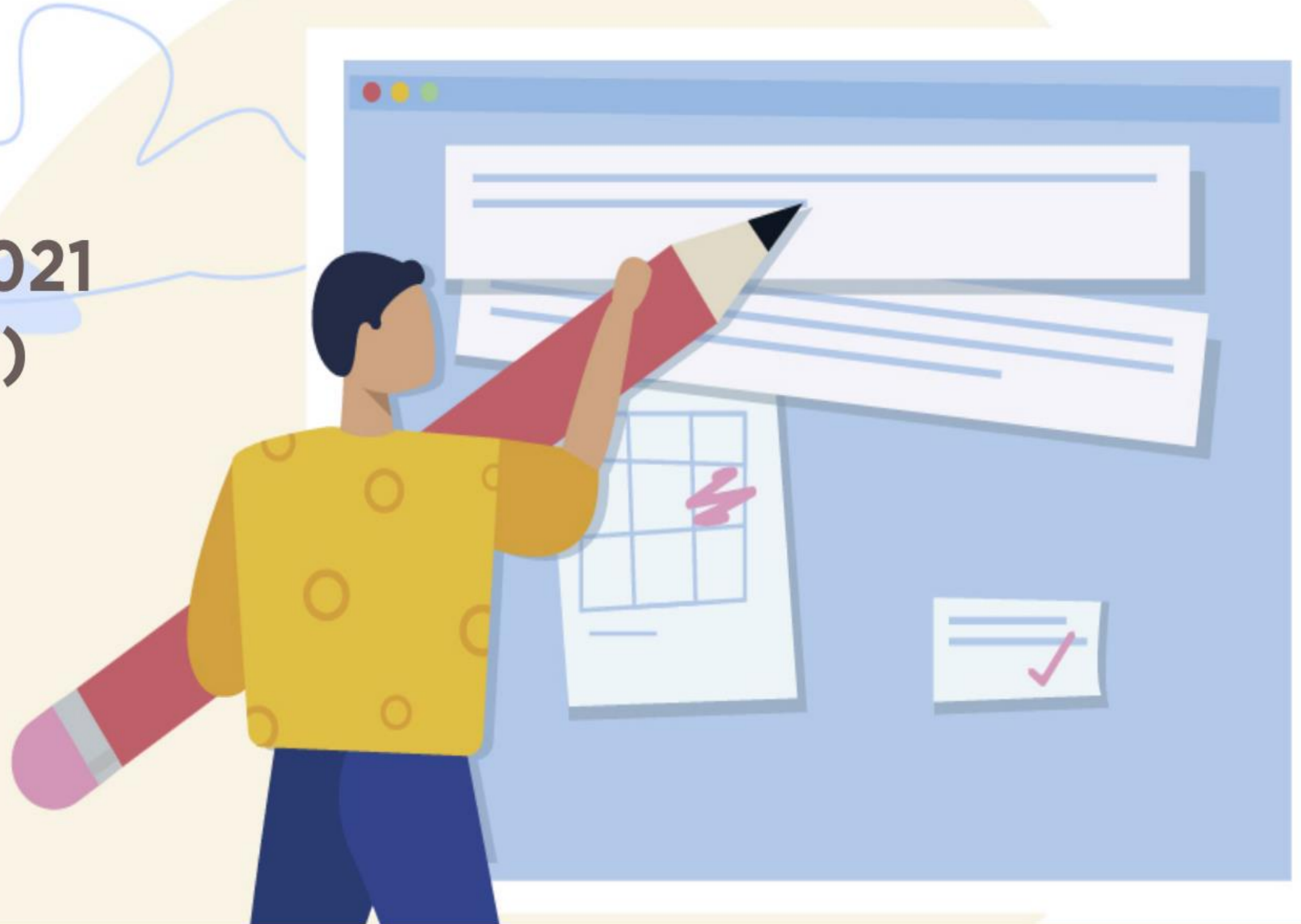


Best Grantwriting Practices

Presented by: San Manuel Strategic Philanthropy Team and Sharon Collins

Wednesday, March 17, 2021
10:00AM - 11:00AM (PST)



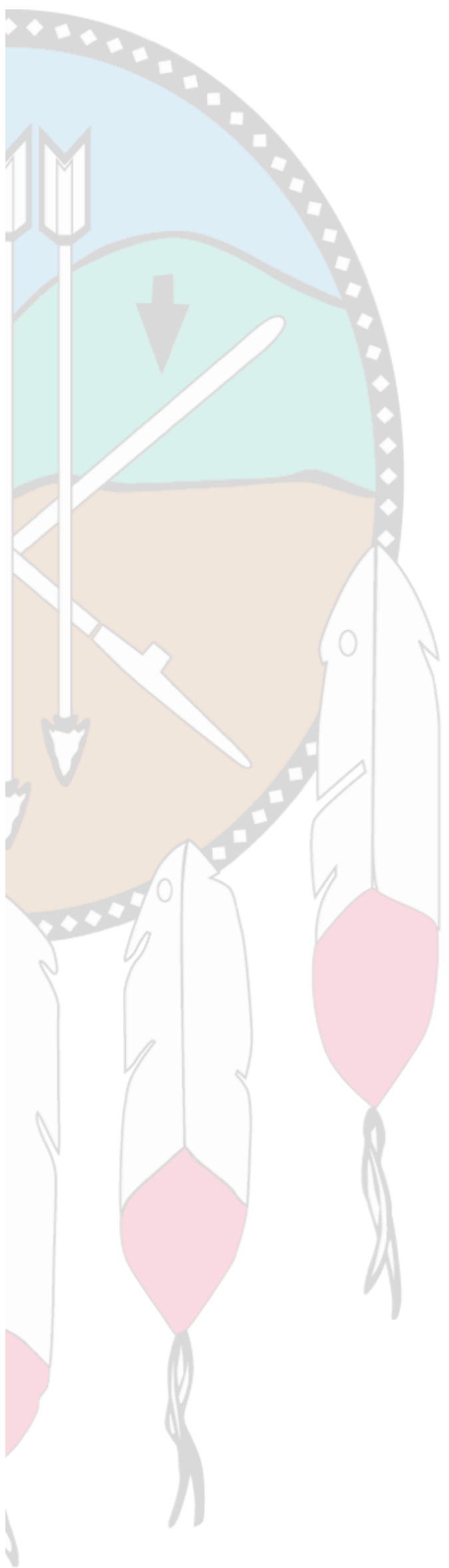
SAN MANUEL
BAND OF  **MISSION INDIANS**

Webinar Agenda

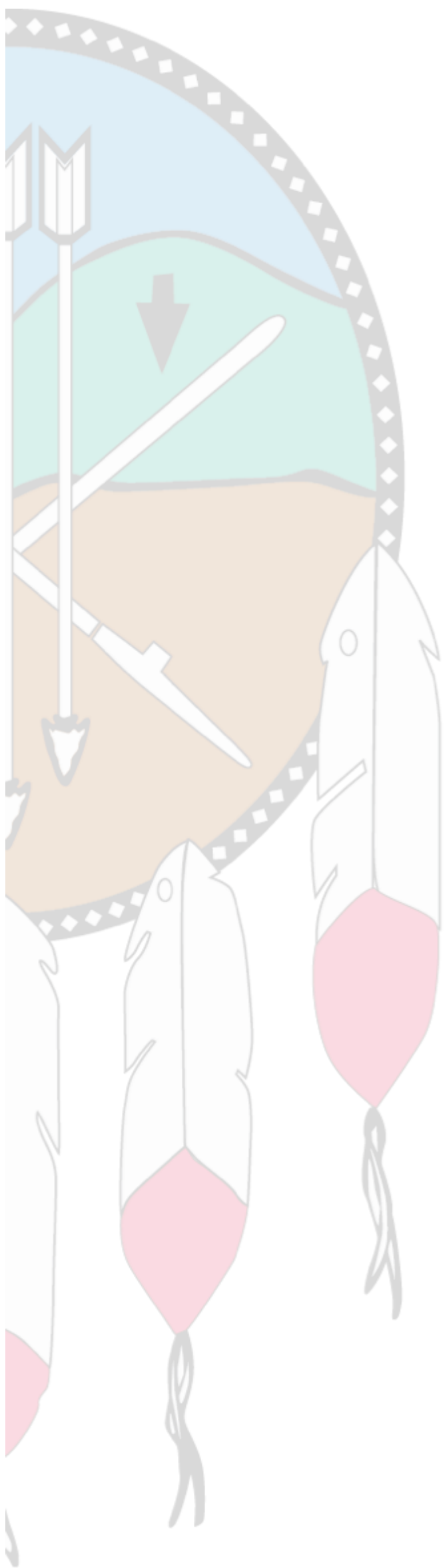
1. Housekeeping Items
2. San Manuel Strategic Philanthropy Introductions
3. Guest Speaker Introduction
 - *Sharon C. Collins, Independent Grant Writer*
4. Best Grantwriting Practices Presentation
5. Q&A
6. Announcements from Strategic Philanthropy Team

Housekeeping Items

- Keep your mics muted
- Post any questions in the chat box
- Recording of webinar & presentation will be emailed out
- Recording of webinar & presentation will be posted on SanManuelCares.org on the Resources page

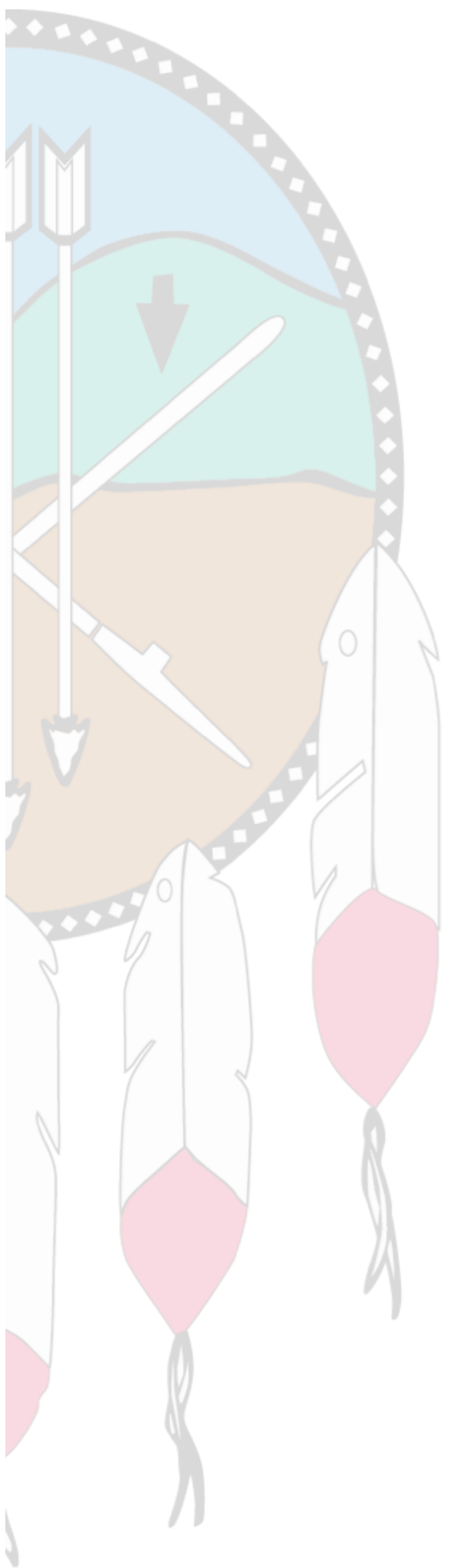


San Manuel Strategic Philanthropy Introductions



Guest Speaker Introduction

Sharon C. Collins, Independent Grant Writer



Best Grantwriting Practices

Presentation

Best Grantwriting Practices

- Grant writing is a fund solicitation process that can have great results for agencies and their programs.
- Money can be obtained for special projects and new programs, and for general operating support.
- Some funders give gifts only once; some continue as friends over several years.

Best Grantwriting Practices

- Foundations are exceptionally large and exceedingly small and everything in between. Larger foundations give larger gifts because they have the money to give.
- Private Foundations give away 5% of their income each year. Rarely do they give away the principle of the fund. They work to grow the principle of the fund.

Best Grantwriting Practices

Foundation Types:

- **Community Foundations:** pooled funds from many people
- **Corporate Foundations:** a way to manage their gifts
- **Private Foundations:** what most people think for when they refer to foundations
- **Family Foundations:** this is the largest number of foundations and many are off-the-radar; they can be managed by community foundations or financial institutions (Wells Fargo, Schwab)

Best Grantwriting Practices

Like all fund-raising techniques success depends on the work performed upfront.

- Grant writing takes time and tenacity to complete the application and patience while you wait for results.
- Foundations can take months to respond.
- Small foundation with limited or no staff may never respond unless they give you a gift.

Best Grantwriting Practices

- Foundations require the same cultivation as major donors.
- They want to know the organization's leadership.
- They want to know the organization's track record of success in quantitative terms.

Best Grantwriting Practices

A nonprofit organization's application is ready when it can:

- Show organization capacity
- Demonstrate awareness of the problem or challenge
- Document outcomes
- Present an organization and/or program plan
- Support this plan with a detailed budget

Best Grantwriting Practices

Grant Writer Skills Needed

- Organized
- Patient
- Self-motivated
- Excellent command of the English language
- Strong narrative writer who can say a lot in a few words

Best Grantwriting Practices

Common Mistakes Made

- Because the foundation gave to one agency it is going to give to yours
- Not doing your homework:
 - What is the foundation's mission; does this match your agencies mission?
 - Failure to cultivate the foundation.
- Sloppy presentation
- Failure to follow the foundation's application guidelines
- Failure to provide all required documents (i.e. 501 (c) 3; annual budget)
- Missing the application deadline

Morris Animal Foundation Invites Proposals for Feline Research

The [Morris Animal Foundation](#) works to advance the health of animals by funding hypothesis-driven, humane animal health research projects with scientific merit and the potential to have significant impact on animal health. To that end, the foundation welcomes applications for its feline research program. In addition to proposals on any topic expected to have significant impact on the health of cats, the foundation in this grant cycle is especially interested in proposals that address issues pertaining to obesity (including resultant or associated disease processes), pain management, and end-of-life care.

Morris Animal Foundation Invites Proposals for Feline Research

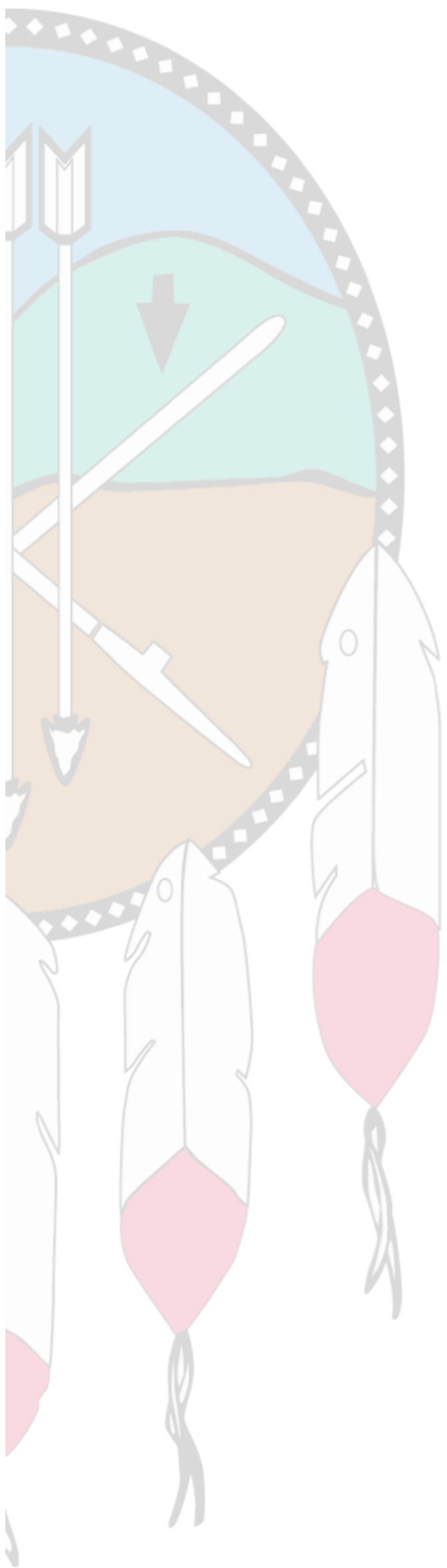
Through the program, grants will be awarded in the following categories:

- **Established Investigator** — Grants of up to \$75,000 will be awarded to both individual researchers and research teams. Investigators at any level are eligible to apply, though applicants should have a previous record of research and publication to be competitive.
- **First Award** — Grants of up to \$100,000 will be awarded to assist new faculty in establishing a successful research program. Eligible applicants must have a DVM and/or PhD and have a full-time, permanent position in a university, accredited zoo or conservation organization, or a non-academic equivalent.
- **Pilot Study** — Grants of up to \$10,800 will be awarded in support of innovative ideas with the potential to accelerate discovery in feline research and advance MAF's mission. All investigators are eligible to apply.
- **Fellowship Training Grant Proposals** — Grants of up to \$25,000 will be awarded to assist new investigators in launching a successful feline research career by providing salary support in a quality mentored environment. Eligible applicants must have a DVM or PhD, be a full-time graduate student or have a postdoctoral research appointment, and not have completed more than two years of full-time postdoctoral research training on the proposed project.

See the Morris Animal Foundation website for complete program guidelines and application instructions.

Resources

- AFP-Inland Empire: <http://www.inlandempireaafp.com/>
- Academy GO: <http://www.academygo.com/>
- University of California Riverside Extension: <https://extension.ucr.edu/>
- California State University San Bernardino Extension: <https://www.csusb.edu/>
- Foundation Directory Online (FDO): <https://fconline.foundationcenter.org/>



Tips from the Strategic Philanthropy Department

Weak vs. Strong Application Responses

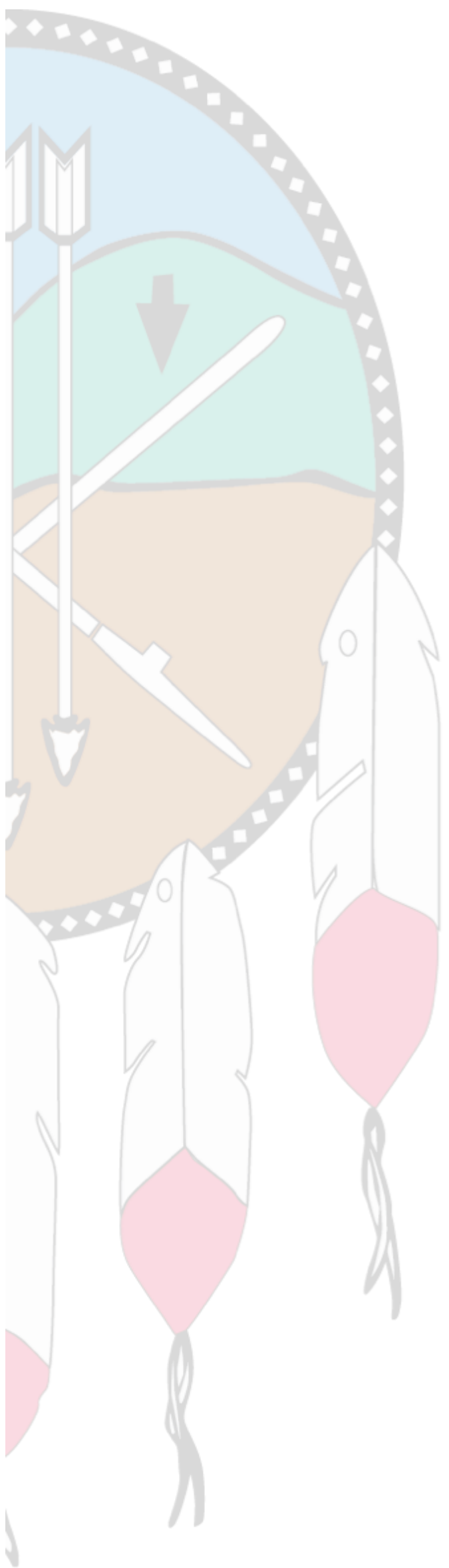
Grantwriting Tip – Use Specific Language

Question: Short Summary of Project/Program (100 words or less)

- **Weak:** The Better Bellies Food Distribution Program began three years ago because many of our clients were coming to class hungry. They had a difficult time paying attention and weren't retaining what we were teaching them. We now distribute shelf-stable goods and fresh produce, donated by a local farm. Snacks are provided at every class. Our participants now come to class regularly and look forward to the snacks/food donations. We notice that they are retaining more of the information we teach. Gathering around the snack table caused our participants to speak more, which helped them form a better social safety net.
- **Strong:** The Better Bellies Food Distribution Program began three years ago; in response to the hunger that approximately 75% students of the Teen Parenting Class experienced. Hunger caused these young parents space out during our weekly classes. Snacks are made available at the beginning of each class and enough food for five days is distributed after class. Since the implementation of this program, students jumped from an average of a 20% skills increase to a 75% increase on Post-Test evaluations. A majority of the students also describe a stronger social support network resulting from snack time conversations on their evaluation forms.

Tips from the Strategic Philanthropy Department

- Make sure program dates fall within funding dates
- Have someone else review your application
- Assume the reader doesn't know anything about your organization
- Project should align with Tribe's giving priorities
- Be consistent throughout application and budget (titles, scope of work, dates)
- Be realistic about your organization, its capabilities, and the project
- Plan to submit the grant proposal ahead of the due date

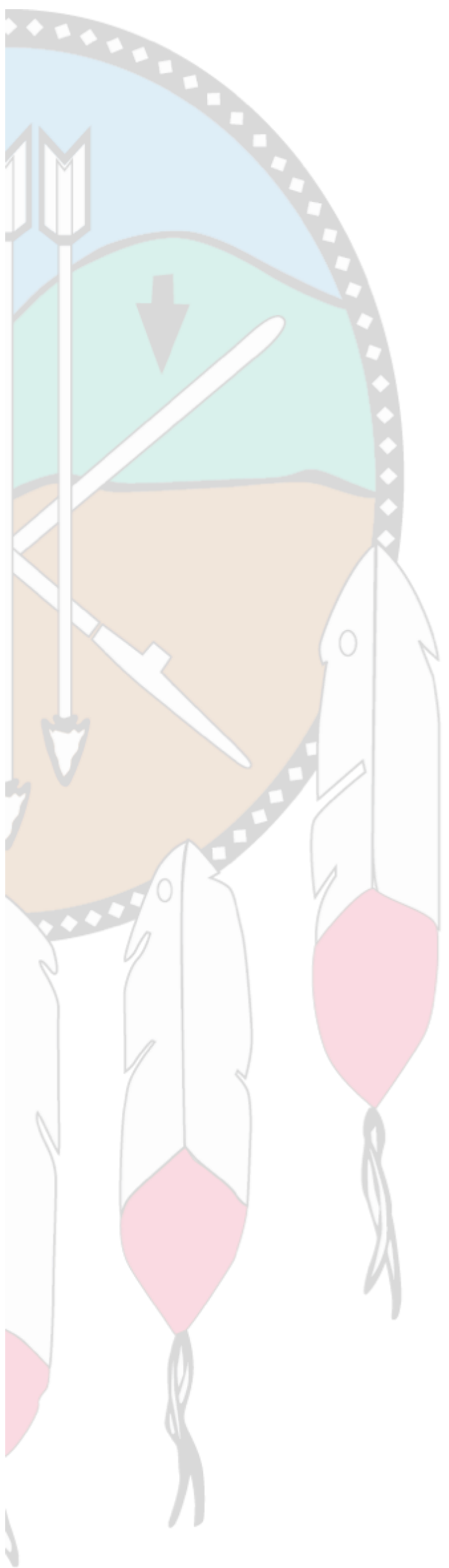


Q & A Period

Announcements

- Recording and presentation will be emailed and will also be available on the San Manuel Cares Website
- Survey
- Fundraising Planning: Two-Part April Seminar with Candid
 - Part 1: April 6, 2021
 - Part 2: April 13, 2021
- Grant cycle open until April 30, 2021

While we remain cautiously optimistic about the COVID-19 pandemic and our ability to provide grants in 2021, please remember this is a competitive process. We are not able to support all grant requests submitted.



Thank you!
