experience						
Belief in/Support of Mission						
Board of Director Experience						
CEO Succession Planning						
Community Affiliation/Access						
Compensation						
Financial						
Fundraising						
Grant Writing						
Human Resources						
Industry Knowledge						
Leadership						
Legal						
Lobbying						
Marketing/PR						
Organizational Management						
Risk Management						
Strategic Planning						
Technology/IT						

THE BASICS

Fundraising Plan

Developing a Fundraising Plan

A successful non-profit organization looks and implements a variety of strategies to become a viable, financially stable entity. Different fundraising strategies non-profits can consider to generate income include, but are not limited to,;

- Grants
- Special events
- Membership Fees

Foundation Center, 2016



An example of fundraising plan

Fundraising activities, current year-to-date figures, and projections for the coming year:

SOURCE	LAST YEAR'S INCOME	LAST YEAR'S EXPENSE	CURRENT YEAR'S INCOME	CURRENT YEAR'S EXPENSE	NEXT YEAR'S INCOME	NEXT YEAR'S EXPENSE
Individual donors						
Total						
• Membership dues						
• Events						
• Major Gifts						
• Mail solicitation						
• Other:						
Sales/earned income						
Other sources:						
• Government						
• Foundations						
• Corporations						
TOTALS						

ACTIVITY

THE BASICS

How to find a grant?

eCIVIS

eCivis is the nation's leading grants management software for accurate grant acquisition, award management, and grant writing.



eCivis, 2016

Grants.gov



Grants.gov is the central repository and clearinghouse for information on over 1,000 federal grant programs and provides access to more than \$100 billion worth of grants distributed annually. It provides organizations with a single website where they can “FIND” and “APPLY” for federal discretionary grants.

Grants.Gov, 2016



Foundation Center

Foundation Center is the leading source of information about philanthropy worldwide. Through data, analysis, and training, it connects people who want to change the world to the resources they need to succeed. Foundation Center maintains the most comprehensive database on U.S. and, increasingly, global grantmakers and their grants — a robust, accessible knowledge bank for the philanthropic sector.



**FOUNDATION
CENTER**

Knowledge to build on.

Foundation Center, 2016

Grant Space



Grant Space provides easy-to-use, self-service tools and resources to help nonprofits worldwide become more viable grant applicants and build strong, sustainable organizations.

Grant Space, 2016



GOOGLE

Google Search is a web search engine that assists with hunting for information in publicly accessible documents offered by web services.



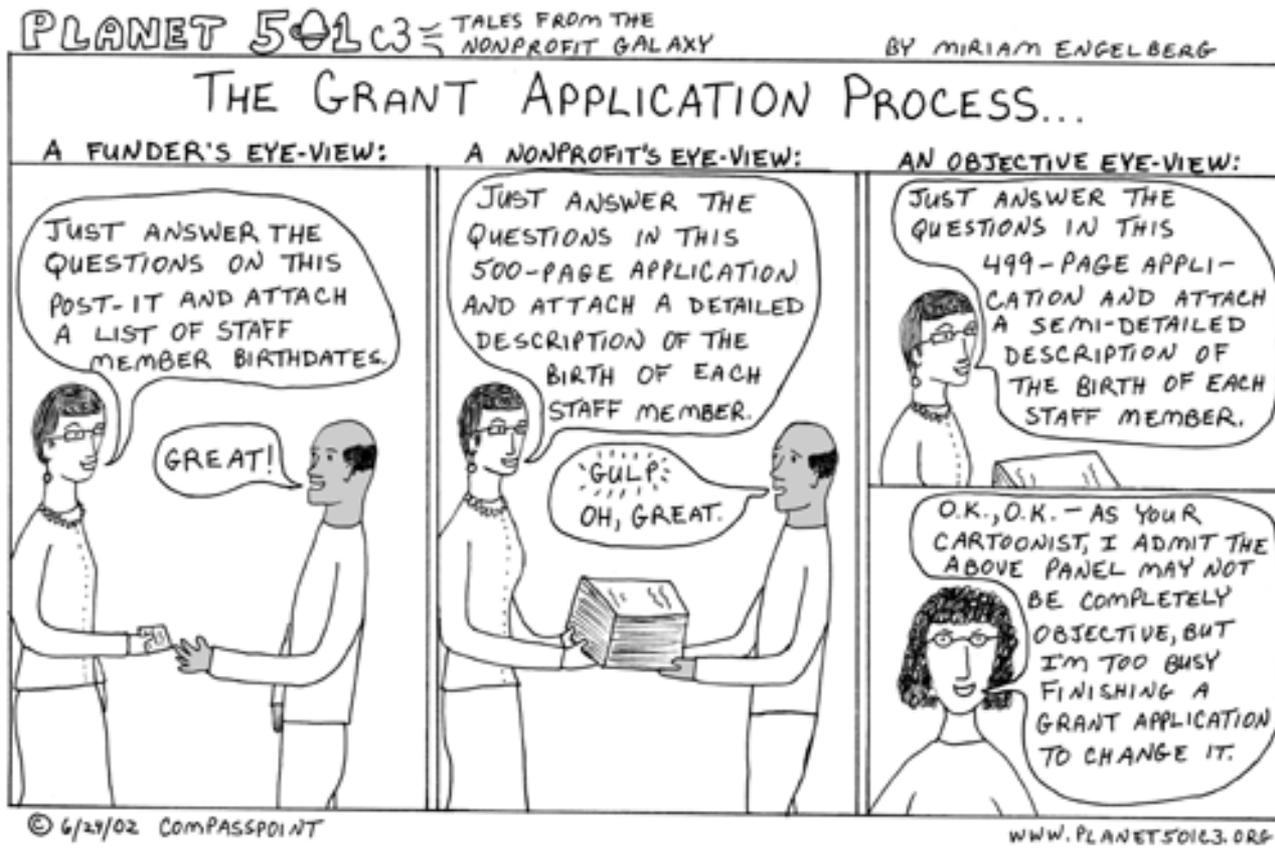
Wikipedia, 2016

THE GRANT APPLICATION

Parts of a Grant Application

BREAK
15 MINUTES

About The Grant Application



...continued The Grant Application



...continued The Grant Application

When your organization has found a **grant that is aligned with its vision, mission, and priorities**, it is very important to take the following steps into consideration:

1. Reading the grant application instructions at least twice (2x)
 - **READ, READ, and READ again**
 - **What is the deadline to submit the application? Is there a pre-deadline?**
2. Understanding the grant application
 - **Does the grantor have a technical assistance session available to discuss the application?**
 - **Do you need assistance understanding concepts of the application?**

.... Continued The Grant Application

3. Making sure your organization is qualified to apply for the grant
 - Can your organization be the sole sponsor of the grant application? Do you need a partnering organization?
 - Do you have a relationship with the grantor?
4. Having a concept that has already been pre-approved by the organization
 - Is your project or initiative “concept-ready”?
5. Having a plan of action
 - Who will manage the process for completing and submitting the grant application to the grantor?
 - Who is the grant writer?

The Parts of a Grant Application

- Organization Information
- Project Information
- Project Budget
- Project Sustainability
- Attachments

Organization Information

In the **organization information** section of the grant application, a grantor may ask the following questions:

- Applicant Legal Name
- Mailing Address
- Project Name
- Contact Name for Organization
- Date Organization Incorporated
- Applicant Organization Status
- Mission, Purpose, and History of Organization
- Funding Received in Previous Years



Project Information



In the **project information** section of a grant application, the grantor may ask the following questions:

- Describe your project and its goals in detail.
- What needs in your community will this project fill?
- Approximately how many people will benefit from this project?
- How will you conduct outreach to include the community? (if applicable)
- Provide a work plan and timeline.

Project Budget

OUR GRANTS COVER:

EQUIPMENT RENTAL | Electric generator for an event, maximum of \$200; call for more information

SPACE RENTAL | Maximum of \$500; call for more information

INSTRUMENTS, BICYCLES, & OTHER EXPENSIVE ITEMS
If used on an ongoing basis and housed in accessible location (not a private residence)

STIPENDS | For artists, performers, workshop facilitators, and/or youth. Maximum of \$500 total, no more than \$250 per person; call for more information

GARDEN FURNITURE | Maximum of \$500

PUBLIC TRANSPORTATION | Maximum of \$500

GAS | Maximum of \$100

TICKETS FOR PERFORMANCES | Maximum of \$250

TROPHIES OR PRIZES | Maximum of \$250

CSA REVOLVING LOAN SHARES

T-SHIRTS, JACKETS, & UNIFORMS | Maximum of \$350

PRINTING | Standard paper: maximum of \$250; Posters/banners: maximum of \$150

SHIPPING COSTS | Maximum of \$250

INSURANCE | Maximum of \$100

OUR GRANTS DO NOT COVER:

EQUIPMENT RENTAL | Audio/video equipment (note: we have many of these items for groups to borrow)

BACK TO SCHOOL SUPPLIES

SUBSCRIPTIONS

CONFERENCE FEES

FUNDRAISERS

COSTS ASSOCIATED WITH TRIPS

DIRECT SERVICE PROJECTS

METAL TREE GUARDS

COMPUTERS OR PROJECTORS

GRAPHIC DESIGN, WEB DESIGN, OR WEB HOSTING

CSA SUBSIDIZED SHARES

QUESTIONS ABOUT THESE GUIDELINES?

This list is not exhaustive; if you have a question about an item not listed or need clarification, contact us:

GRANTS@CITIZENSNYC.ORG
212-822-9563

In the project budget section of the grant application, a grantor may ask for the following information:

- Budget Narrative
- Completed Budget Table
- Matching Fund
 - Cash
 - In-Kind
- Other Funding Sources

Project Sustainability

In the **project sustainability section** of the grant application, a grantor may want to know:

- **How can this project or benefits created by this project be continued?**



Attachments



In the **attachment section** of the grant application, a grantor may require the following:

- Original and Copies of the Application
- W-9 Form
- 501 c 3 Status
- Letters of Support/Commitment
- Fiscal Agent's Determination Letter
- Price quotation for contract services, etc.

Proof Read the Application

Once you have drafted the grant application, **it is important to review the application** to ensure that there are no errors. It is also important to **let others review the grant application for errors.**



Grant Opportunities

Expanding Your Search for Grants

City of Norfolk

The City of Norfolk offers a **variety of grants** that neighborhood-based and/or community-based organizations can apply for through the departments of:

- Neighborhood Development
- Norfolk Commission on the Arts and Humanities
- Human Services



...continued

Neighborhood Development

- Block by Block Neighborhood Grant
- ID Norfolk Sign Program Grant

Norfolk Commission on the Arts and Humanities

- Non-Profit and Cultural Organizations Grant

Human Services

- Human Service Grant

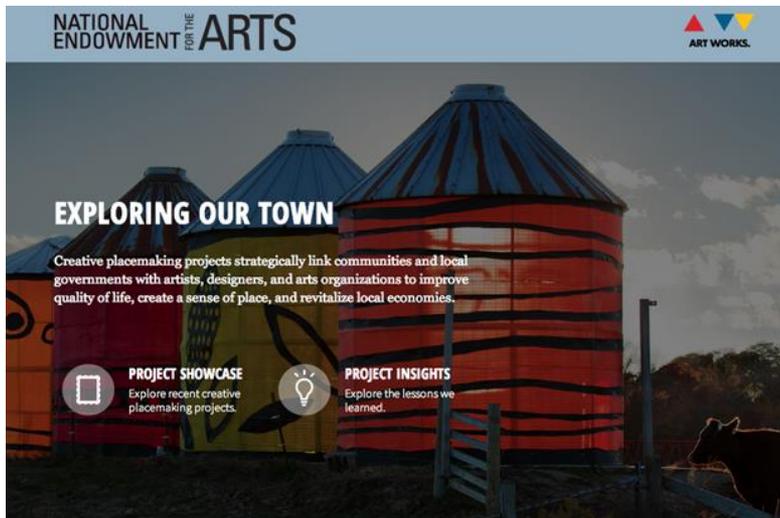


State and Federal Government

Beyond local government, your neighborhood-based organization can apply for grants on the state and federal level. It should be noted a partnership with your local government may be needed to apply for funding.



...continued



Sustainable Communities Grants

- Building Blocks for Sustainable Communities
- Build Resilience, Pursue Revitalization
- Choice Neighborhoods Planning & Implementation Grants
- Local Foods, Local Places

National Endowment for the Arts

- Our Town
- Challenge America

Regional and National Foundations



Beyond the local, state and federal government, your organization should research grants available through **regional and national foundations.**

For example, the Hampton Roads Community Foundation has the following grant opportunities:

- Community Grants: **Seed & Program Funding**
- Community Grants: **Nonprofit Facilities Improvement Funding**
- **Special Interest Grants**

ARTPLACE



Hampton Roads
Community Foundation



For-Profit Institutions (Local)



Beyond the traditional model for receiving grants, neighborhood-based organizations should research if **local, regional, and national for-profit institutions** have funding or grants available to further their organization's mission and priorities.

Note: Local, regional, and national for-profit institutions are vested to the communities they serve.

Beyond Grants

Diversifying Funding Strategies

Crowdfunding

Crowdfunding is a term that refers to any effort to raise money with donations from a large number of people.

In connection with nonprofits, crowdfunding happens through websites tailored to:

- Showcase specific projects or causes and accept donations, or
- In-person, arranged around high-energy, community-building events.



National Council of Nonprofits, 2016

....continued Crowdfunding



KICKSTARTER



INDIEGOGO



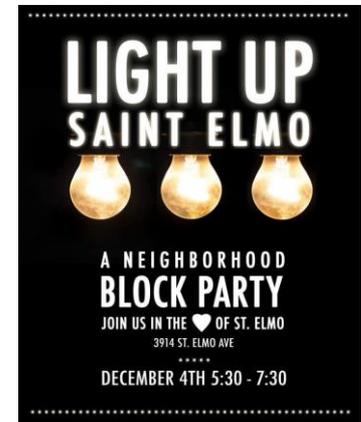
Websites to assist with crowdfunding for your neighborhood or community's causes include:

- Indiegogo
- FirstGiving
- Crowdrise
- Kickstarter
- Fundly

Creative and Signature Events

Host events that allow you to engage residents and/or individuals that want to support your organization. Examples of events can include:

- Block Party
- Festival
- Tour of Homes or Businesses
- Signature Neighborhood Event
- Oddball Event (Thematic Event)



NOV 2, 2013 - 11AM-6PM - CABBAGETOWN, ATL

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BLUEGRASS 5K RUN

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LIVE MUSIC • 5K • BBQ • TOUR OF HOMES • ARTISTS MARKET

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FRIDAY MAY 30
THE SUNDOGS
MOONTOWER
WESLEY COOK
+ FOOD TRUCK
HAPPY HOUR

FRIDAY MAY 31
TROMBONE SHORTY
& ORLEANS AVENUE
LUCERO | FRANK TURNER
& THE SLEEPING SOULS
THE HOWLING TONGUES
FAMILY & FRIENDS
SECONDHAND SWAGGER
WEBSTER

20+ FOOD TRUCKS & A SATURDAY MORNING 5K

BACARDÍ MANGO FUSION

radio 103.1

R.I.V.A.

SATURDAY
MAY 24TH

Gospel on Glass

11:30-4:30

2523 GLASS ST.

THIS EVENT IS FREE AND OPEN TO THE PUBLIC.
FOOD TRUCKS WILL BE ON SITE.

→ ON THE ←

LOT

→ 2523 GLASS ST. ←

Live Jazz, Lawn Games, BBQ
& Other Fun Activities!

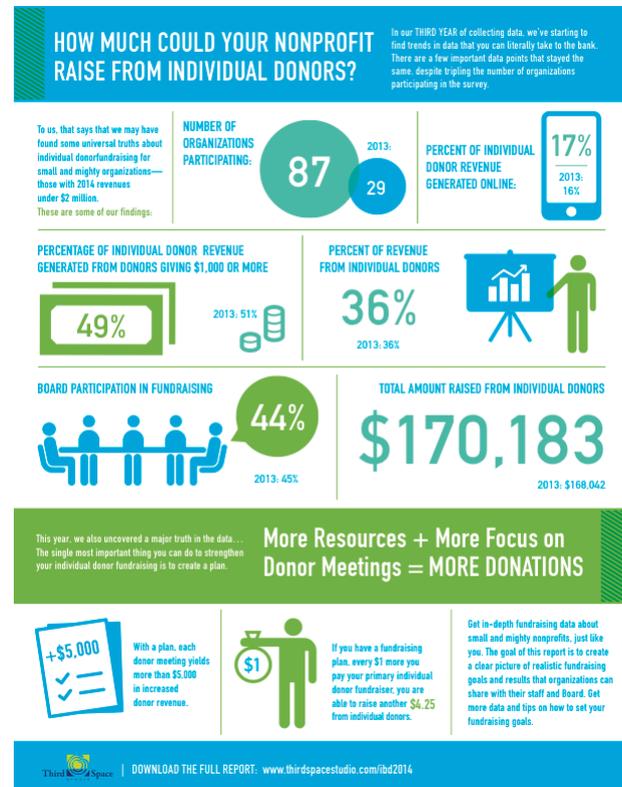


Individual Donors

Through donations and bequests, **individual donors** typically account for more than three-quarters of charitable giving each year, and are looked to for consistent support of nonprofit organizations. When cultivating individual donors to support your organization consider the following:

- Focus on individuals that are closet to your organization and its mission.
- Build personal relationships with affluent and well-connected local community members.

Grant Space, 2016



ACTIVITY

Questions