
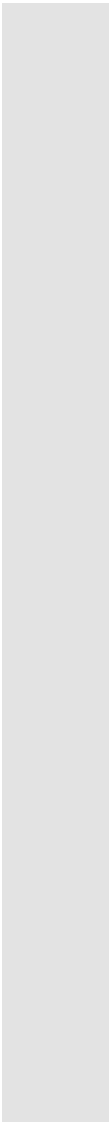


Grant Writing

with Abigail Hevey



Abigail Hevey
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- Master's Degree in Professional Writing
 - Writing and managing grants since 2010
 - Manager of Grants & Development for Coastal Foodshed
 - Consulting Grant Writer/Manager for several local non-profits and for-profits
 - Grant research
 - Grant writing
 - Grant management
 - Project/Program Development
- 



Grant Finding

Grant Writing

Grant Management

Grant Finding

Grant Finding – Where to Look

- Federal, State, Local, Private Foundations, Corporate
- Federal: grants.gov (DOT, FEMA, NEA)
- State & Local – Department websites (CDBG, CPA, MDAR, DOE) (Quasi: Mass Development & Mass CEC)
- Private Foundations (Island Foundation, SouthCoast Community Foundation, The Cape Cod Foundation, Kelley Foundation)
- Corporate (Banks, Home Depot, Walmart)
- Sign up for relevant newsletters (Community Foundation, MDAR, MCC)
- Look at other similar organizations for their list of funders
- Call local funders or leaders and ask their advice on potential grant makers

Grant Finding – Research

- Read the Guidelines – make sure your project is eligible and fits their guidelines

Kelley Foundation

Grants

The Kelley Foundation awards grants to nonprofit organizations that support all areas of the community: health and human services; housing; youth development; food security and access; arts & culture; and the environment.

ELIGIBILITY

All grant applicants must be tax-exempt organizations located in Barnstable County, Massachusetts or have a proposed project/program that serves Barnstable County. Private foundations are not eligible for funding. Kelley Foundation grants are not intended to be a source of annual support. In general, due to limited resources, grants are not awarded to the same organization within a three-year period.

TIMEFRAME

We accept applications on a rolling basis throughout the year. The Executive Committee typically meets monthly to interview grant applicants. Requests of \$15,000 or less will be evaluated in 6-8 weeks; larger requests are reviewed quarterly.

GRANT PROCESS

The entire process is online. Grant applicants must log in to the [online grant system](#) to view the application. We recommend that you read the instructions and reference materials found [on this page](#) carefully before registering for the first time and starting your application. There is also a helpful 4-minute tutorial video [here](#).

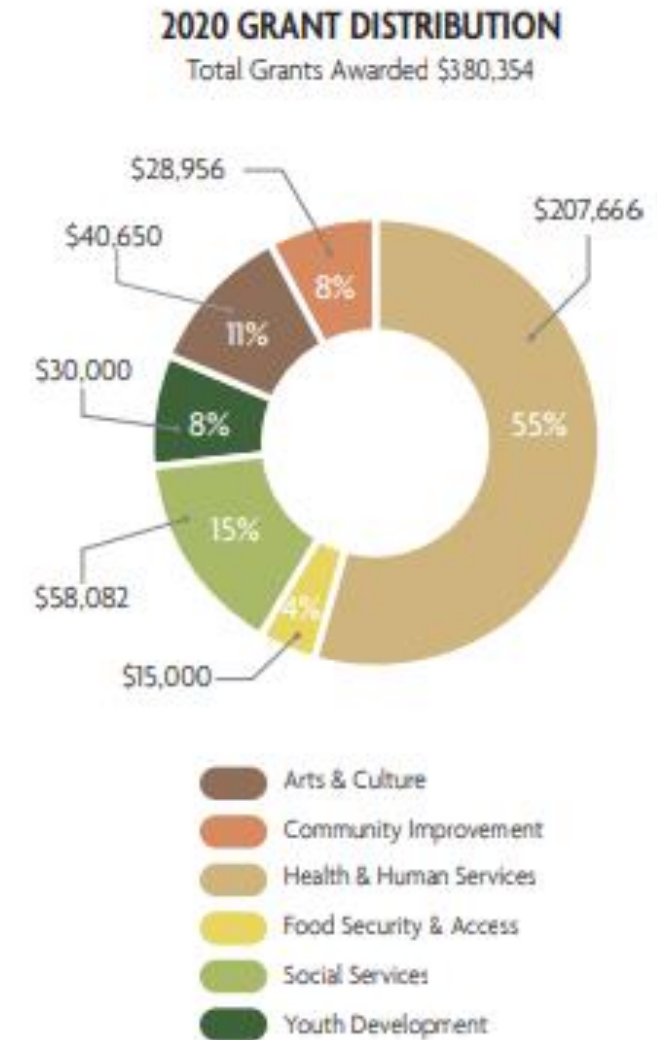
Please note that you will use the same organizational login/account to apply to the Kelley Foundation and The Cape Cod Foundation; however, the Kelley Foundation application is distinct.

Past Grantees: [2020](#) | [2021](#) | [2022](#)

Grant Finding - Research

Read as much about the funder as possible:

- Type of projects they fund (program, general operating, capital expenses)
- FAQs
- Research previously funded projects – helps better understand what they want to fund
- Attend any webinars
- Call the funder if possible (Do not call if site says not to)



2020 Grant Recipients

Alumni & Friends of Upper Cape Cod Regional Technical School | \$10,000

To support the Licensed Practical Nursing Program

Alzheimer's Family Caregiver Support Center, Inc. | \$7,500

To support critical planning, placement and programs for the Alzheimer's Disease and Dementia community that responded to the COVID-19 pandemic. Cape-wide programs included monthly support groups, social/cultural events, education, and clinical consultations.

Big Brothers Big Sisters of Cape Cod & the Islands | \$15,000

To support one-to-one mentoring for Cape Cod youth

Calmer Choice | \$10,000

To help establish the Calmer Choice headquarters

Cape Arts & Entertainment | \$5,000

DBA Cape Symphony & Cape Conservatory

To support the Symphony in the Schools Program

Cape Cod Literacy Council, Inc. | \$9,412

To support the English Learners Focused Study Program

Cape Cod Museum of Art, Inc. | \$5,000

To support the Flick Up*Program which enhances the health and welfare of at-risk teens through expressive digital imagery

Cape Cod Theatre Company/Harwich Junior Theatre | \$7,500

To purchase a new dance floor

Cape Community Access Television Inc. | \$1,456

To support closed captioning for Lower Cape TV video programming

Community Development Partnership | \$10,000

To support renovations at Canal House, a residential sober-living facility

Cultural Center of Cape Cod | \$7,500

To support the "Enhance Access to Education Project" through online programming

Fine Arts Work Center | \$4,000

To support the Summer Workshop Program in Provincetown

Habitat for Humanity of Cape Cod | \$10,000

To support the construction of two, new, three-bedroom affordable homes in Mashpee

Harbor Health Services, Inc. | \$17,500

To support the relocation and expansion of the Ellen Jones Community Dental Center

Historical Society of Old Yarmouth, Inc. | \$7,500

To support the Native Peoples Cultural and Educational Project

Homeless Not Hopeless | \$8,670

To purchase new mattresses for group homes in Hyannis

Homeless Prevention Council, Inc. | \$15,000

To support facility project which expanded HPC office space and increased accessibility and staff safety

Mass Appeal, Inc. | \$5,000

To purchase new children's clothing to supplement gently-used clothing donations

Pause a While | \$10,000

To support a permanent facility in Orleans to hold 12-Step Recovery Meetings for those recovering from drug and alcohol addiction

Provincetown Jazz Festival, Inc. | \$1,650

To support the Jazz in the Schools Program

RFK Children's Action Corp | \$5,000

To support the purchase of a new heating system

Sustainable CAPE-Center for Agricultural Preservation and Education | \$10,000

Center for Agricultural Preservation and Education
To support the Meet the Farmer Program: Food Access & Affordability for Cape Cod Families

The Centers for Culture and History in Orleans | \$10,000

To support renovations and expansion at the current Meetinghouse Museum site.

The Forsyth Institute | \$5,000

To support the ForsythKids Mobile Dental Program on Cape Cod

The Makayla Fund | \$1,000

To support SOS Signs of Suicide® Prevention Programs: Train-The-Trainer & Anti-Bullying Campaign 2020

Truro Community Kitchen | \$5,000

To support the preparation and distribution of free food and prepared meals to people in need on the Outer Cape

WE CAN | \$10,000

To support the Moving Women and Families Towards Financial Sustainability Program

Grant Writing

Preparing Ahead of Time: Creating A Grants System

Create a folder system (Google Drive, Sharepoint, Hard files):

- List of grant opportunities for year with deadlines
- Folder for boilerplate content
- Data collection folder & third party reports/resources
- Folder for all legal/financial documents
- Rough annual budget
- Grants tracking document

Preparing Ahead of Time: Boilerplate Content

Write 1-2 paragraphs on each of the following:

- Short history/leadership bio – show your experience
- The need you address; why you do what you do *back up with data
- The population you serve
- The goal(s) you work toward in your work; your impact (Goals vs. Objectives)
- Description of main programs or services offered (WHO/WHAT/WHEN/WHERE/HOW)
- How do you evaluate your programs or services
- Create living “Data Document”
- Weave together: the need you meet, backed up by research/data, and the logistics of how you meet that need

Preparing Ahead of Time: Data

- Third party data and research to back up the need you address
- Demographics on population(s) you serve
- Internal data (number of people served; annual sales; pounds of food grown; hours spent delivering program; number of partners worked with; survey responses; customer quotes; etc...)
- At least three to four quotes that back up your work and the need you address (Keep in [Data Document](#))

“SNAP is one of the nation's most effective anti-hunger programs. For every 1 meal a food bank provides, SNAP provides 9” - Project Bread

“Children’s social and emotional health affects their overall development and learning. Research indicates that children who are mentally healthy tend to be happier, show greater motivation to learn, have a more positive attitude toward school, more eagerly participate in class activities, and demonstrate higher academic performance than less mentally healthy peers (Hyson 2004; Kostelnik et al. 2015).”

Grant Writing

First steps:

1. Read the full application process/RFR
2. When is the deadline(s) – date and time
3. What is the submission process (email, mail, grant portal-sign up as soon as possible)
4. Outline the application questions – pull into Word doc or Google Drive (go into the portal and pull questions out)
5. Note all attachments (letters of support, budget, audited financials, resumes, bios, etc..)
6. Download any templates – use templates, even if “suggested”
7. Note other stipulations (reimbursement-based, match requirements, timeline requirements – when you would be awarded, recoverable loans)
 - Can't receive funding for costs already spent

Explaining Your Project/Program Logistics

Clarity & Detail

- Explain your project idea and identify what you are requesting funding for in very plain language “We are requesting \$10,000 to purchase a deep freezer”; “We are requesting \$25,000 to fund program staff time over the next 12 months to implement the project”
- Break it into a manageable and reasonable timeline
- Clearly describe the intended impact
- Create clear deliverables
- Be as clear and detailed as possible – show that you have thought out the entire program/project

INSTEAD OF: We will create arts and crafts with kids

GO WITH: We will hire a local artist who will show our youth group how to paint using watercolors. We will provide this service to at least 10 youth each week for 6 weeks over the summer during July and August. The program will serve youth ages 7-12 and we will recruit them through our partnering organizations, posting flyers in local libraries, and on our social media channels.

WHO | WHAT | WHEN | WHERE | HOW

Grant Writing - Checklist

- Tie-in the need you address – gap in services; community need
- Back this up with relevant data/statistics whenever possible
- Provide a clear scope – what are you going to do/what is the plan
- Define the impact the project will have
- Use your own organization's statistics and data (enrollment numbers, participant demographics, quantified impact, etc...) – start collecting this
- Detail you or your organization's credentials/ability to meet this demand
- Present a clear, realistic, and detailed budget
- Present a clear and realistic timeline
- Is it sustainable and/or scalable

Grant Writing – Other Tips

- Follow application as presented – and all guidelines (font, size, page limits, etc...)

Three to five page proposal including a brief history of the organization, project need, project goals, methods used to meet your goals, measures of success, and qualifications of your organization and staff.

- Know your audience
- Use simple language* (audience)
- Brevity is key
- Weave their language into the proposal
- Use bulleted lists
- Write short paragraphs (watch out for page limits)
- White space
- Draft Letters of Support for partners
- Opportunity to collaborate
- Do not duplicate similar projects/programs - be aware
- Think if you were being asked to donate to the organization

Grant Management

Grant Management

Yay! You got the money!

- Now you get to implement the project!
- Send a thank you letter/email
- Spend the money on time (But do not spend any money until you have a signed contract/award letter/check)
- Write down all reporting deadlines and requirements – and then meet the deadlines and requirements!
- Keep in contact with the funder – talk to funder about ANY changes
- Create data tracking system if not already in place
- Follow-up and build relationship with the funder

Boo 😞 You didn't get the money

- Follow-up with the funder and ask for a debrief or feedback on your proposal
- Try, try again



Questions?