



Dr. William Clark (2019)

Grant Writing 101

# GRANT WRITING

Developing a culture of  
resource development  
for your non profit

Dr. William P. Clark



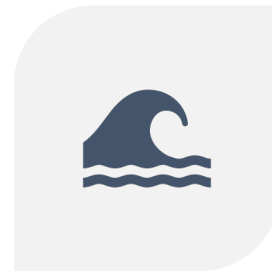
# Before we get started



**BATHROOMS**



**WIFI**

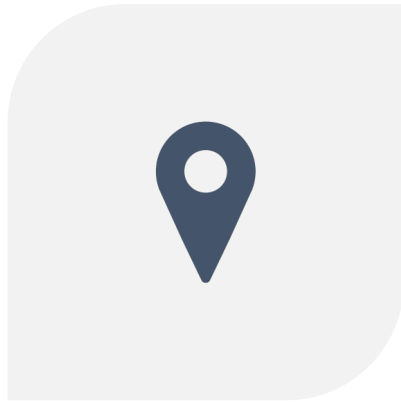


**WATER**

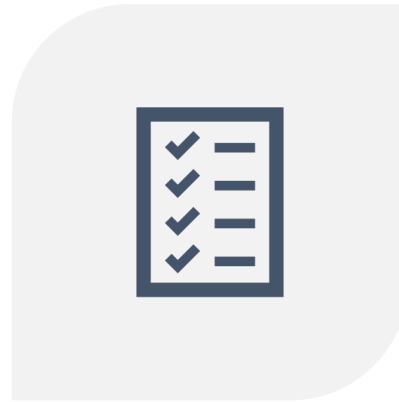


**BOOKS**

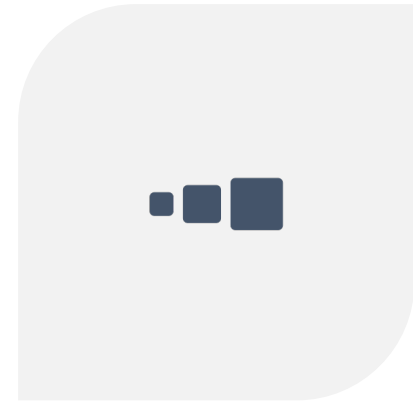
# Before we get started



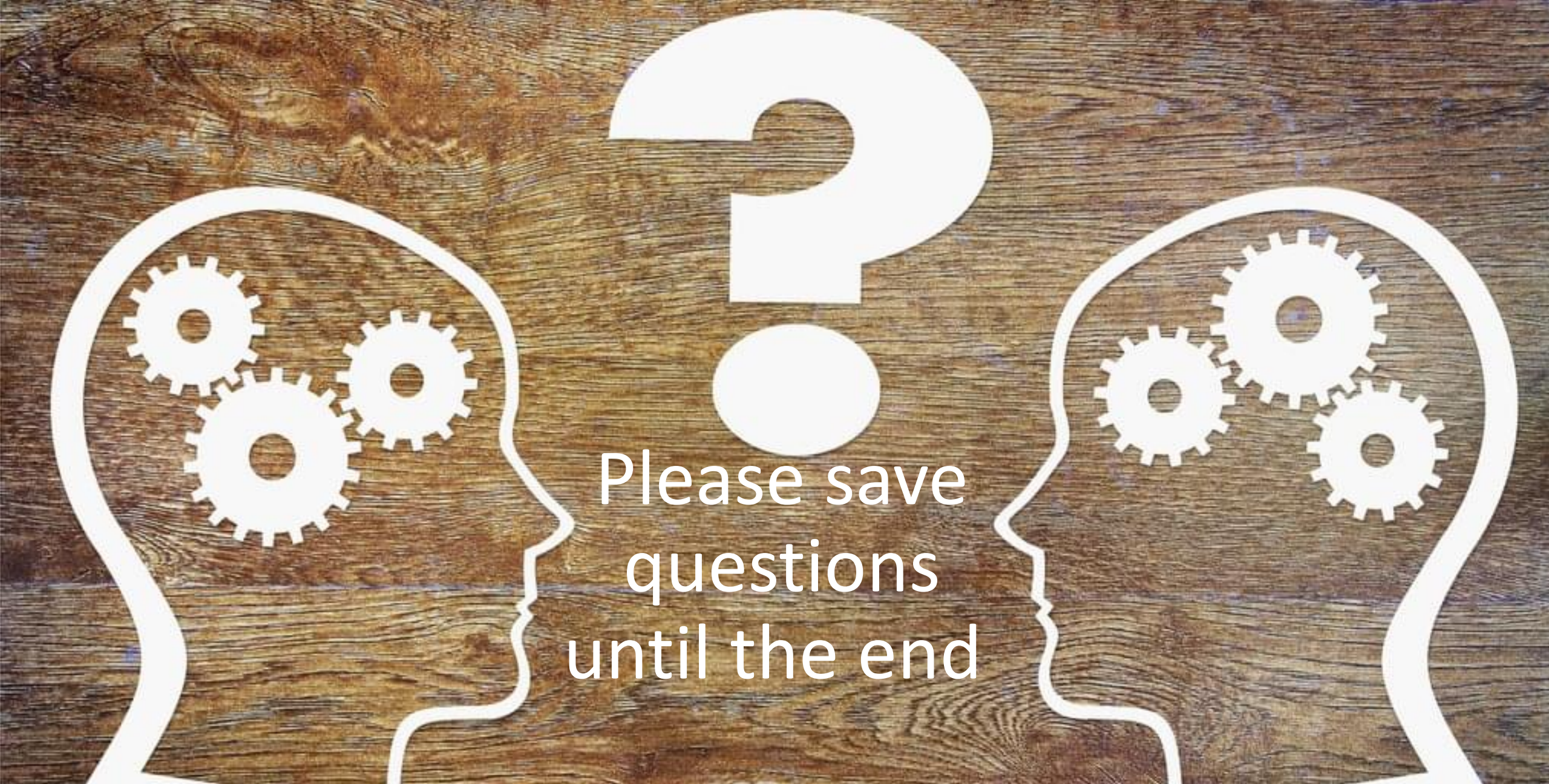
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**TAKE THE PRE-  
SURVEY**



**LOAD THE  
PRESENTATION**



Please save  
questions  
until the end

# About Dr. William Clark

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- Expert in helping small businesses and nonprofits generate new revenue through economic development, earned income strategies, and yes GRANTS
- Over 15 years of experience working in city government, nonprofit administration and public housing operations.
- Executive at a nonprofit based in Bridgeport CT with offices and services provided around the state of Connecticut
- Earned degrees
  - Doctor of Strategic Leadership, Regent University
  - Master of Leadership Development, Penn State University
  - Master of Divinity in Leadership, Southern Seminary (IP)





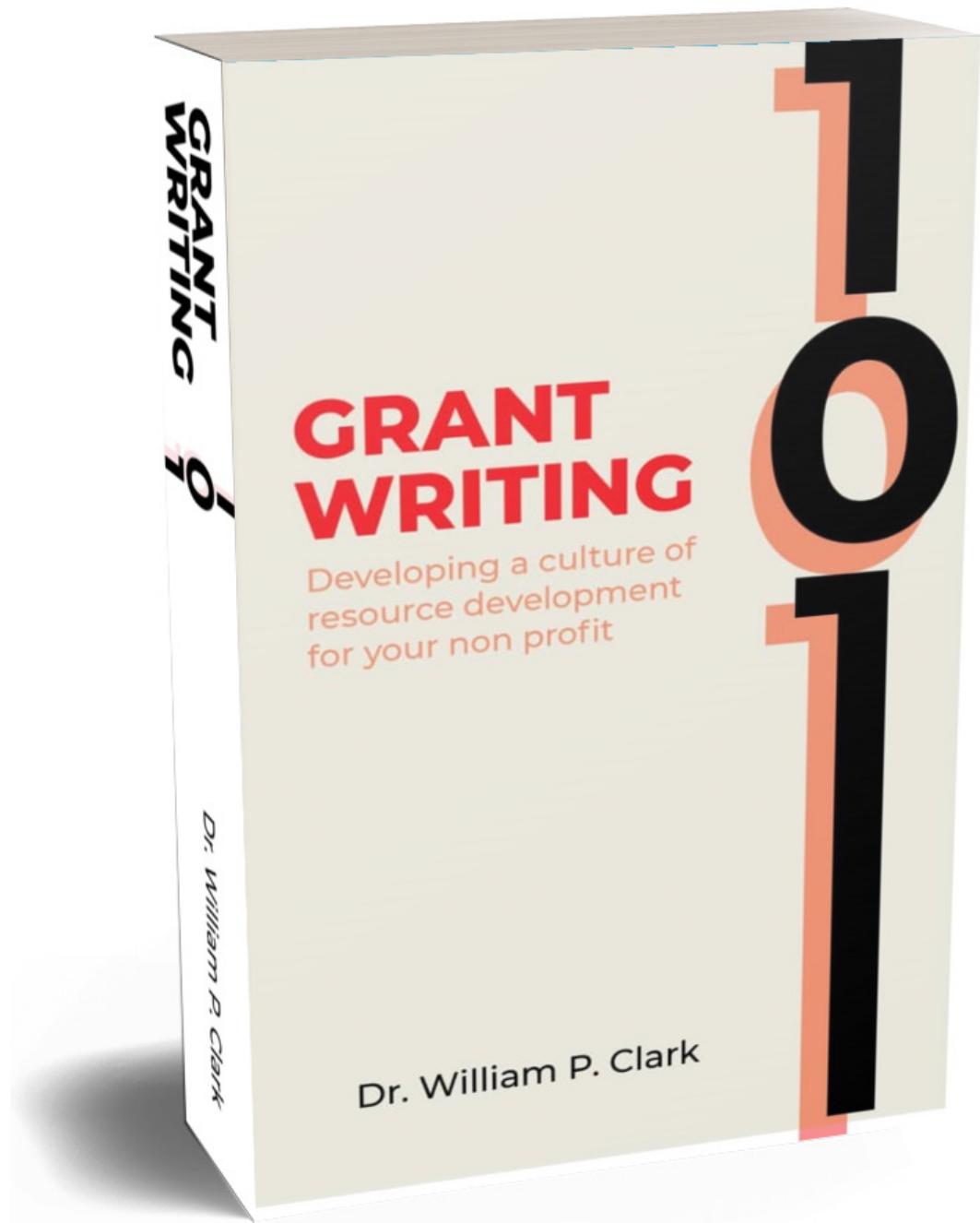
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# My track record...



2018 --> \$327,000



2017 --> \$1,373,000



In 3 years, raised over \$3 million



Managed over \$4.5 billion in economic development projects for the City of Philadelphia

# Grants I have earned and have been a part of

Year	Project	Funder	\$ Amount	Program Success
2018	iBest Second Chance Program	Capital Workforce Partners	\$18,000	IP (On track to EE)
2018	STRIVE Health Career Academy	The WorkPlace	\$72,000	IP (On track to ME)
2018	Youth and Workforce Development	Travelers Foundations	\$50,000	IP (On track to ME)
2018	Capacity Development	Nutmeg Foundation	\$10,000	IP (On track to ME)
2018	ReEntry Workforce Development	The Community Foundation for Waterbury	\$7,500	IP (On track to EE)
2018	WIOA Youth	Capital Workforce Partners	\$150,000	IP
2018	STRIVE for Women (ReEntry)	Community Foundation for Women and Girls	\$9,500	IP (On track to ME)
2018	Workforce Development	Ensworth Foundation	\$10,000	IP (On track to ME)

# Grants I have earned and have been a part of

Year	Project	Funder	\$ Amount	Program Success
2017	STRIVE Fresh Start (ReEntry)	STRIVE International	\$540,000	IP (On track to EE)
2017	Youth Financial Literacy	Citi Bank Foundation / STRIVE International	\$20,000	IP (On track to ME)
2017	iBest Second Chance Program	Capital Workforce Partners	\$18,000	EE
2017	Adult ReEntry Workforce Development	CT DOL	\$75,000	EE
2017	STRIVE Health Career Academy	The WorkPlace	\$60,000	ME
2017	Neighborhood Builders	Bank of America	\$200,000	ME
2017	Youth and Workforce Development	The Hartford	\$20,000	ME
2017	Sector Driven Workforce Development Strategies	United Way of Central and Northeastern Connecticut	\$200,000	EE
2017	Sector Driven Workforce Development Strategies	Prudential Foundation	\$150,000	EE
2017	Sector Driven Workforce Development Strategies	American Savings Foundation	\$12,500	EE
2017	Sector Driven Workforce Development Strategies	Nutmeg Foundation	\$35,000	EE
2017	Sector Driven Workforce Development Strategies	Ensworth Foundation	\$10,000	EE
2017	Marketing Strategies for Engaging Women in Non-Traditional Careers in Manufacturing and Transportation	Walmart Foundation	\$25,000	EE
2017	The Last Mile Project	Melville Charitable Trust	\$7,500	EE

# About this course



For new executive directors / CEOs, staff members



For people new to the grant writing process



For organizations looking to diversify their revenue streams and improve their capacity to submit winning grant application

# What we will learn today



The competition associated with grants



How to stand out in a grant application



Review of a standard grant application



Tips and tricks



Grant databases

# Before we get started



Take a pic with a neighbor



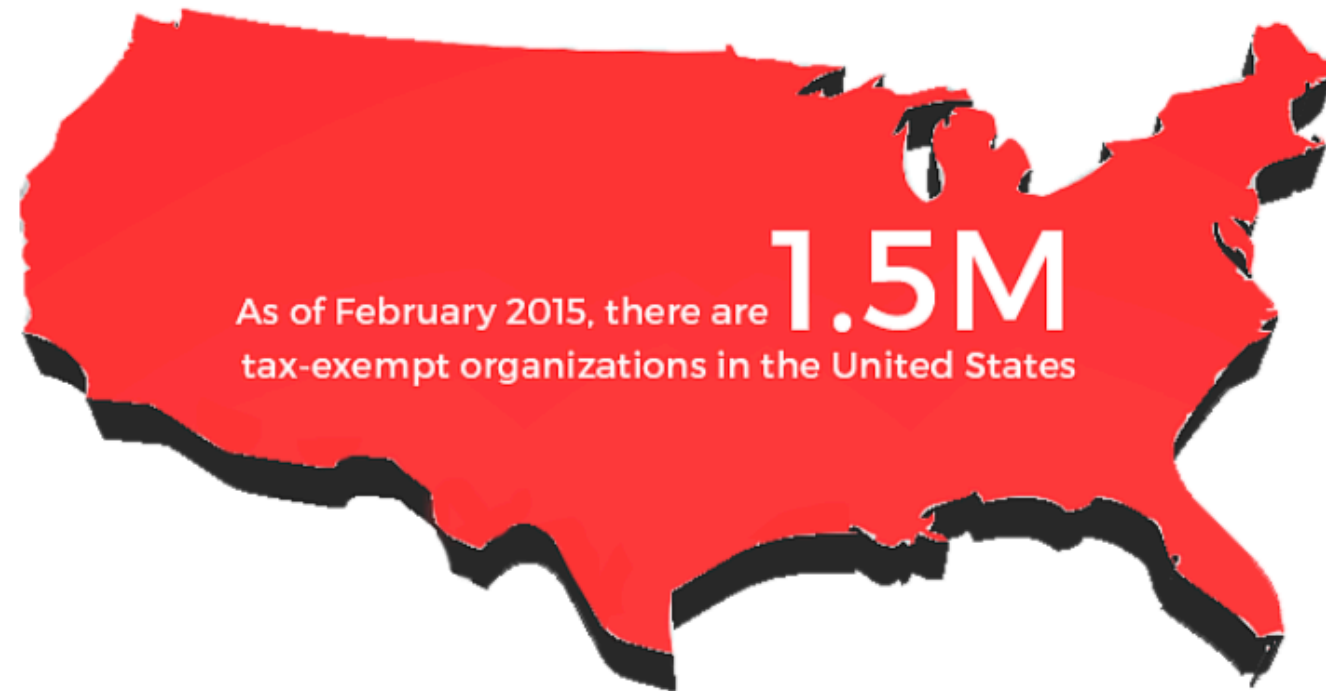
Post on your social media and tag me @DrWilliamPClark



In the message, write “you should be here for the Grant Writing 101 workshop with Dr. William Clark.”

# Statistics About Competing in the Nonprofit Marketplace

According to the National Philanthropic Trust and the National Center for Charitable Trusts, below are recent statistics about nonprofit organizations...





In 2010, nonprofit organizations  
accounted  
for 9.2% of salaries and  
wages paid to US workers.



As of March 2015, there are  
nearly 323,000  
congregations in America





21% came from contributions, gifts and government grants.



73% came from program service revenues, which include government fees and contracts.



6% came from "other" sources, including dues, rental income, special event income, and gains or losses from goods sold.

# Typical annual revenue streams include:

- service revenues
- including government contracts and fees (73% or \$803,000 per organization),
- contributions
- gifts, and government grants (21% or \$231,000 per organization),
- dues, special event income, rental income, and net sales from goods (6% or \$66,000 per organization).



Why leaders and organizations turn to grant funding to support their work?

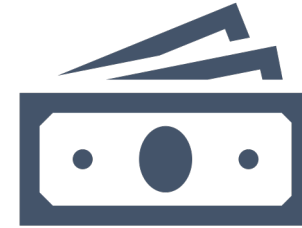
It's a familiar resource for obtaining money

# The pros and cons of obtaining grant funding



## Pros

- Can launch a new nonprofit immediately.
- Can lead to significant growth and exposure.
- Qualifications for funding is made known upfront.



## Cons

- Competitive landscape.
- Shrinking availability of money for grants.
- Increasing pressure from funders for providers to partner.

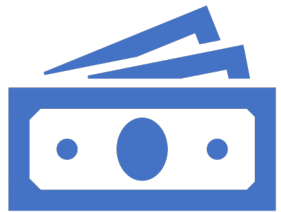
# Why you should pursue grant funding for your nonprofit



One of several revenue streams that can launch or support your nonprofit



Availability of these resources can help you get where you want faster



# How do you stand out to earn a grant?

Differentiate your organization!

## EXERCISE #1: Differentiating your nonprofit from others exercise

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**RELATIONSHIPS – WHO DO YOU KNOW THAT WILL FUND YOU AND / OR WHO WILL HELP YOU GET THE JOB DONE?**

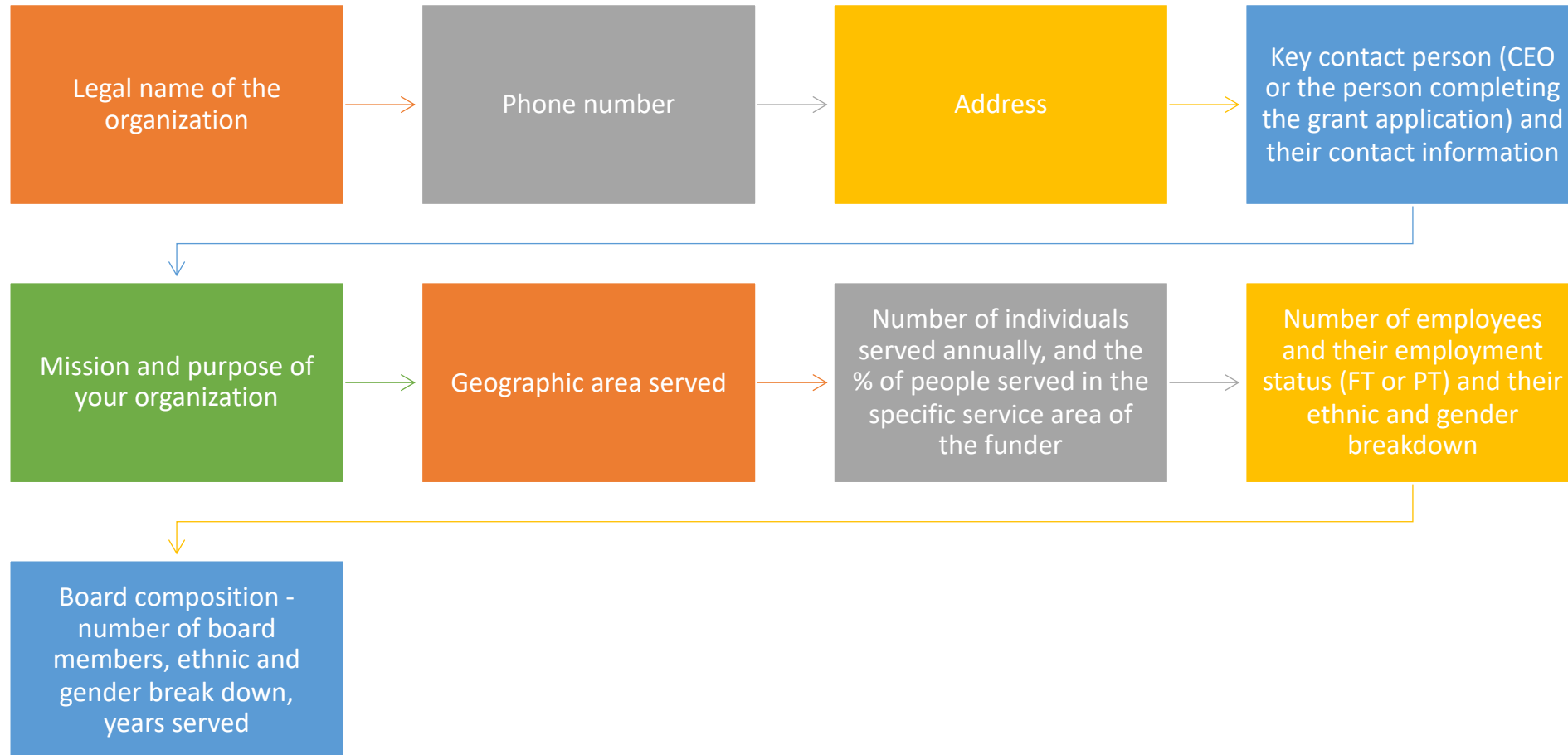


**INFORMATION – WHAT KNOWLEDGE AND SKILL DO YOU HAVE THAT CAN HELP YOU COMPLETE THE SCOPE OF WORK QUICKLY, EFFICIENTLY, AND EFFECTIVELY?**



**CAPACITY – HOW MANY PEOPLE CAN YOU SERVE WITHIN THE BUDGET OF THE GRANT AWARD?**

# Standard grant application part 1A





# Standard grant application part 1B

1. Is this for a new program
2. The amount of money requested and for which program year (typically provided by the funder)
3. Your organization's total budget
4. The proposed budget for the project you're requesting funding for
5. Your fiscal year
6. A copy of your 501c3 letter from the IRS
7. Signatures of key staff members and board members
8. An action plan, strategy document, or theory of change associated with the grant application
9. A narrative to answer to series of questions.



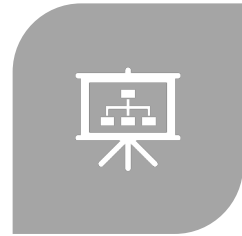
# Standard grant application part 2A

1. Brief summary of organization's history, mission and goals
2. Description of current programs and accomplishments
3. Population the agency benefits: socio-economic status, language, age, physical abilities and/or other descriptions, as appropriate, and how your organization involves them in its planning process
4. How this agency uses volunteers
5. How this agency works with others providing similar services

# Standard grant application part 2B



HOW OFTEN DID THE BOARD OF DIRECTORS MEET AND THE AVERAGE ATTENDANCE RATE



THE TYPE OF INTERNAL FINANCIAL/ACCOUNTING CONTROLS THE ORGANIZATION FOLLOWS



THE SUBMISSION OF THE MOST RECENTLY COMPLETED AUDIT



WHAT FINANCIAL INFORMATION IS GIVEN TO THE BOARD AND HOW OFTEN IS IT PROVIDED



WHAT IS THE PROCESS USED TO ANNUALLY EVALUATE YOUR ORGANIZATION'S EXECUTIVE DIRECTOR

# Standard grant application part 3

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1. Statement of community needs/issues to be addressed; description of target population to benefit
2. Description of project goals for which funds are being requested
3. Project description, including objectives, activities, timeframe, number served and frequency
4. Description of how the people expected to benefit from this project have been or will be involved in its development and implementation
5. Description of how you plan to evaluate the success of the project, including outcomes and results
6. List of key individuals involved in the project; brief summaries of their qualifications (no resumes, please)
7. How evaluation results will be used for program planning—for both the organization and for others doing similar work
8. Long-term strategies for funding this project beyond the grant period

# Standard grant application part 4

1. Budget for this grant request (income and expenses)
2. Listing of the funding sources for this request (foundations, corporations, others) solicited for this request for the current year, and, if this is not a new project, for previous years (indicate the amounts requested and status of your proposal with each one)
3. Organization's annual operating budget and actual income-and-expenses for most recently completed fiscal year (align these side by side).
4. Organization's annual operating budget and actual year-to-date income-and-expenses for current year (align these side by side). Please also include funders, amounts granted and purpose of each grant.
5. Most recent annual financial statement (audited, if available) and management letter (if available).

Organizational chart

Board membership list  
with names and  
affiliations

Copy of IRS  
determination letter  
and/or explanation of  
your tax-exempt status

Annual Report

Letters of agreement,  
if this is a collaborative  
proposal (not letters  
of support)

Copy of organizational  
insurance

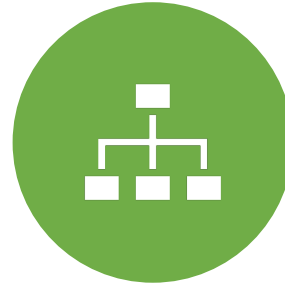
# Standard grant application part 5

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Route I-84



Site based case management



Online career development and coaching



Leadership academy

## Developing A Creative Grant Idea Case study – WIOA Youth

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## Tip and trick #1

Engage a team writing process

01

YOUR TEAM IS  
YOUR BEST ASSET.

02

USE THEM.

03

FRIENDS, FAMILY,  
AND TRUSTED  
ADVISORS ARE  
MEMBERS OF  
YOUR TEAM.



# Tip and trick #2

## Celebrate grant awards (big or small)

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All grant awards are important.

While larger grants are the Holy Grail for all nonprofits, the smaller grants are just as important to the sustainability to your organization.

The little grants of \$5000 or \$10,000 or \$20,000 can be the missing key to meeting payroll or ensuring program continuity.

Tip and trick  
#3

BE AWARE OF,  
NOT WARY  
OF,  
COMPETITION

All businesses have competition.

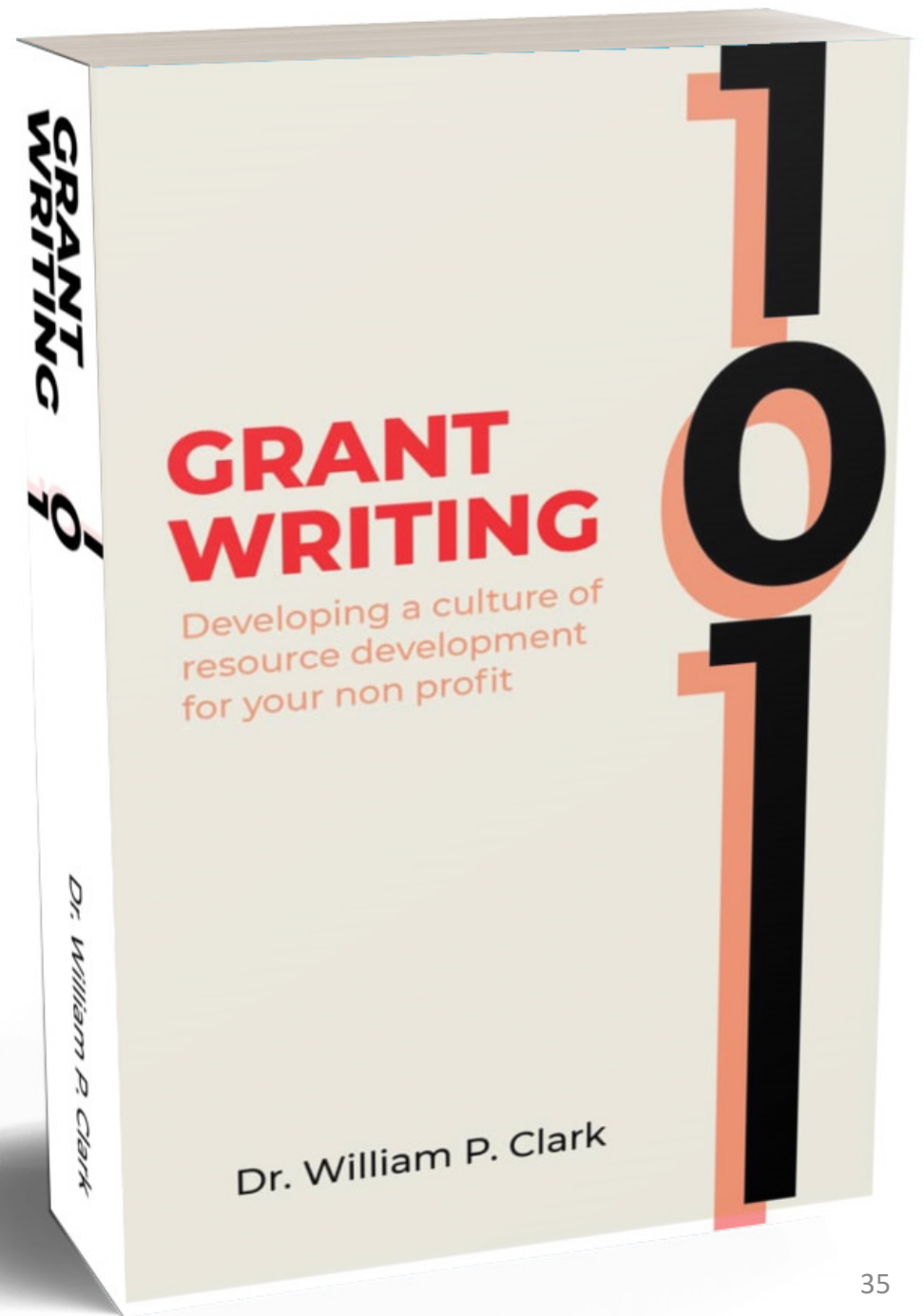
This is especially true in the nonprofit community.

If you look around the geographic location of nonprofits, you will notice that nonprofits are typically huddled in specific communities to meet the specific needs of a specific client base.

In many instances, nonprofits are serving the same clients.

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You can access 10  
tips and tricks in  
my book.



# Grant writing exercise

01

Grant writing is all about telling a good story and conveying your worthiness for funding

02

Exercise: Write a compelling proposal

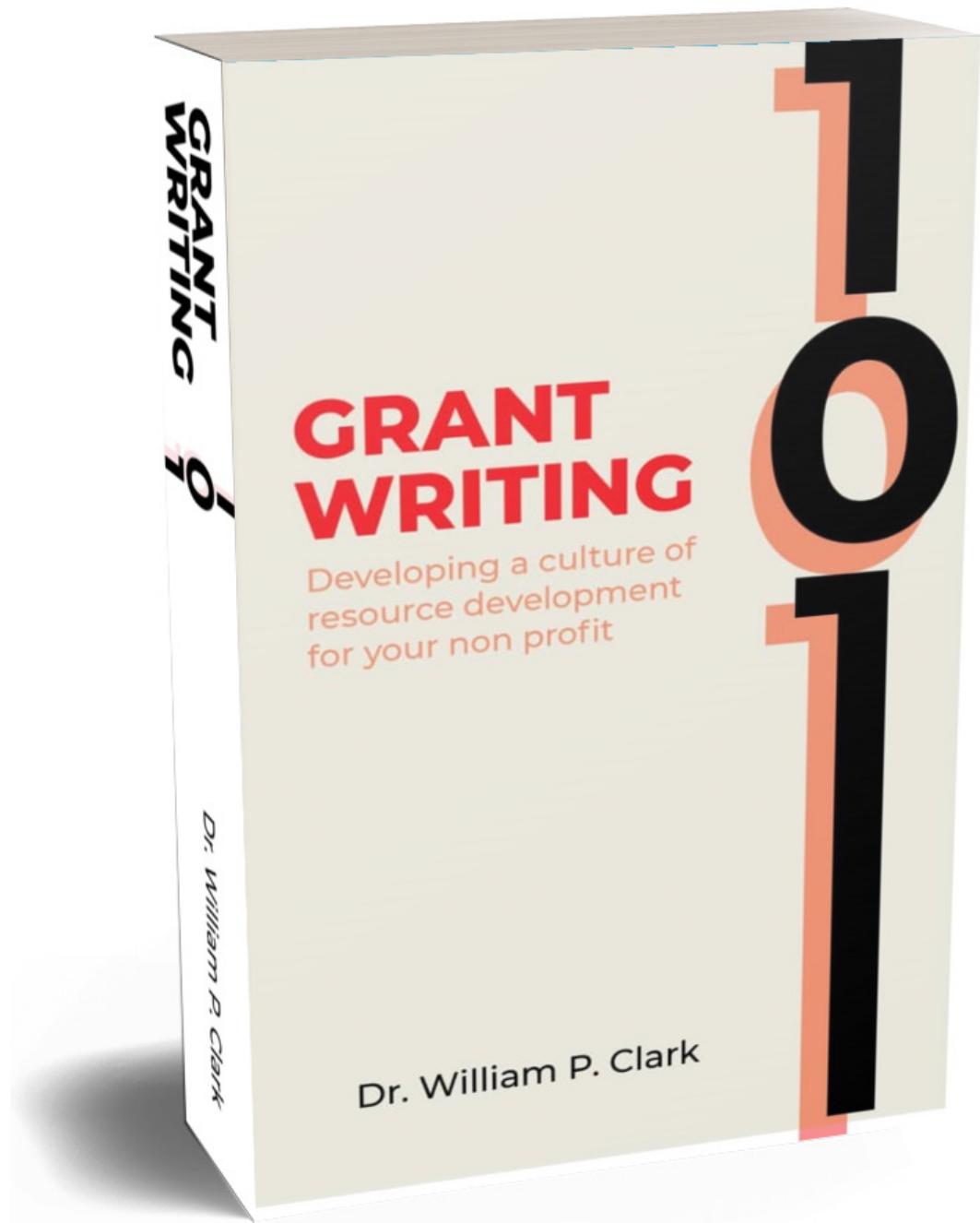
03

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# Activity review

# Grant Databases

- [www.foundationcenter.org](http://www.foundationcenter.org)
- [www.grants.gov](http://www.grants.gov)
- [www.grantwatch.com](http://www.grantwatch.com)
- [www.grantforward.com](http://www.grantforward.com)



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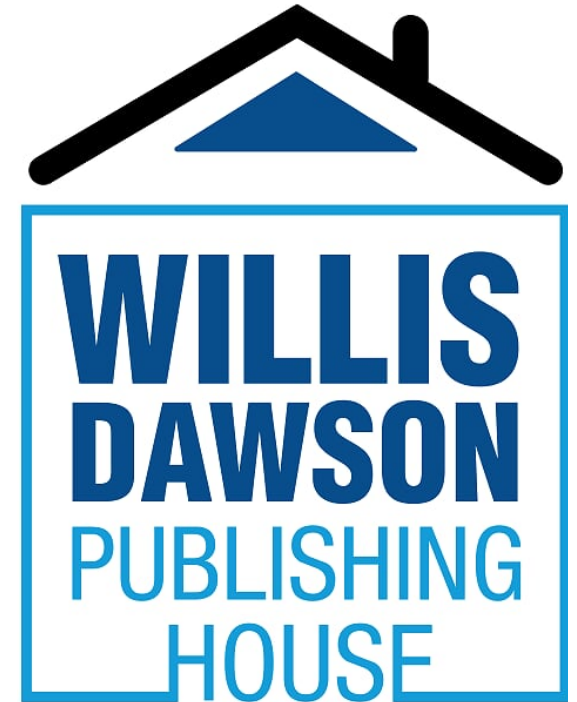


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# Before we close



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**Dr. William Clark**

PRESENTS



**GRANT WRITING FOR BEGINNERS SERIES**

THE INFORMATION YOU NEED TO LAND YOUR FIRST GRANT

TAKE ALL CLASSES OR PICK THE ONE THAT FITS THE MOMENT!



**GW 201**

**Match maker: Finding  
the right grant for your  
organization**

**\$99**



**GW 301**

**Courting the funder:  
Writing the perfect  
grant**

**\$120**



**GW 401**

**Managing the  
relationship: How to  
successfully manage a  
grant**

**\$89**

**BONUS CLASS**

**Keeping the fire burning: Money beyond grants \$39**

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# One more survey...

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THANK YOU!!!

Q&A



DR. WILLIAM CLARK