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# Funding Your Project: Applications 101

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Presented by Sally DelGreco at  
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# Researching Foundations

- Maine Philanthropy Center:  
[www.mainephilanthropy.org](http://www.mainephilanthropy.org)
- Foundation Center – Foundation Directory Online:  
<http://foundationcenter.org/findfunders/fundingsources/fdo.html>

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# Foundation Center Search

- Foundation Directory Online
- Fee-based
- Geographic Focus: Maine
- Fields of Interest: Community/Economic Development OR Environment OR Transportation
- Results: 32 Foundations

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# Foundation Center Results

- Alfond Foundation (William & Joan)
- Ausolus Trust
- Betterment Fund
- Cabot Foundation
- Ferguson Foundation
- Hunt Foundation (Roy A.)
- Island Foundation, Inc.
- Jebediah Foundation
- Jockey Hollow Foundation
- Kennebunk Savings Bank Foundation
- Ladd Charitable Corporation (Helen & George)
- Maine Community Foundation
- Maren Foundation (Thomas H.)
- McEvoy Foundation (Mildred H.)
- Merck Family Fund
- New Balance Foundation
- Orchard Foundation
- Peabody Charitable Fund (Amelia)
- Penn National Gaming Foundation
- People's United Community Foundation
- Quimby Family Foundation
- Roby Charitable Trust
- Savings Bank of Maine
- Sewall Foundation (Elmina B.)
- Sprague Educational & Charitable Foundation
- Strawbridge Foundation
- Sweet Water Trust
- Switzer Foundation (Robert & Patricia)
- TD Charitable Foundation
- Widgeon Point Charitable Foundation

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# Assessing Foundation Opportunities

- Foundation support is not “one size fits all”
- Contact the funder (if allowable).
- Check the funder’s website.
- Review prior funding activity:  
[http://lnp.fdncenter.org/funder\\_990.html](http://lnp.fdncenter.org/funder_990.html)

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# Assessing Foundation Opportunities

- Do the foundation's priorities align with your project?
- Does the foundation fund projects in your geographic area?
- Does the foundation provide support for what you need \$\$\$ for? i.e. bricks & mortar, staffing, overhead, etc.
- Have they funded projects similar to yours in the past?
- What is their range of financial support?

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# Proposal Development

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# Grant Writing is a Team Sport

- Recipe: 2/3 planning; 1/3 writing.
- Identify possible partners.
- Assess the time available and establish a timeline and deadlines for proposal development.
- Acknowledge and allocate staff time.
- Conduct an information inventory – many requirements are the same from grant to grant.
- Assign a point person and primary author.
- Ask outsiders to review early drafts.

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# “Let’s just hire a grant writer”

- DOES NOT let you off the hook.
- Grant writers get paid whether or not your project gets funded.
- Ask for references and writing samples.
- Are they familiar with your client population or service area?
- Develop a work plan – including deadlines and deliverables - with the planning committee AND the grant writer.

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# Tips on Writing the Narrative

Project Narratives typically must satisfy the following questions:

- What do we want?
- What concern will be addressed and why?
- Who will benefit and how?
- What specific objectives can be accomplished and how?
- How does our request relate to the funders purpose, objectives, and priorities?
- Who are we and are we qualified to meet this need?

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# The Budget

- No surprises! Budget should reflect the activities already discussed in the grant.
- If requesting funds for a multi-year program, build in cost of living increases – 3-5%.
- Clearly identify matching funds if required.
- Costs should be allowable and reasonable – does it pass the straight face test?
- Check your math.
- **CHECK YOUR MATH!**

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# The Budget Narrative

- Explain the rationale behind your figures.
- Describe funding you have received or hope to receive from other sources.
- Describe anything unusual or special circumstances.

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# Attachments

- Vary from funder to funder.
- Only include if requested or if directly related to the narrative.
- May or may not count towards page limits.
- May include:
  - Financial reports
  - Most recent audit
  - Form 990
  - Board list
  - Letters of support/commitment
  - Resumes
  - 501(c)3 letter

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# 10 Reasons Proposals Get Rejected

1. Proposals are unclear or missing required information
2. Need has not been adequately identified
3. Programs are not well thought out
4. Activities do not align with money requested
5. Budget is vague, inconsistent or unrealistic
6. Staff expertise is not conducive to program activities
7. Program has not demonstrated a solid track record
8. Proposals are submitted AFTER the deadline
9. Organization has a good idea but the proposal is poorly written
10. Program activities are not based on best practices

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# Tips for Successful Grant Writing

- Read the proposal instructions first
- Prepare a checklist of all of the required components
- Don't use jargon or acronyms without an explanation
- Write as if you have already been funded
- Commit only to activities you can fulfill
- Include everything you have been asked to include
- Time your work so you are finished a few days before the due date
- Stay within the page, margin and font size requirements
- Read and edit your proposal in its entirety
- Have someone not familiar with your program read the proposal for clarity

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# Resources

- **DelGreco Strategic Partners**
  - Eleven years of grant writing and grant implementation and management
  - Secured over \$15 million for Maine organizations
- **Maine Philanthropy Center**
- **Maine Association for Non-profits**
- **The Foundation Center**
- **The Fund Raising School at the Indiana University Center on Philanthropy**

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