

Fund your Mission! How to Prospect, Write, and Manage Grants Successfully



Speakers:

Molly Cullen

Founder and Grant Consultant, Beyond the Page

Jennifer Olney

Director, Partnership to End Homelessness, Greater Washington Community Foundation

This session will include an introduction to the grant lifecycle – from finding and vetting opportunities, narrative writing strategies, and grants management. You will also leave with valuable lessons and tangible tools to help you develop a logic model for your organization and boost your grant writing skills.

Moderator:

Francesca Axam Frederick

CEO and Cofounder, Grantlyd



Introduction Questions

Are you involved in grant writing at your organization?

- A) Not involved - but I'm interested.
- B) Somewhat involved - providing support to other staff in their grant writing/managing efforts.
- C) Involved in grants - I do some grant writing.
- D) Very involved - I do the grant writing and management of grants.



Introduction Questions

How comfortable are you with grant writing and management?

- A) I'm brand new and still learning the basics.
- B) I've written or managed a few grants but still have lots of questions.
- C) I'm fairly confident and have some solid experience.
- D) I'm very comfortable - I've written and managed many successful grants.



Introduction Questions

What types of grants does your organization most often pursue?

- A) None - my organization is currently not grant-funded
- B) Federal
- C) State
- D) Local government
- E) Foundation
- F) Corporate
- G) Not sure

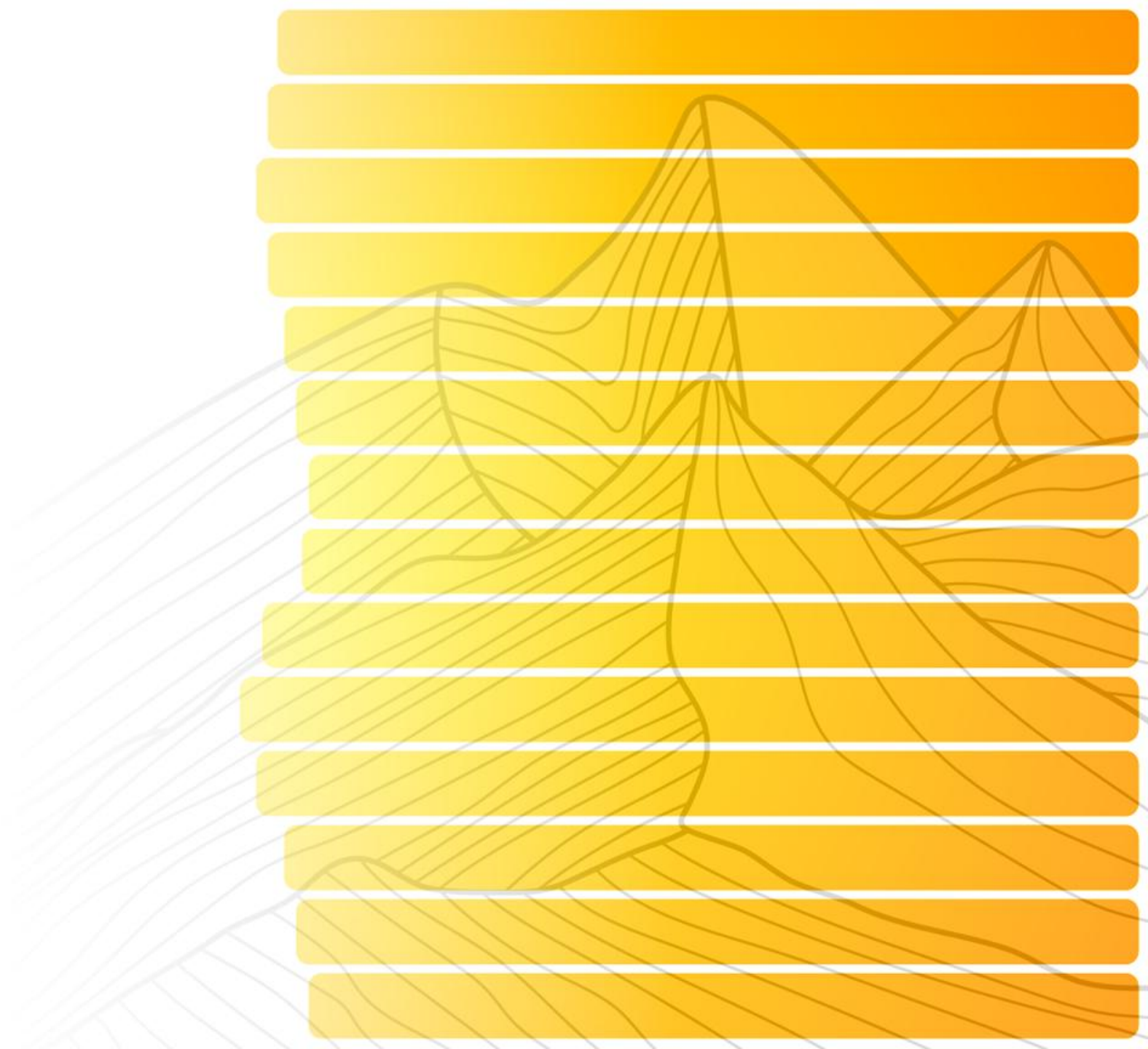


Types of Grants

Government

Corporate

Foundation



Government Grants

Nonprofit organizations and government funders have a long history of collaborating to provide publicly funded programs.

- Government funders include:
 - Federal government agencies
 - State agencies
 - Local agencies, such as city or county departments
- Government grants are:
 - Restricted
 - Reimbursement-based
 - Evaluated (quarterly → annually data, financial, and narrative reports due)



Corporate Grants

Corporate grants are donations from businesses to nonprofit organizations, often driven by social or corporate responsibility goals.

- In Kind
 - Example: DoorDash Community Credits program
- Sponsorships
 - Typically for events or specific initiatives
- Grants
 - Through RFPs or rolling application processes



Foundation Grants

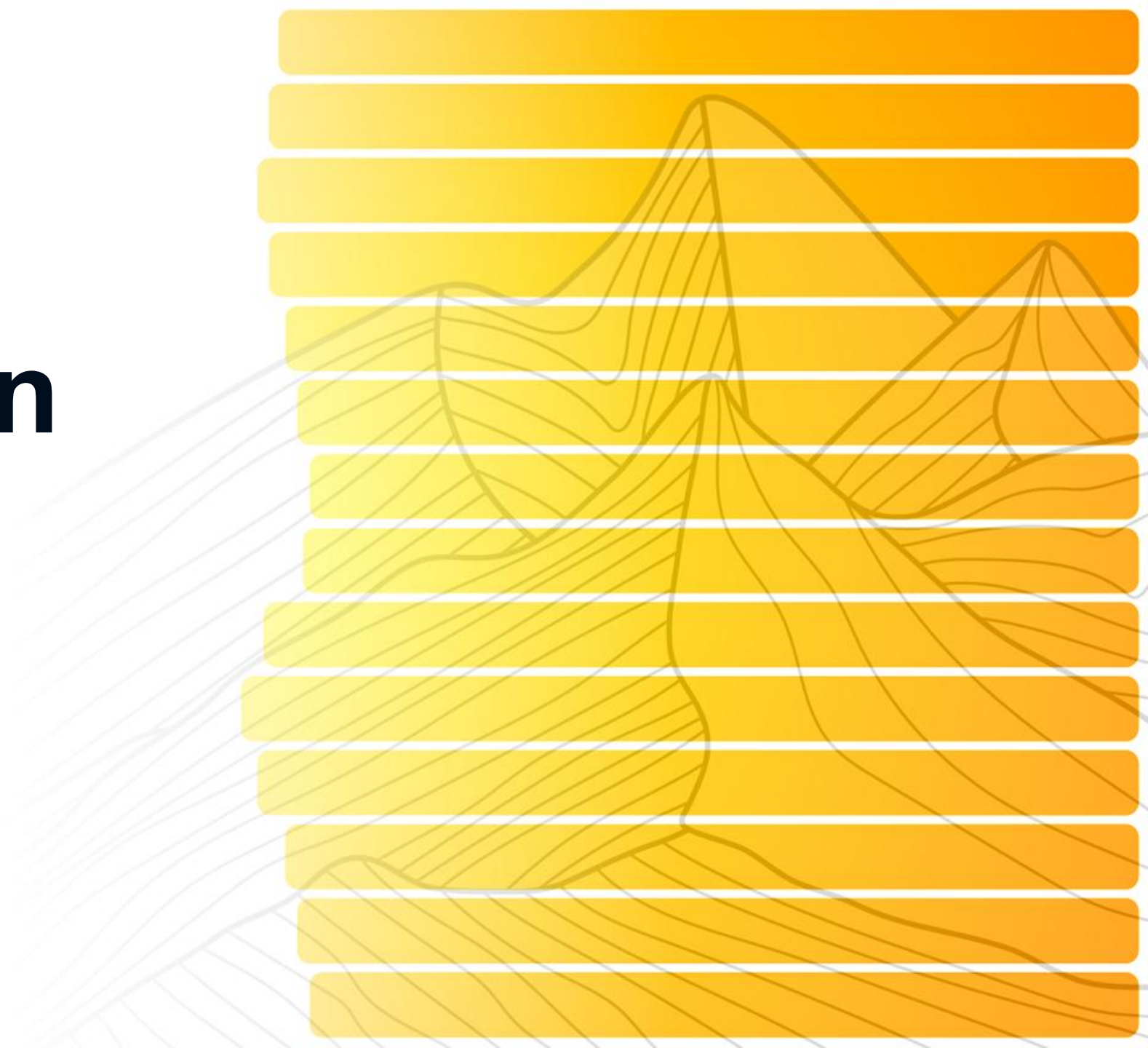
Foundations are nongovernmental, nonprofit organizations that provide funding for charitable purposes.

- Community Foundations: Community-funded and geographically focused (Greater Washington Community Foundation)
- Private Foundations: Typically funded by singular family or individual (Bill & Melinda Gates Foundation)
- Corporate Foundations: Funded by a business (Bank of America Charitable Foundation)
- Public Foundations: Often receive significant funding from government agencies (CDC Foundation)

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Foundation Grants



Foundation Grants Lifecycle



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Grants Lifecycle: Other considerations

- Site visits
- “Invitation Only” foundations
- Renewal opportunities



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Step 1: Planning and Priority Setting

1. Understanding your organization's mission and activities. Who are you serving? Why? How is your organization achieving its mission?
1. Engage your target community in the planning process. How do they describe their needs? What support do they need? What are their goals?
3. Understand the challenges your target community is facing. What are the gaps in community resources? How is your organization addressing unmet needs?
4. Understand your organization's short-, medium-, and long-term goals.



Step 2: Prospect Research

Prospect research is the process of researching and evaluating foundation partners for funding opportunities that will advance your organization's mission and goals.

What to look for:

- Geographic focus
- Eligibility criteria
- Mission alignment
- Availability of funds
- Application process



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Step 2: Prospect Research Tools & Resources

- Foundation Directory Online
- IRS Form 990s (publicly available)
- Monitor prospective foundation websites
- Listservs

Tip: As you conduct prospect research, develop your own spreadsheet or list of foundations to monitor for opportunities.



Step 3: Writing the Proposal

Most important: Follow the directions! Adhere to word limits and formatting requirements, and answer the questions!

1. Need Statement
2. Project Description
3. Goals & Objectives
4. Project Activities
5. Evaluation Plan
6. Organizational History/Qualifications
7. Sustainability

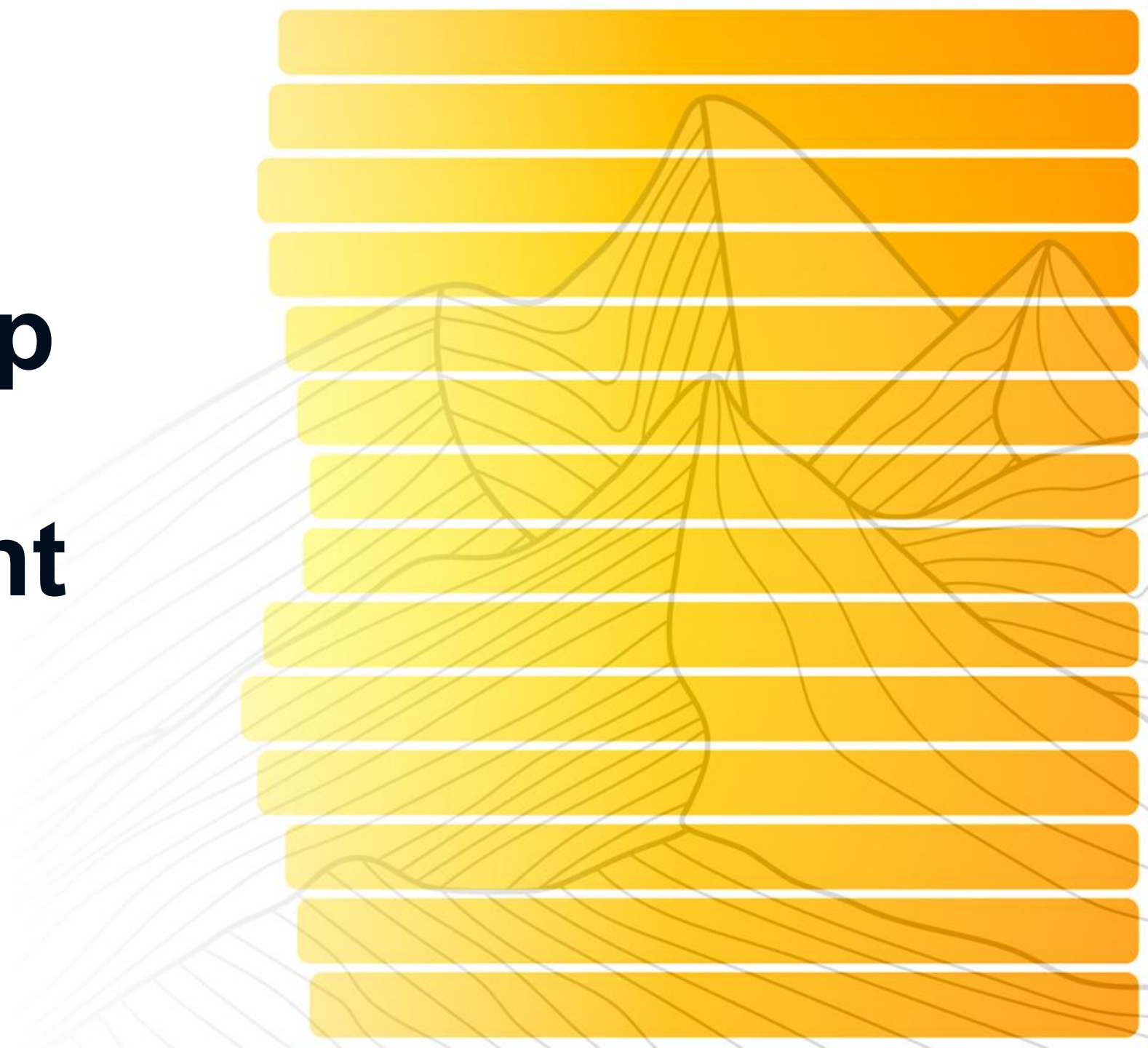
Budget & Budget Justification

Attachments (Board List, Financial Statements, IRS letter)

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Relationship Building & Management



Grant Management

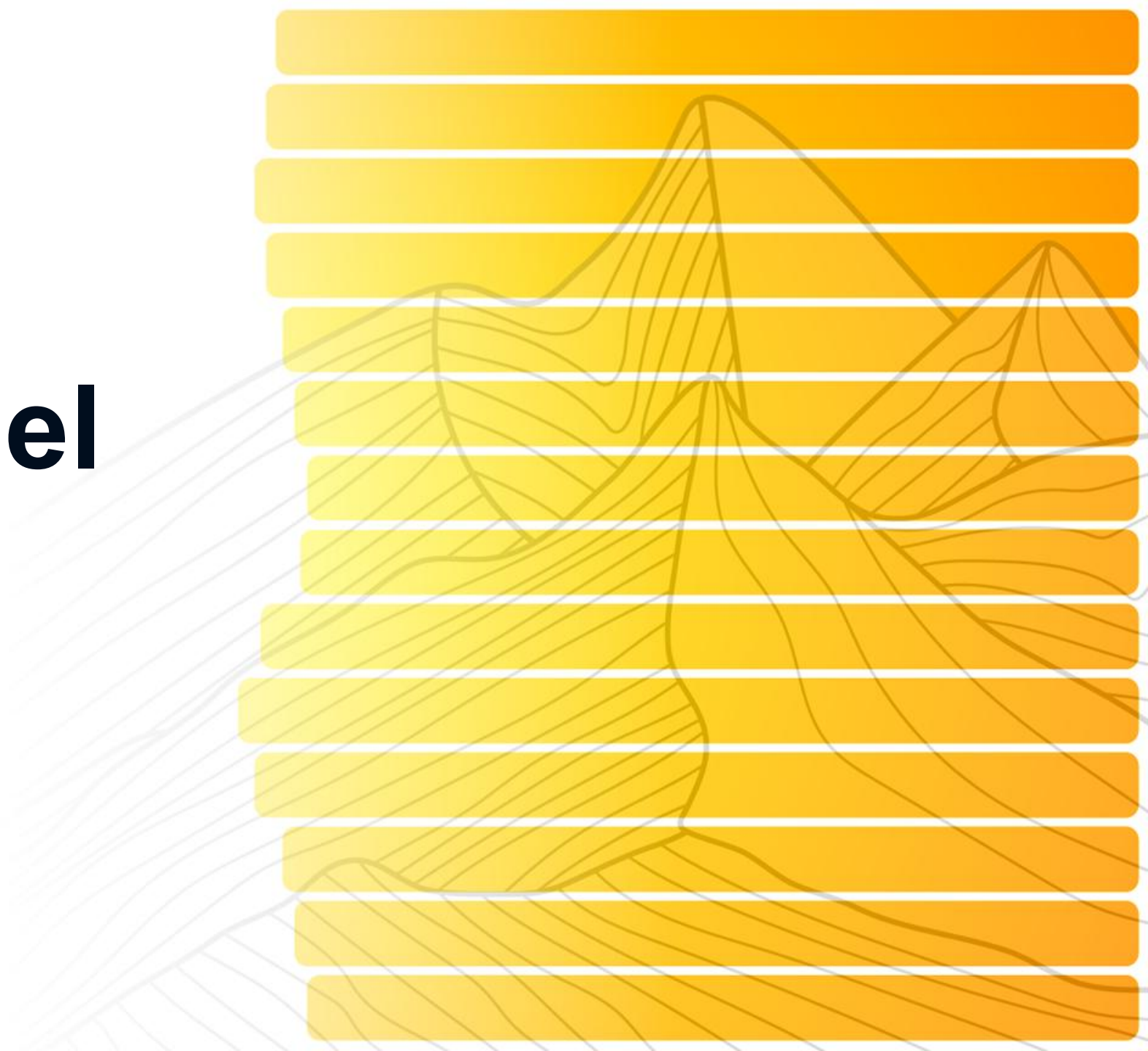
- Read your grant agreement!
- Develop and maintain a schedule of deliverables.
- Calendar reports and renewal deadlines.
- Note when outreach may be needed (i.e. key staff changes)
- Ensure grants portal access for staff who will be submitting deliverables.

Relationship Building

- Keep in touch with your Foundation grants manager/officer.
- If you are having community events, consider inviting your Foundation grants officer.
- If you are *not* funded, you can still build a relationship and apply again. Reach out and ask for feedback on your application.



Logic Model Workshop



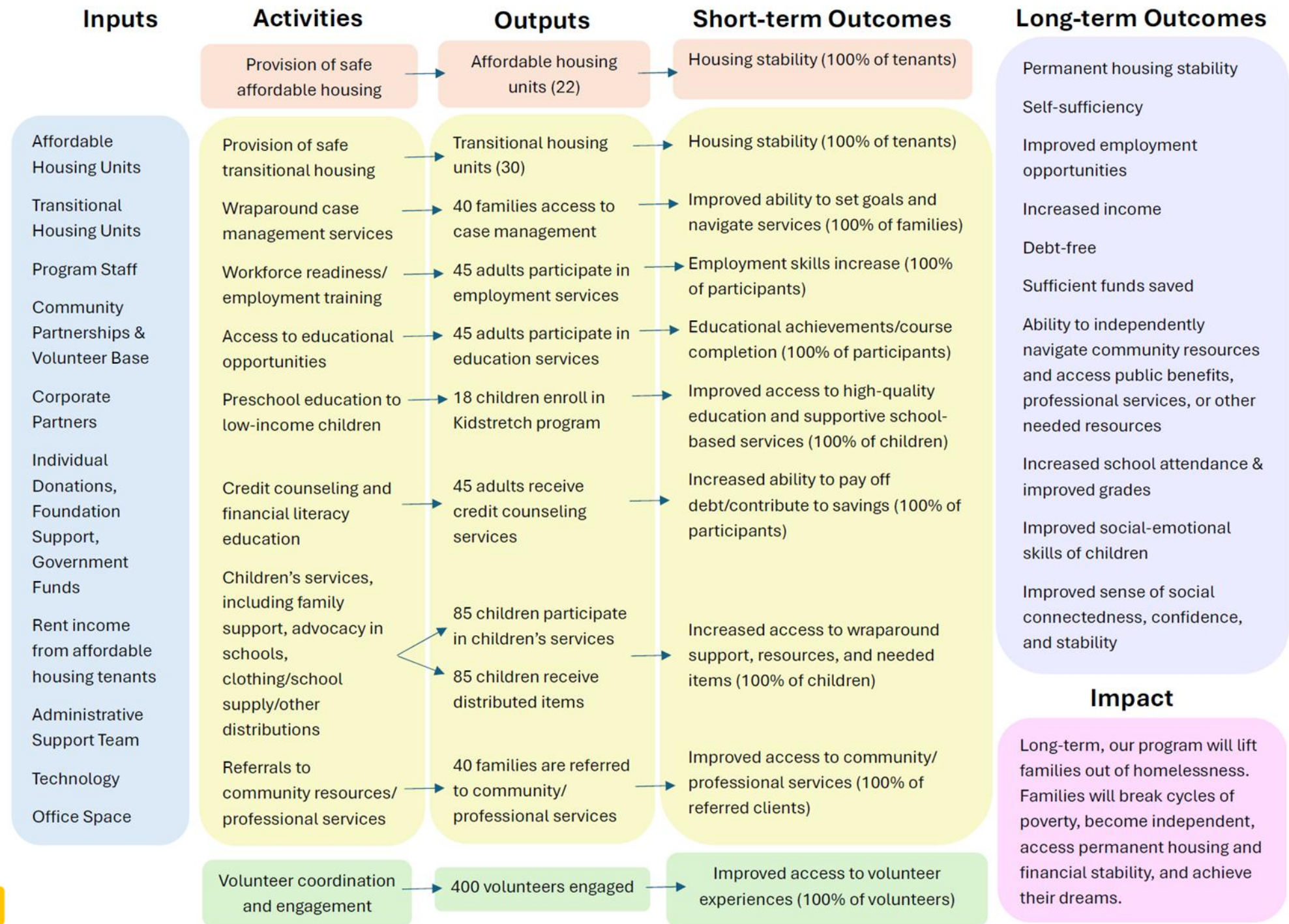
What is a logic model?

A logic model is a visual tool to understand the relationship between an organization's inputs and outcomes. A logic model encompasses an organization's resources, activities, outputs, and outcomes.

Benefits of creating a logic model:

- Clarity: A shared understanding of the organization's goals and objectives.
- Accountability: Are you leveraging the right resources to achieve impact the organization hopes to achieve?
- Sustainability: Is the organization planning for long-term outcomes and impact?





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Logic Model: Resources/Inputs

What does your organization **need** to achieve its mission?

Examples:

- Staff (be specific!)
- Funding
- Housing units
- Volunteers
- Office space



Logic Model: Activities

What does your organization **do** with its resources/inputs?

Examples:

- Provides case management services (be specific)
- Leads job interview workshops
- Collecting donations



Logic Model: Outputs

The direct, quantifiable **results** of your activities.

Examples:

- 20 adults receive case management services.
- 50 adults attend the job interview workshop.
- Four donation drives are held.



Logic Model: Outcomes

The changes that occur as a result of your organization's work.

Examples:

- 50% of referred adults access community services that improve their wellbeing.
- 75% of job interview training participants report improved confidence heading into job interviews.
- Donation closet is fully stocked with winter clothing and seasonal items.

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Logic Model: Impact

Big picture, long-term changes your organization hopes to have. Directly connected with the organization's mission.

Examples:

- Adults in our region are empowered to navigate community resources to access needed services.
- Job seekers in our community can obtain and maintain stable, long-term employment.
- All members of our community have warm clothes and needed items to stay safe and well during Winter.

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Logic Model Exercise

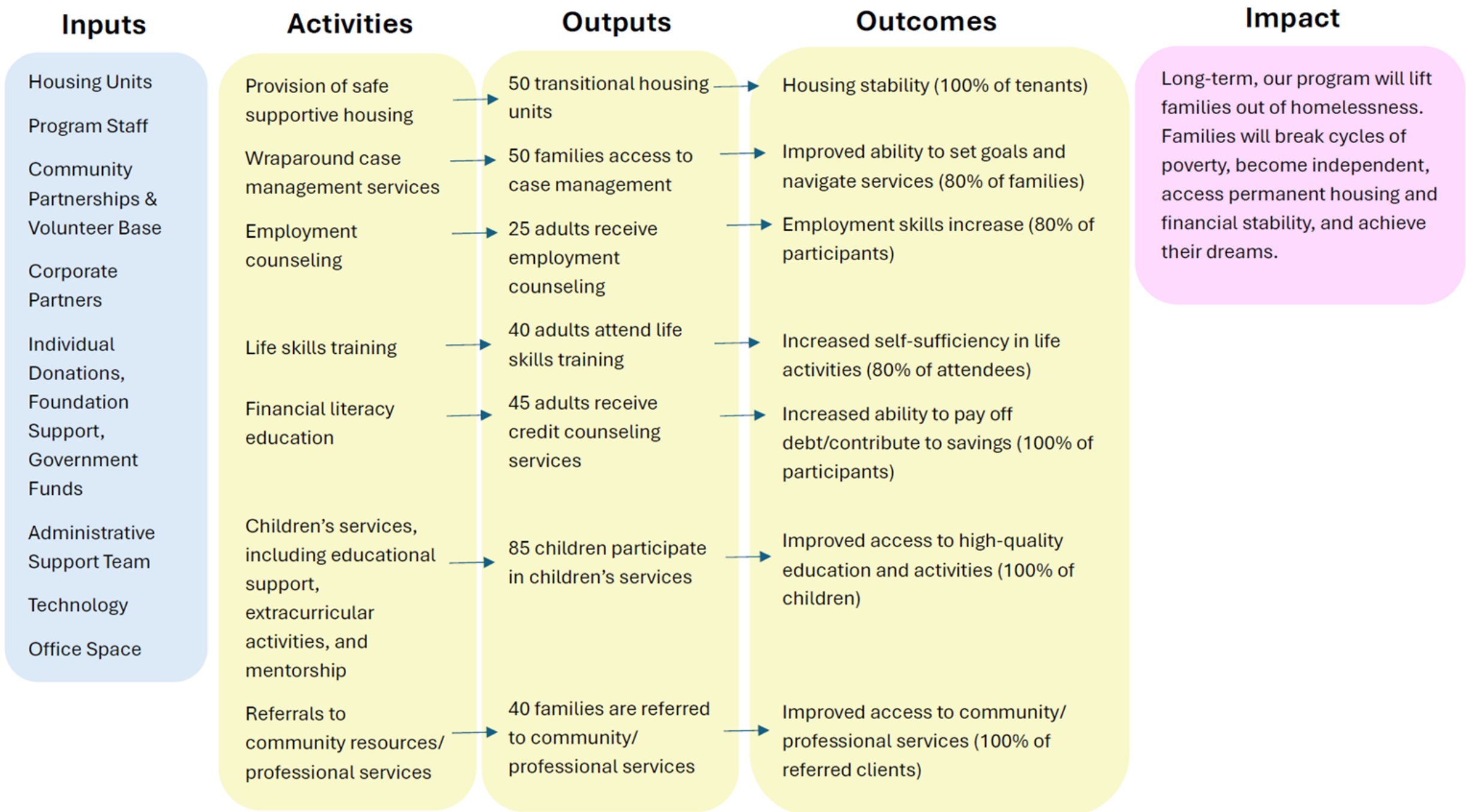
HousingHaven is a nonprofit dedicated to empowering homeless families in California to achieve permanent housing and self-sufficiency.

HousingHaven provides supportive housing, case management, employment counseling, financial literacy education, life skills training, and access to community resources. Families focus on financial responsibility and stability. They attend job training, gain access to medical and other services needed, receive in-kind contributions of furnishings, clothing, or school supplies as needed.

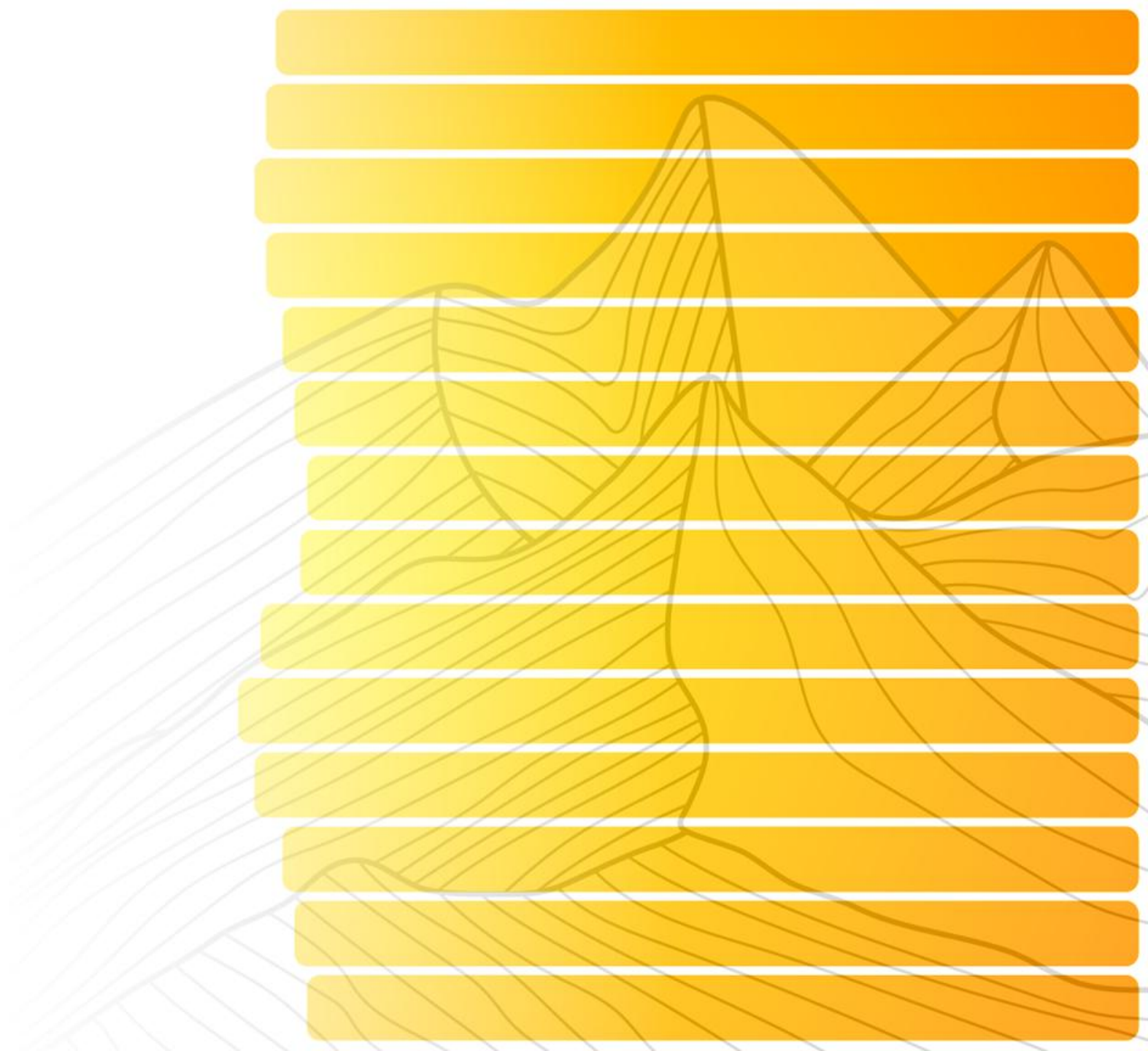
HousingHaven also offers specialized programs for children, including educational support, extracurricular activities, and mentorship opportunities. HousingHaven aims to empower families to break cycles of poverty and achieve long-term housing stability.

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Letter of Interest Workshop



LOI Components

- Introduction
 - Purpose of the letter, funding amount requested, one-two sentence describing the program.
- Organization history and background
- Statement of need
- Project description
 - Including activities (outputs), outcomes, and impact (including how to measure impact)
- Budget summary
- Conclusion



LOI: Needs Statement

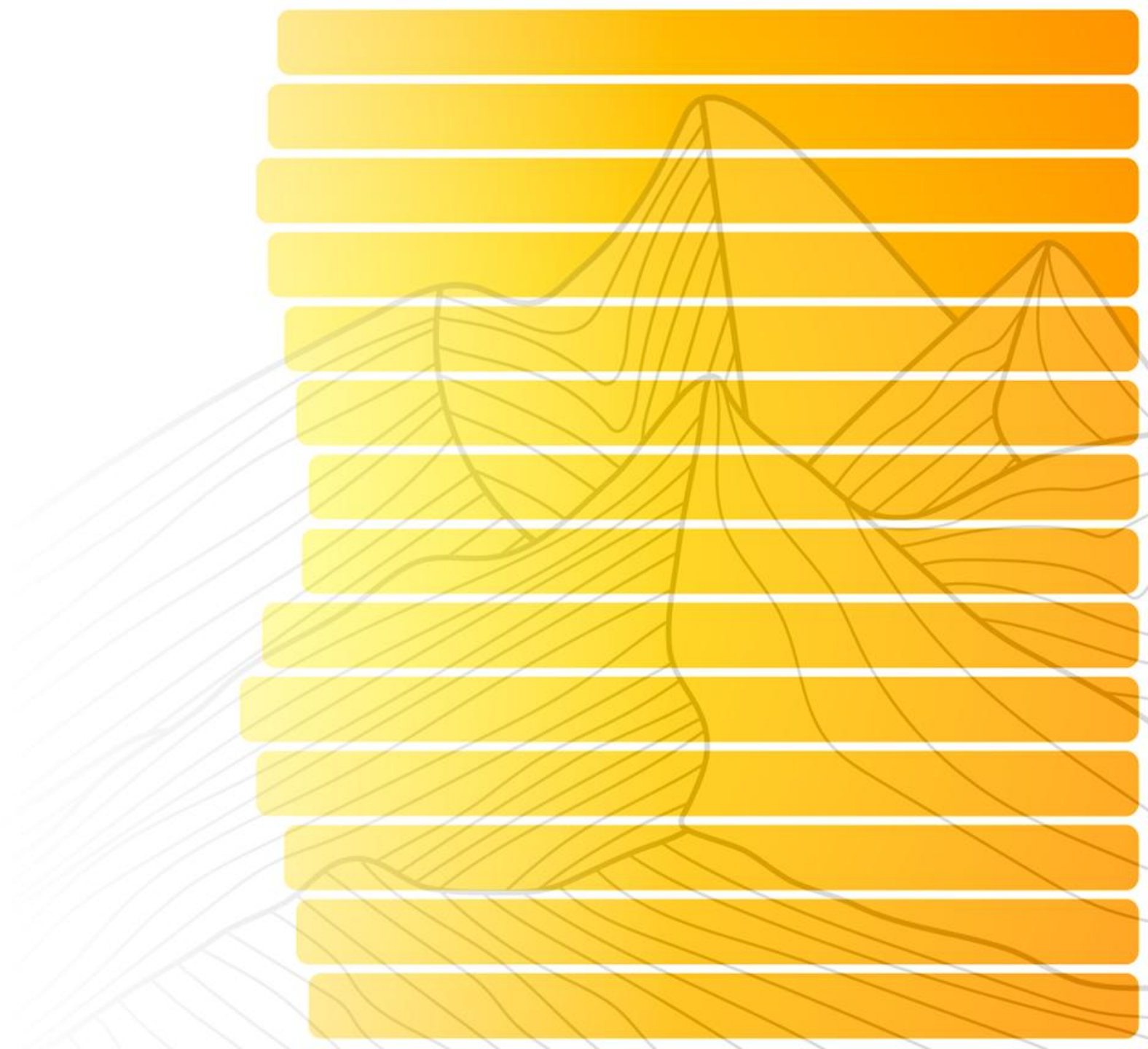
- Define the core problem
- Who it impacts
- Evidence and data
- Root causes
- Alignment with funders priorities

Data + Storytelling

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Q&A



Thank you!

Molly Cullen

Founder and Grant Consultant, Beyond the Page

Email: molly@beyondthepagewriting.com

LinkedIn: www.linkedin.com/in/mollytcullen

Jennifer Olney

Director, Partnership to End Homelessness, Greater Washington Community Foundation

Email: jolney@thecommunityfoundation.org

LinkedIn: <https://www.linkedin.com/in/jennifer-olney-1a009622/>

Francesca Axam Frederick

CEO and Cofounder, Grantyd

Email: frankie@grantyd.com

LinkedIn: www.linkedin.com/in/francesca-axam-frederick-8618b0112

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