Tools for Grant Writing

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Champaign County Regional Planning Commission (CCRPC)

Overview

- Funding Research
  - Funding sources
  - Program clarity

- Proposal Writing
  - Common proposal components
    - Small foundation grant example
    - Large government grant example

- General Tips
  - Relationship building
  - Resources

Funding Research

- **Funding sources**
  - Government – federal, state
    - Detail-oriented, strict structure
  - Foundations – private, corporate, community, family
    - Application structure varies considerably
- **Finding a good match**
  - Funding search criteria based on project
    - Geographic focus
    - Fields of interest
    - Types of support
    - Amount needed
    - ❖ Start local: foster local relationships, less application time, less competition

Funding Research

▸ Federal Government: www.grants.gov

Funding Research

▸ Federal Government: www.grants.gov

Funding Research

▸ State Government:
www2.illinois.gov/pages/agencies.aspx
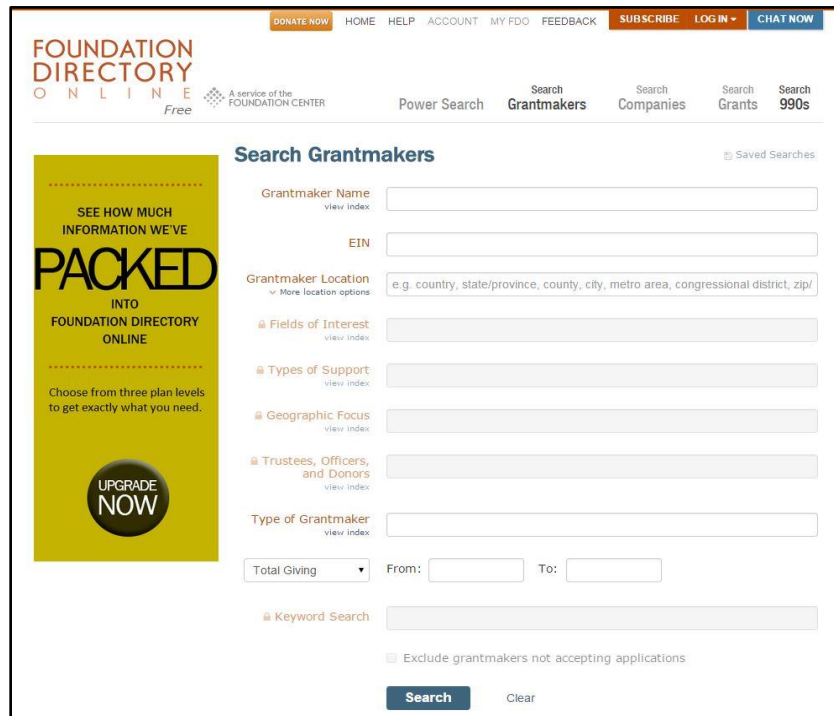
- Department of Commerce and Economic Opportunity

- Environmental Protection Agency

- Department of Natural Resources

- Department of Transportation

Funding Research

▸ Foundations: www.foundationcenter.org

◦ Application structures vary

◦ Often have local focus

◦ Relationships are important

◦ Foundation Locator: www.cof.org/community-foundation-locator

Funding Research

- Local corporations and community organizations
  - Use existing relationships to investigate potential collaborations on donation-based or mutually-beneficial projects
    - Hospitals
    - Banks
    - Major Manufacturers

Funding Research

▸ Project clarity
  ◦ Fully understand your organization and motivations
    · Be able to tell the back story and history
    · Be able to outline the organizational structure
    · Who and where, specifically, is your population?

  ◦ Fully understand the project and motivations
    · Overall goals and desired outcomes
    · Relate the project to your organization mission/vision

  ◦ Letters of Inquiry: Pre-Approval to submit an application
    · Organizational Information: structure/mission/budget
    · Brief description of project and desired outcomes
    · Amount requested and how it will be spent

Funding Research: Foundation Example

▸ The Champaign County Regional Planning Commission (CCRPC) is looking for $33,000 to improve household hazardous waste collection options for East Central Illinois.

  ◦ Program Clarity
    • Fully understand your organization and motivations

    CCRPC is an intergovernmental membership organization
    Mission: health, safety, welfare, education, economic
    　　　　　　development, environment
    Geographic area: Champaign County + greater East Central IL

    • Fully understand the project and motivations

    The planning and community development division of RPC seeks
    to improve household hazardous waste collection options for
    East Central Illinois, (previously addressed through the Illinois
    EPA who scaled back services due to funding cuts).

Funding Research: Foundation Example

- The Champaign County Regional Planning Commission (CCRPC) is looking for $33,000 to improve household hazardous waste collection options for East Central Illinois.
  - Narrow down potential funding sources
    - (Starting local) Lumpkin Family Foundation: Supporting non-profit organizations and units of local government in East Central Illinois

      "…encourage environmental responsibility…"
      - **Letter of inquiry (online), required before full application**

Funding Research: Government Example

▸ The Village of Sadorus needs $250,000 for critical water system upgrades.

  ◦ Program Clarity

    • Fully understand your organization and motivations

      Municipal government

      Responsible for public infrastructure

      Responsible for health and safety of workers and residents

    • Fully understand the project and motivations

      Critical infrastructure upgrades needed to protect local system workers and local residents (resource recipients)

Funding Research: Government Example

▸ The Village of Sadorus needs $250,000 for critical water system upgrades.

- Narrow down potential funding sources (start local)

  - Infrastructure is not a common focus for many foundations

  - Local corporate or organizational donations would not likely contribute this much money

  - State of Illinois Department of Commerce and Economic Development:
    Community Development Assistance Program (CDAP)

    - Units of local government with population of 50,000 or less

    - "…enable grantees to carry out …activities that will expand economic opportunity, principally for low and moderate-income persons…"

      - *60 pages of instructions, 46 page application*

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Proposal Writing

- **Common components**
  - Title
  - Executive Summary
  - Organization Information
  - Statement of Need
  - Project Description
    - Goals
    - Objectives
    - Methodology
    - Sustainability
  - Budget
  - Evaluation

Proposal Writing

- Title
  - Direct, clear, comprehensive but not too long
- Executive Summary – clear and persuasive
  - Describe the problem and why outside assistance is needed
  - A few key descriptors of your project
  - What makes your project unique or exceptional
  - How is your organization uniquely positioned to carry out the project
  - Identify the amount requested
  - Sometimes the executive summary is easiest to write last, after all other parameters have been defined

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Proposal Writing

- Title: Foundation Example

A Strategy for Improving Household Hazardous Waste Collection Options for East Central Illinois

- Executive Summary: Foundation Example

This project aims to identify a strategy to improve household hazardous waste collection options for East Central Illinois. Leftover household projects that contain corrosive, toxic, ignitable, or reactive ingredients require special care at disposal to protect the health and safety of the region's population and environment. To accomplish this, CCRPC is requesting $33,000 to cover the estimated 320 hours of staff time necessary to research and compile data and information, inventory available options, as well as interview and subsequently review information with relevant parties.

Proposal Writing

▶ Organizational Information
- Mission statement
- History
- Number and capacity of staff
- Description of geography and members/residents/clients
- Major programs/primary activities
- Awards/accreditations
- Collaborations

Proposal Writing

▶ Organizational Information – Foundation Example

ORGANIZATIONAL BUDGET   CL 20   FY2013: $20 million

GEOGRAPHICAL LOCATIONS SERVED   CL 400

The Champaign County Regional Planning Commission seeks to provide services within Champaign County in particular, and also within the greater area of East Central Illinois.

SERVICE AREA

MISSION STATEMENT   CL 1000
The Champaign County Regional Planning Commission (RPC) is an intergovernmental membership organization that provides and administers a variety of planning, community & economic development, early childhood education, and social services for Champaign and surrounding counties. As a multi-purpose agency, RPC delivers 100 different programs and services with a staff of approximately 180 employees.

STAFF

RPC Mission Statement: Promote, plan, facilitate, and accomplish the improved health, safety, welfare, education, economic conditions, environment, and regional development within Champaign County in particular, and also within the greater area of East Central Illinois. All such services will be performed in the spirit of intergovernmental cooperation and with a regional vision for the maintenance and enhancement of the quality of life.

MISSION

Proposal Writing

- Statement of Need
  - What is the need/problem?
  - Who has the need/problem?
  - Why is this a need/problem?
  - What will happen if this need/problem is not addressed?
    - How do you know?

Proposal Writing

▸ Statement of Need – Foundation Example

HHW are leftover household products that contain corrosive, toxic, ignitable, or reactive ingredients (e.g., non-latex paints, harsh chemical cleaners, oils, thinners, weed killers, insecticides, and pesticides). HHW requires special care at disposal.

What

Who

Downstate IEPA HHW collections are inadequate for several reasons (infrequent, expensive, inconvenient, etc.). Local government jurisdictions or agencies requesting a HHW one-day collection are placed on a prioritized waiting list, with amount of local funds provided for the one-day collection as one IEPA selection criterion. For a HHW collection, local funds derived from landfill 'tipping fees' is not available to the great majority of Illinois counties with no landfill. Meanwhile, county and municipal governments and area health agencies constantly receive inquiries from residents about HHW disposal.

Why

or in some cases putting them out with the trash. The dangers of such disposal methods might not be immediately obvious, but improper disposal of these wastes can pollute the environment and pose a threat to human health. Many communities in the United States offer a variety of options for

What will happen if not addressed?

Proposal Writing

- **Project Description**
  - Goals – related to defined need and target beneficiaries
  - Objectives – describes the outcomes
  - Methodology
    - How will you carry out the tasks?
    - How much time will it take?
    - What resources will be required?
    - In what order do they need to be completed?
  - Sustainability – how will the impact endure in the future?

  - Describe the program in a way that will pique interest
    - Be prepared to sell the "heart" of the program
    - Why should anyone else care?

Proposal Writing

▸ **Project Description** – Foundation Example

Counties selected as an initial regional focus will include the East Central Illinois counties of: Champaign, Vermilion, Douglas, Edgar, Coles, Cumberland, and Clark.

Goal

The first phase of this project is the development of a report which contains complete background information and a descriptive inventory of alternatives for HHW collections in the seven east central Illinois counties.

The proposed Phase I Report will include:

Objectives

1) a description of state and federal hazardous waste regulations which relate to HHW in Illinois, with particular focus being the selected east central Illinois counties

2) a description of what happens to HHW collected in Illinois [generally].

3) a description of best management practices/state-of-the-art HHW disposal/recycling/reuse alternatives generally.

Proposal Writing

▶ **Project Description** – Foundation Example

- Convene local stakeholders to educate and explore local options.
- Identify existing reuse, recycling, and composting businesses that would like to expand.
- Perform an analysis to identify wastes that need to be managed differently. This would show development potential of enterprises that reuse, recycle, or compost these wastes.
- Identify local resources available and adopt policies in support of this vision of an RR park.
- Contact others who have developed such facilities and learn how they approached the task.
- Target realistic steps for your program, budget for them and make sure they are accomplished.

Methodology

Proposal Writing

▸ Budget

- Decide how much to ask for
  - Very few funders will fund 100% of a project
  - Look at other grants awarded by agency
  - Apply to multiple sources (if you can find suitable ones)

- Justify all expenses

- Be consistent with the project description

- Parameters to consider:
  - Duration
  - Level of resource commitment from your organization
  - Resource commitment from other collaborators

Proposal Writing

▸ Budget – Foundation Example

Task	Description	Planner Hours	Planner Rate	Planner Cost	Intern Hours	Intern Rate	Intern Cost
1	Describe federal and state hazardous waste legislation applicable to HHW	16	27.90	446.40			
2a	Research/document what happens to HHW collection in Illinois - general	20	27.90	558.00	36	12.00	240.00
2b	Overview HW in IL counties				72	12.00	864.00
2c	Visit major HHW contractors (4 possibly 5)	20	27.90	558.00			
2d	Visit ILEPA sponsored HHW collection facilities (4) in northern IL	25	27.90	697.50	72	12.00	864.00
2e	Describe residential HHW collection in 7 target counties						
2f	Describe commercial/industrial HHW collection in 7 target counties				72	12.00	864.00
3	Research best mgmt practices/state-of-the-art HHW disposal/recycling/reuse alternatives generally	25	27.90	697.50			
4	Identify potential HHW disposal recycling reuse alternatives for residents of 7 target counties	65	27.90	1,813.50	72	12.00	864.00
5	Interview/meet recycling coordinator/key representatives of 7 target counties (7 x 5)	30	27.90	837.00			
6	Draft report	20	27.90	558.00			
7	PCD Manager review of draft report	6	34.00	204.00			
8	Review draft report with relevant county representatives	30	27.90	837.00			
9	Review draft report with selected ILCSWMA, IRA members and potentially w ISTC research	20	27.90	558.00			
10	Revise report based on feedback	20	27.90	558.00			
11	PCD Manager review of draft report	4	34.00	136.00			
12	Final revisions, packaging/distribution of report	10	27.90	279.00			
13	Further develop proposal for Phase 2 7-County strategy implementation and final Phase 3 report	30	27.90	837.00			
	PCD Manager Hours:	10					
	PCD Planner Hours:	331					
	PCD Planner & PCD Manager Hours:	341		9,574.90	324		3,696.00
			Fringe @ 46%:	4,404.45		Fringe @ 23%:	850.80
			Indirect @ 45%:	4,308.71		Indirect @ 4	1,663.20
	Hourly Billable Subtotals:			18,288.06			6,210.00
	TOTAL HOURLY BILLABLE:	24,498.06					

Proposal Writing

▸ Budget – Foundation Example

COMMODITIES	Costs
legal review by Asst. State's Atty	750.00
publications/references	350.00
printing/advertising	500.00
North American Haz Matl Mgmt Assoc membership	175.00
travel	3,150.00
TOTAL COMMODITIES:	4,925.00
Total estimated cost for Phase 1	**29,423.06**

Proposal Writing

- Budget – Foundation Example

12			
13	**Project Budget Table**		
14			
15	**Expense Category**	**Total Project Budget for this line item**	**Amount Requested from The Foundation**
16			
17			
18			
19			
20			
21			
22			
23			
24	**Example of Completed Project Budget Table**		
25			
26	**Expense Category**	**Total Project Budget for this line item**	**Amount Requested from The Foundation**
27	Consulting Fees	$ 5,000	$ 5,000
28	Consultant Travel	$ 600	$ 600
29	Room rental & catering for board retreat	$ 700	$ 700
30	Staff travel	$ 150	$ -
31	Materials	$ 300	$ 150
32			
33	**TOTAL**	$ 6,750	$ 6,450
34			

Proposal Writing

▸ Evaluation – define the criteria for evaluating the success of your project
  ◦ Three major types of evaluation:
    · Goals-based: have you achieved your objectives?
    · Process-based: analyze strengths and weaknesses
    · Outcomes-based: what is broader impact?
  ◦ Know the project's desired outcome
  ◦ Know the funder's expectations
  ◦ Know how much $ is available in budget for evaluation

Proposal Writing

▸ Evaluation – Foundation Example

"Conditions of Grant" contract, 2012:

On or before December 1, 2013 provide to The Foundation a report. This report will describe actions taken and review progress toward goals, stating whether or not goals were achieved and explaining reasons for success/failure; describe lessons learned; and provide an accounting of all funds spent with explanation of variances from the original proposal.

Lumpkin website, 2015:

Example of Completed Evaluation Indicators Table

Indicator	Baseline Data	Target	Person responsible
1. Increased number of donors	15 current individual donors	30	Executive Director
2. Increased board giving	2 of 12 board members gave last year	7	Board President
3. Increased board participation	Average attendance at board meetings was 5 0f 12	9	Executive Director

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▸ **General Tips**
  ◦ Relationship building
  ◦ Resources

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Proposal Writing

▸ Title: Government Example

Village of Sadorus Water System Improvements

▸ Executive Summary: Government Example

Letter of Transmittal

Dear Director:

The (name of local government) is submitting an application for a public infrastructure grant under the Community Development Assistance Program (CDAP). The grant request is in the amount of $_____ to be used to (use of funds). The benefit to low-to-moderate income individuals is _____%. The grant will be leveraged by $_____ in ____(source of funds)_____.

I certify that this application meets the eligibility thresholds of Benefit to Low-to-moderate Income Persons and Threat to Health and Safety; and, if not proffering a community-wide benefit, this project will benefit a target-area that is primarily residential.

Very truly yours,

(Signature of Chief Elected Official)

Proposal Writing

- Title: Government Example
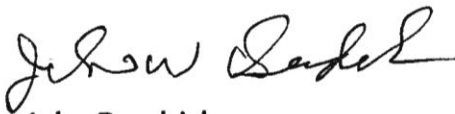
Village of Sadorus Water System Improvements

- Executive Summary: Government Example

Dear Director:

The Village of Sadorus in Champaign County is submitting an application for a public infrastructure grant under the Community Development Assistance Program (CDAP). The grant request is in the amount of $188,100 to be used to make critical upgrades to the village water system. The benefit to low-to-moderate income individuals is 67%. The grant will be leveraged using a loan from the Champaign County Regional Planning Commission Intermediary Relending Program.

Very Truly Yours,

John Deedrick
Mayor, Village of Sadorus
217-369-2630

Proposal Writing

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Proposal Writing

▸ Organizational Information – Government Example

SECTION 1: APPLICANT INFORMATION			
1.1	**Legal Name of Applicant:** *(Attach copy of W-9)*	Village of Sadorus	
1.2	**Address of Applicant:** *(Include your extended 9-digit zip code):*	115 East Market St, Sadorus, IL 61872	
1.3	**Chief Officer:** *(If more than one, attach a list with all Officers)*	Name: John Deedrick Title: Village President Address: 115 East Market St, Sadorus, IL 61872	
1.4	**Description of Applicant:** *(200 Character maximum)*		

SECTION 2: APPLICANT HISTORY			
2.1	Have you received a grant from the State of Illinois within the last 3 years?		☐ Yes ☒ No
	Provide total number of grants received from the State of Illinois within the last 3 years.		0
	If yes, provide the following for each grant received in last 3 years:	Agency: Grant #: Grant Amount: Grant Term: General Description: Issues:	
2.2	If applicable, list all Names and FEINs that are registered to your organization or have been registered during the past 3 years.		
	Name	**FEIN**	
2.3	In the past twelve months, have there been any changes in the following key staff? Check all that apply. Provide detail for any boxes checked including names of the person who left the position and the name of their replacement. Indicate the number of months the position has been vacant if the position is currently		

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Proposal Writing

▸ Statement of Need – Government Example

Activity*	Total # of Persons Activity Will Serve	# of Low - Moderate Income Persons Activity Will Serve	% of Persons Served who have Low - Moderate Income	Amount of CDAP Funds Requested for the Activity	Amount of CDAP Funds to Benefit Low - Moderate Income Persons
Water	399	267	67	188,100	126,027

Who

The Village of Sadorus owns its own water system and water treatment plant. In 2012, the Sangamon Valley Water District took over operations. During this transition, some major health and safety threats were found primarily in the electrical controls for the water treatment plant. There are direct threats to workers on site at the plant as well as the daily potential for system shut down, which has occurred five times since the Water District took over.

Who

What

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Proposal Writing

▸ **Project Description –** Government Example

The control equipment for the various treatment processes is antiquated and needs to be upgraded to ensure reliable treatment for the community. The water treatment plant generator was installed in the 1960s. Replacement parts can no longer be found. It has no automatic control switch, so someone has to go and manually turn it on if needed. Four of the five shutdowns over the last 18 months were because the system lost controls to the water wells; lost controls to the tank that tells the wells when to shut off (twice); and disabled the softener unit's ability to regenerate properly. In addition, the softener does not have a working safety valve, and the valve has been discontinued. The District is unable to repair it. This replacement will require new process piping and valve cluster to maintain operation. The District fears another shutdown any day because of these lifecycle issues.

The water treatment plant also needs upgrades to the building and site to maintain protection of safe drinking water for residents. The project will include installing a metal roof and painting the exterior of the building.

Finally, the Village has proposed upgrades to two sections of water main in the existing water distribution system. These undersized, non-looped water mains are not providing adequate flow, pressures, fire flow and water quality. Replacements are planned for Second Street between County Highway 17 and West Street, and Vine Street south of South Street.

Goal

Objectives

Proposal Writing

▸ **Project Description** – Government Example

SECTION 4: SCOPE OF WORK

Water System Improvements for the Village of Sadorus

Methodology

Description of project: The project includes design and construction of water system improvements in the Village of Sadorus. Improvements will be made to controls, pumps, aerator, electrical, filter media, the water treatment plant façade (roof and painting). Water mains in the village will also be replaced.

Grantee will complete the following tasks:

DESCRIPTION OF TASKS	ESTIMATED COMPLETION DATE
Task 1. Design	3/1/2015
Task 2. Permitting	6/1/2015
Task 3. Advertise Project	6/1/2015
Task 4. Bid Opening	7/1/2015
Task 5. Have Executed Contracts	8/1/2015

Proposal Writing

▸ **Project Description –** Government Example

Project Readiness Summary

Sustainability

Each application must demonstrate that the proposed project is appropriate and achievable and that all actions have been completed to ensure timely implementation of the project. Specifically, the application must address all of the following, if applicable:

- Status of IEPA permit(s)
  A permit from the IEPA Bureau of Water Construction will be necessary; however, since this grant application integrates design, the permit has not yet been requested.

- Open CDAP grant(s)
  The Village of Sadorus has not received a CDAP grant.

- Easements (number necessary, obtained, and recorded)
  No easements are necessary for this project.

The Village finances are insufficient to cover the cost of this project without external assistance. They are going to raise the rates by $1.60 per household to help offset project costs. They do not have outstanding debt or bonds, and want to be responsible in controlling debt for the community. The CDAP funding makes this project uniquely possible.

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Proposal Writing

▸ Budget – Government Example

	ITEM	Cost Estimate	
1.	Well(s) and Aerator Control Panel	$	5,000.00
2.	Aerator Transducer	$	3,000.00
3.	Raw Water Meter & Discharge Meter	$	6,000.00
4.	High Service Pumps	$	12,000.00
5.	High Service Pumps Starter Drives	$	5,000.00
6.	Aerator Tower	$	10,000.00
7.	Aerator Piping	$	8,000.00
8.	WTP Piping	$	10,000.00
9.	Softener Control Valves	$	7,000.00
10.	Well(s) Starter Drives	$	5,000.00
11.	Flouride & Phosphate Upgrades	$	4,000.00
12.	Circuit Breaker Panel	$	3,000.00
13.	Well #Electrical Feed	$	12,000.00
14.	Electrical	$	12,000.00
15.	Back-up Generator	$	22,000.00
16.	Sand Filter Media Replacement	$	7,500.00
17.	Site Fencing	$	7,000.00
18.	WTP Metal Roof	$	5,000.00
19.	WTP Exterior Painting	$	4,000.00
20.	Water Main Replacements	$	45,000.00

Total Estimated Construction Costs	$	192,500.00
Contingency	$	19,250.00
Engineering (Design/Permitting)	$	19,250.00
Electrical Design	$	9,000.00
Grant Administration	$	10,800.00
Estimated Total Project Cost	$	250,800.00

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Proposal Writing

▸ Evaluation – Government Example

SECTION 5: PERFORMANCE MEASURES	
Performance Measure	**Target**
Design Complete	3/1/2015
Construction Complete	12/1/2015

Goals-Based

Evaluation expectations vary by funder, always use their guidelines – This example is not particularly specific or meaningful:

- What does "construction complete" mean for the beneficiaries – (for both employees and households) in terms of health and safety?

- Are there checks/tests the consultant, engineers, or facility workers will perform that could be included here?

- Is there a grade or certification of the system that can be compared before and after the construction?

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  ◦ Relationship building
  ◦ Resources

General Tips

- Pay Close Attention to Application Guidelines
  - Start the process as early as possible
  - Have another person proofread for grammar and clarity

- Relationship Building
  - Before application
    - Initial contact – don't be afraid to cold-call to introduce yourself or ask questions not covered on their website
  - Following up
    - Call to say "Thank You!" if grant is awarded
    - If application is turned down, stay in contact regarding future opportunities if the funder seems like a good fit
  - Reporting
    - Stay on top of reporting requirements

General Tips

- ▶ Know when to ask for help
    - ◦ Understanding what you need and where you want to go will save you time and money if you hire outside help.

- ▶ Don't be afraid to apply for more than one grant for the same project
    - ◦ Few funders are willing to fund 100% of a project

General Tips

- Resources
  - Printed (handouts in folder)
    - Grant Proposal Checklist
    - Grant Applicant Profile Template
    - Writing a Successful Grant Proposal, article

  - Online
    - Federal: www.grants.gov
    - General grant tools, examples, training, and more:
      www.grantspace.org
      www.coloradogrants.org
      www.grantwritersonline.com

Thank you!