

Grant Writing



Our Stories

Intro on Grant Writing
Experiences in Kalamazoo and
Boulder

Who Gives Money

Examples from each phase:

2009 Data:

From	Amt in Billions	Percentage
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Individuals	227.41	75%
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Bequest	23.8	8%
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Foundation	38.44	13%
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Corporation	14.1	4%
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Total:	303.75	100%
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Who Gives Money = People, Most People

- ❑ 7/10 adults give away money
- ❑ 82% of all money given away is from families making \$65,000 or under, so working class and middle class folks are giving all the money away
- ❑ Who gives money, people, any people
- ❑ 1/3 of money given away in the private sector is given to Churches or religious organizations
- ❑ Why? Because they ask a lot, they ask their most loyal people for money most often

Non-Profit Grant Funding

Non-Profit Income

- ☐ Government 30%
- ☐ Earned Income 50%
- ☐ Private Sector 20% (Money given by individuals 85%, foundations 10%, Corporations 5%)
- ☐ Private Sector Money
- ☐ 85% comes from individuals living or dead (5% bequest=dead)



Grant Writing Flow

- ☐ Need 501c3 or you need fiscal sponsorship
- ☐ Getting into position
- ☐ Look For a Good Match with Funding Priorities
- ☐ Writing Grants
- ☐ Receiving Grants- Thank Before you Bank
- ☐ Spending the money
- ☐ Reporting
- ☐ Continuing to build relationships to get more grants
- ☐ Follow Up and Thank- you want a grant this time and next time right?



Getting Ready to Write

1. CASE STATEMENT for the campaign

“In order to do our work and fulfill our mission, we must have”

This case augments the organizational case statement.

The board, staff, volunteers and anyone else close to the organization must believe wholeheartedly in this endeavor

Making A Case Statement

Making the Case

- Mission (Why do you exist?)
 - Goals (What do you do?)
 - Objectives (How do you do it?)
 - History (How long & how well?)
 - Budget (How much? From where?)
 - Structure (Who?)
2. Accurate B

Compelling Language

Community:

- The skills required to make community enjoyable in close quarters can be cultivated and taught.
- Living in community isn't always easy, and it isn't for everyone, but it can be extremely rewarding.
- The BHC co-ops routinely have 2 or 3 times as many qualified applicants as we can accept.
- Experiencing community is its own end, but the skills that enable community in close quarters also support affordability and sustainability.

Compelling Language

Affordability:

- Co-ops are intrinsically affordable even without subsidies because members share space, household durable goods, and many other resources.
- The BHC co-ops have a total of about 300 square feet per person, less than half the regional average.
- Purchasing food and other goods in bulk as a large household -- and now as a system with 50 members -- reduces costs.
- All basic household expenses together: rent, all food, all utilities, household consumables, etc. can be covered for around \$700/month in an unshared room, or \$500/month in a shared room.
- All this means that in a co-op, you can live within walking distance of Pearl Street on an income of \$12,000/year.

Compelling Language

Building Energy Use:

- Co-ops are also intrinsically energy efficient, for the same reason they are affordable. Less building per person means less energy per person.
- Before efficiency investments were made, Masala and Chrysalis members were using about 1/2 as much energy as the regional average, including both electricity and natural gas.
- After upgrading the century old buildings, energy consumption went down to about 1/3 of the regional per capita average.
- North Haven will be energy efficient from the beginning -- we invested more than \$100,000 in building upgrades: windows, insulation, air sealing, LED lighting.
 - These investments are possible because as non-profit member-managers, we do not have the traditional landlord-tenant split incentives.
- Removing these split incentives and investing in efficiency further increases our affordability by reducing operating expenses.

Training Community Leaders: skills, property management, facilitation, non-profit management, accounting, get help HERE

Some Do's and Don'ts

- ❑ give yourself plenty of time, follow all timelines & deadlines, many pieces/attachments you will have to get from others, don't wait til last minute
- ❑ don't feed ex your application on the last day -- this looks wasteful to them b/c they know it would have cost your non-profit less to mail it sooner
- ❑ follow all instructions & answer the questions they ask you to answer
- ❑ don't copy & paste from another grant proposal & fail to change names of foundations
- ❑ get your budget info right -- the balance of revenue, expenses must show that you need their funding, be specific about what you'll spend their money on
- ❑ THANK BEFORE YOU BANK: them, stay in touch with them, send them reports & results, personalized when possible, invite them to your org's events & have others in your org thank them personally, who benefit directly

Fundraising Is Building Relationships

- ☐ fundraising is about relationships so build & build, one step at a time, if they like what you do & how you use their resources, keep building & they may fund you later with more money
- ☐ if they say no 1st time, keep building & ask what you could have done differently, then try again next yr
- ☐ may call them or set up coffee date & ask questions but do not buy their coffee b/c it looks like a bribe, and do not ask them ?s you could have found the answer to on your own on their web site -- do your homework!

Provocative Mission Statement: An Exercise

Why do you exist?

What do you do about why you exist?

We believe in changing the color of philanthropy

We believe that no child should be an unwanted child

What does that mean? Then you are in a conversation

Create a Provocative Mission Statement in groups of 3

It can be for any group or Organization that is in the group

Next lets try to create a case Statement

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