



HealthTec^{dl}

Distance Learning for
Georgia Health Nonprofits





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Distance Learning for
Georgia Health Nonprofits

The Art & Science of the Successful Grant Proposal

January 18, 2007

Atlanta, GA
Columbus, GA
Gainesville, GA



Goals of HealthTec^{dl}

- **Build Organizational Capacity**
- **Promote Organizational Effectiveness**
- **Support Nonprofit Collaboration**



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Grantmaker Panel

- **Pattie Johnson - Foundation Center**
- **Janice Ward – North Georgia Community Foundation**
- **Betsy Covington – Chattahoochee Valley Community Foundation**
- **Symone McClain – Healthcare Georgia Foundation**

Agenda

- **Proposal Writing Basics**
- **Tips from Grantmakers**
- ***Participant Q&A***
- **Grant Guidelines / Decisions**
- ***Participant Q&A***
- **Developing Effective Relationships w/ Funder**
- ***Participant Q&A***
- **Resources**



Session Objectives

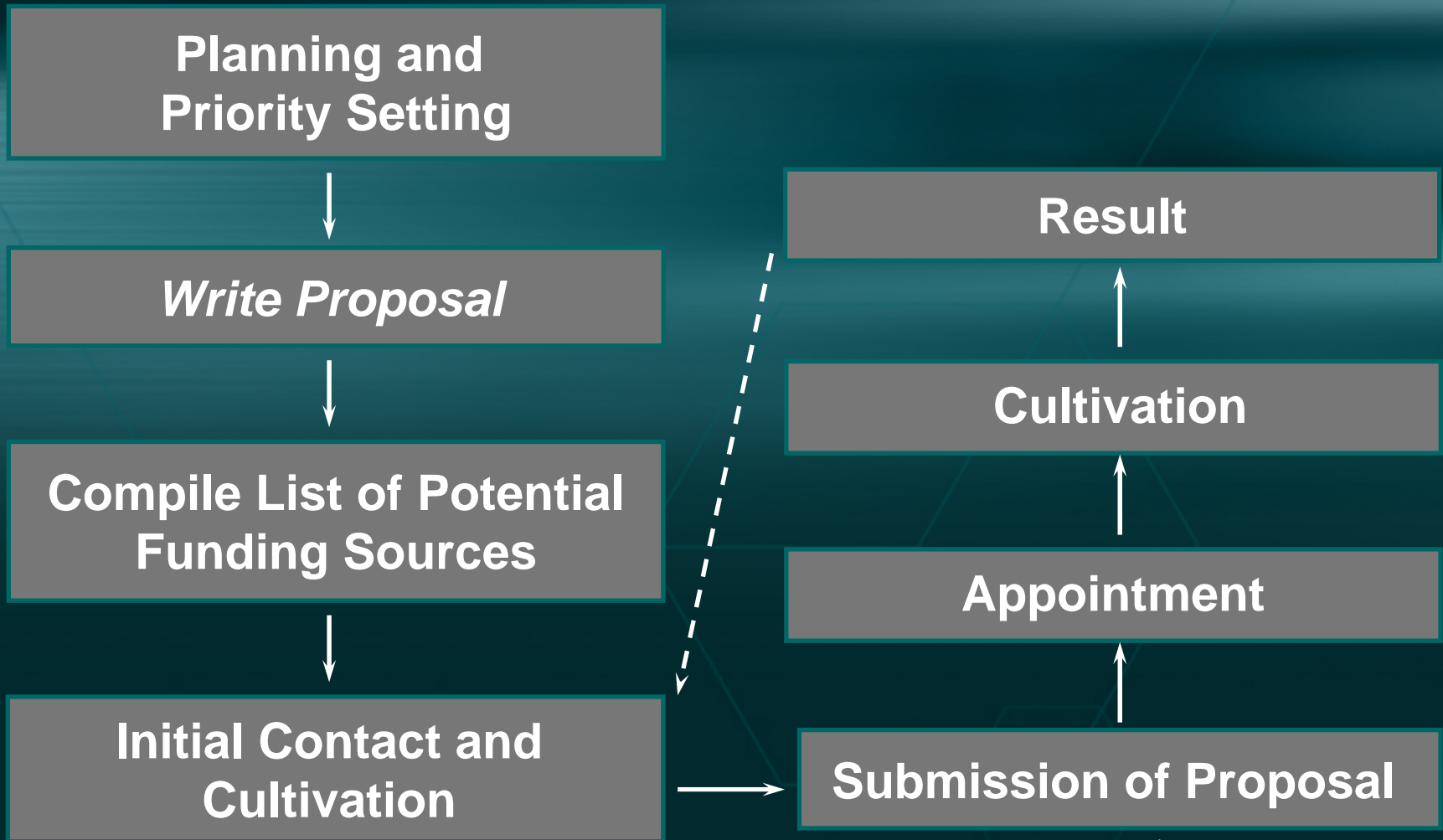
- Write a clear and compelling proposal
- Prepare a comprehensive grant application
- Manage a grant award
- Work effectively with grantmakers

Pattie Johnson

Foundation Center

Proposal Writing

The Proposal is Part of a Process



Proposal Contents

■ Cover Letter

- Title Page
- Executive Summary 1 page
- Statement of Need 2 pages
- Project Description 3 pages
- Budget 1 page
- Organization Information 1 page
- Conclusion Page 1/2 page

■ Appendix & Supporting Materials

Title Page

- Project's name
- Organization's name
- All contact information
- Funder's name
- Date submitted

Statement of Need

- **The problem and issues the project addresses**
 - Why is this project necessary?
 - Who is affected?
 - How is the problem being addressed now?

▪

Statement of Need (cont.)

- **Decide which facts or statistics best support the project**
- **Give the reader hope**
- **Decide if you want to present your project as a model**
- **Determine whether the need is acute**
- **Decide whether your program addresses the need differently or better than other projects that preceded it**
- **Avoid circular reasoning**

Project Description

■ Goals

Broad, general statement of what your project will accomplish

■ Objectives

Specific

Measurable

Achievable

Realistic

Time-bound

Project Description (cont.)

- **Methods**
- **Replicability**
- **Staffing and administration**
- **Collaboration**
- **Sustainability**

Project Description (cont.)

■ Evaluation

- Measure the outcome or product
- Analyze the process

What does success look like?

Budget

■ Expenses

- Direct costs

 - Personnel

 - Non-personnel

- Indirect costs

■ Support and revenue

- Grants

- Income

- In-kind

■ Budget narrative

Steps to Prepare a Project Budget

- Know your project
- List various components of the project
- Obtain reasonable cost and income estimates for each component
- Be sure you have included everything, including overhead, if allowed
- Find out what format the funder prefers, if any

Steps to Prepare a Project Budget

(cont.)

- Prepare a spreadsheet/summary of costs according to funder's specifications
- Make sure that your budget is neat and mathematically accurate
- Consider whether a budget narrative is appropriate and if so, prepare one
- Have your budget and budget narrative reviewed by another person who is familiar with the project

Information about Your Organization

- History and mission
- Programs and expertise
- Board and staff

Conclusion

- **Final appeal for your project**
 - What will you accomplish?
 - Why is it important?
 - Who will benefit?

Executive Summary

- The problem and your solution
- Your funding requirements
- Your organization and its expertise

Appendix & Supporting Materials

- List of board members and key staff
- IRS 501(c)(3) letter of determination
- Financial documents

■ Supporting Materials

Package & Submit Proposal

- **Prepare cover letter**
 - Reference previous contact with funder, if any
 - Ask for specific amount
- **Mail letter and proposal with appendix and supporting materials**
- **Follow-up**

Tips from Grantmakers

Open Discussion

Grantmaker Panel

- **Pattie Johnson - Foundation Center**
- **Janice Ward – North Georgia Community Foundation**
- **Betsy Covington – Chattahoochee Valley Community Foundation**
- **Symone McClain – Healthcare Georgia Foundation**

Grant Guidelines / Decisions

Open Discussion

Grantmaker Panel

- **Betsy Covington – Chattahoochee Valley Community Foundation**
- **Symone McClain – Healthcare Georgia Foundation**
- **Janice Ward – North Georgia Community Foundation**

Developing Effective Relationships with Funders

Open Discussion

Grantmaker Panel

- **Symone McClain – Healthcare Georgia Foundation**
- **Janice Ward – North Georgia Community Foundation**
- **Betsy Covington – Chattahoochee Valley Community Foundation**

Proposal Writing Resources

Help from the Foundation Center

■ How To:

- Proposal writing courses on FC web site foundationcenter.org
- *The Foundation Center's Guide to Proposal Writing*
- Proposal Writing Basics
- Proposal Writing Seminar

■ Sample Documents:

- *The Foundation Center's Guide to Winning Proposals, I & II*
- FAQ on the FC web site

■ Research tools:

- Foundation Center libraries
- Foundation Center web site and publications

Other Sources

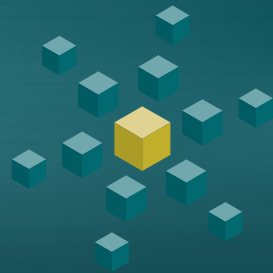
- Georgia Center for Nonprofits
 - www.gcn.org
- Association of Fundraising Professionals
 - www.afpnet.org
 - www.afpnetatlanta.org
- The Grantsmanship Center
 - www.tgci.com

Important Links and References

- healthtecdl.org

Congratulations !!!

- **Proposal Writing : Comprehensive Course (\$189.95 Value)**
- **Foundation Center Training Courses (\$50 Coupon Value)**



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