

GRANTS & FOUNDATIONS DEMYSTIFIED



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Step 1: Are You Ready?



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- Do you have a project that needs funding?
- Do you have a project budget?
- What is your timeline?
- Do you have your 501c3?
 - ▣ If no, do you have a fiscal sponsor?

Step 2: Finding Prospects



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- Local family foundations
- Community foundations
- Large foundations
- Corporate foundations and grant-making programs

Step 2: Finding Prospects

Research:

- Who funds similar organizations?
- Foundation Center
 - Local library may have subscription to access full suite of research tools
- Grant Station
- Georgia River Network website grants listing
- Georgia River Network's NewsStream e-newsletter
- Environmental Education in GA website grants listing

Step 3: Target Grant Prospects

Prospect = You MATCH the funder's:

- Geographic focus
- The issues they fund
- The projects or types of projects they fund
- The work they fund
- The size of grants they give
- Other criteria, i.e.:
 - ▣ Budget size
 - ▣ Application frequency
 - ▣ Any required funding match

Step 4: Are you REALLY ready?

- Review their grant application
 - ▣ Are you able to answer their questions?
 - ▣ Do you have time to prepare an application?
 - ▣ Can you meet their application deadline?
- Can you work with their project timeline?
- Do you know what the restrictions are on the funds and can you work with them?
- Do you REALLY have the capacity to do the project?

Step 5: Build Relationships

- Find and use connections to the grant-maker
- Make connections to the grant-maker
- Before you apply, talk to the grant-maker about your project
 - ▣ Outline your project idea and how you/it are a match for the grant-maker
 - ▣ If possible, talk to them in person
 - ▣ If not possible, talk to them by phone

Step 6: Write the Grant

- Find and follow the funder's application guidelines, which MAY include any or all of the following:
 - Cover letter
 - Project summary
 - Statement of need
 - Project description
 - Objectives and outcomes you want to achieve
 - Methods you will use to achieve outcomes
 - Team that will implement the project
 - Evaluation – how you will evaluate success of project
 - Budgets – organization and project
 - Organizational information

Effective Applications

Demonstrate:



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- That you have a worthy project and it meets an immediate and important need
- That you have strategically planned your project for success
- That you are capable of successfully implementing your project
- That the project fits your mission
- That your organization is strong, has a track record of success, and support from others
- That you will be responsible with their funds

Following Up

- If you get the grant:
 - Immediately sign and send any contracts and a thank you note
 - Document and set-up needed reminders of all requirements – including interim and final report deadlines and deadlines for reapplying for funding
 - Create a plan of work and timeline to accomplish the funded work

- If you don't get the grant:
 - Ask the grantmaker for feedback - what you could have done to improve your application in order to be competitive
 - Ask if they recommend you reapply in the future

Questions?



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