

# Demystifying Grant Writing

For Spalding University



# Agenda

- ▶ What Are Grants?
- ▶ Getting Started / Finding Funding
- ▶ Writing a Grant Proposal
- ▶ Developing a Project Budget
- ▶ Managing Your Award and Reporting
- ▶ Resources and Additional Learning

# What are grants and where do they come from?

## Local, Regional, and National funding

- ▶ Foundation sources
  - ▶ Hearst Foundations
  - ▶ Gheens Foundation
  - ▶ Brown-Forman Foundation
  - ▶ Community Foundation of Louisville
- ▶ Government sources
  - ▶ National Endowment for the Humanities
  - ▶ Health Resources and Services Administration
  - ▶ Louisville Metro Government



# Getting Started:

I have a project and want to find funding...

Contact the Office of Sponsored Programs and Research (OSPRe)

We want to help!

- ▶ Dr. Steve Katsikas, Director, Office of Sponsored Programs and Research - [skatsikas@spalding.edu](mailto:skatsikas@spalding.edu)
- ▶ Mary Bainbridge, Senior Grants Specialist - [mbainbridge@spalding.edu](mailto:mbainbridge@spalding.edu)
- ▶ General OSPRe Inquiries - [ospred@spalding.edu](mailto:ospred@spalding.edu)

# Getting Started:

## I have a project and want to find funding...

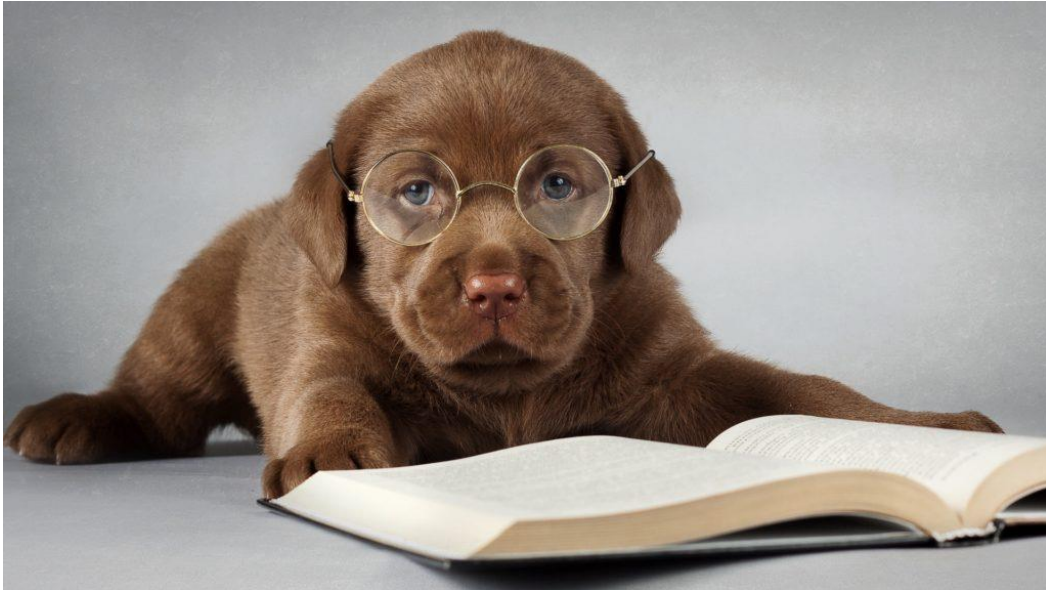
Considerations before you begin your search for funding:

- ▶ Identify goals and objectives for your project
  - ▶ Who are you serving?
  - ▶ Where is your project located?
  - ▶ Will you partner with other organizations?
- ▶ Develop a timeline
  - ▶ When will your project begin?
  - ▶ Have you allowed enough time to identify a new funding source, write a proposal, and wait for a response?

# Finding Funding: Where to Begin

- ▶ [Foundation Directory Essential](#) - contact OSPRe for access
- ▶ [Grants.gov](#)
- ▶ Listservs (Kentucky Council on Postsecondary Education, American Counseling Association, HRSA)
  
- ▶ Is this foundation/government agency the right fit for me?
  - ▶ Find more information on a foundation's website or via their 990 tax forms (available at Foundation Directory or [Guidestar.org](#))
  - ▶ Questions:
    - ▶ Have they funded similar organizations or projects in the past?
    - ▶ Are they funding in your area?
    - ▶ Does your project align with their mission?
    - ▶ Do they have an open application process or Letter of Inquiry?

# Developing Your Proposal



- ▶ Statement of Need
- ▶ Goals and Objectives
- ▶ Anticipated Outcomes
- ▶ Mission Statement / About Your Organization

# Writing Tips: Program Description & Statement of Need

- ▶ Create an outline of your project - ensure you cover all parts of the project and align your narrative with the Request for Proposal.
- ▶ Clearly articulate what you are asking for and describe your proposed project/program.
- ▶ Why is your project or program needed?
- ▶ Who are you serving?
- ▶ What service gaps currently exist in your area? Use data to support your case.



# Project Narrative: Example

## Program Description: Provide a detailed description of your request

Nationally representative data finds the number one reason students drop out of college is due to financial stress. **Nearly three quarters of students who drop out indicate they did so because they needed to enter the workforce to earn money, with over half citing they couldn't afford tuition and fees. At Spalding, nearly thirty percent of students are late to re-register due to a financial hold on their account.** However, when students have a better working knowledge of their finances, they are more likely to complete their degrees.

Spalding University respectfully requests support to **provide financial literacy training for our students.** Spalding will offer one-on-one financial counseling for **incoming students** during the **2021-22 Academic Year.** We anticipate approximately **40 to 50** students will participate in individual and group meetings, offered both in-person and via video conference. Sessions will cover budgeting, how to prioritize expenses, and setting up good financial behaviors and can be tailored to each student's individual challenges and needs.

The need for the project

What the grant will fund

Who we will serve

Total number to be served by the grant

Timeframe for project

# Project Narrative: Example

What is the project, its purpose and need? What is the impact of the proposed project in Floyd County? What other funds or in-kind support will be sought or have been already secured for your project? Will there be other organizations or partners involved making this succeed and how will they be involved?

Project  
timeframe

Thanks to the continued support of the Foundation, the creative partnership between New Theatre and Floyd County's high schools flourished during the 2018-2019 school year. Fourteen playwriting residencies were distributed between New Albany High School and Floyd Central High School, reaching over 300 students in Floyd County's English, Theatre, and Radio/TV classrooms. To sustain this relationship and reach a new group of students during the 2019-2020 school year, New Theatre respectfully requests \$XXX, which will provide fourteen new playwriting residencies at Floyd Central High School and New Albany High School. Our goal is to evenly distribute the residencies between high schools, with modifications made based on logistics and demand.

What the grant  
will fund

Where will  
activities  
take place

New Voices playwriting residencies teach the elements of playwriting, such as writing mechanics, plot structure, character, and conflict development. Living Newspaper playwriting residencies encourage students to research current or historical events using text from primary and secondary sources. Here, students work together in groups to craft a creative piece of storytelling. Both residencies include an important sharing and feedback component, where students strengthen critical thinking, confidence, self-concept, motivation, and empathy skills.

Need for program  
/ benefits to  
participants

# Writing Tips: Goals and Objectives

- ▶ What is your big goal(s) for the project? What will be better as a result of your program?
- ▶ What are the specific steps you will take to achieve those goals?
- ▶ Can you include a timeline or work plan?



# Goals and Objectives: Example

Timeframe

Over the course of the **implementation period 2022 - 2024**, the goal is to impact students in the following ways:

- ▶ Up to **ten undergraduate students** will pursue the minor during this time.
- ▶ At least **five courses** in the minor curriculum will be offered each academic year and total enrollment in the courses combined will be over 100 students with a goal of enrolling at least 50 unique students over a two-year period.
- ▶ Up to **ten undergraduate students** will be engaged in research or creative writing work that focuses on women and gender studies.
- ▶ **Six faculty** will be awarded support to pursue research in areas related to women and gender studies and encouraged to involve undergraduates in their work. These faculty will also act as advisors to the Steering Committee to help establish a stronger interdisciplinary capstone experience for undergraduate students.
- ▶ Engagement with every **female athletic team** at Spalding (approximately 75 athletes).
- ▶ Host **two speaker events** on campus that will each include at least **100 students and 50 faculty and staff participants** across both events.

Measurable

# Writing Tips: Outcomes



# Outcomes: Example

Time-Bound

The Spalding University Interdisciplinary Behavioral Health Scholars Program (IBHSP) measurable project outcomes for the **project period 7/1/2021-6/30/2025** include:

Achievable

(based on total student enrollment and past efforts)

- ▶ **36 doctoral psychology and Master of Social Work students** will be trained in an integrated primary care behavioral health model who will commit themselves to working with vulnerable and medically underserved populations post-graduation;
- ▶ Students will use **telehealth services** with patients and as part of an interdisciplinary team and enhance patient digital literacy;
- ▶ Increase the percentage of URM and diverse students applying to the SOPP and SSW programs by 10% with 25% of the IBHSP trainees representing diversity;
- ▶ **Establish and expand 2 new placement sites** that emphasize interdisciplinary training within a primary care setting while maintaining 3 additional sites that preceded this program; and
- ▶ Increase career development and job placement services as evidenced by **50% of all program graduates working full time within primary care settings within 2 years of graduation.**

Relevant

Specific

Measurable &  
Time-Bound

# Mission Statement: Example

## **Spalding University Mission Statement and Activities**

Spalding University is a private, independent, non-profit institution of higher education located within the heart of downtown Louisville, Kentucky. Our vibrant, inner-city community of students, faculty, and staff share a commitment to the university's mission:

“Spalding University is a diverse community of learners dedicated to meeting the needs of the times in the tradition of the Sisters of Charity of Nazareth through quality undergraduate and graduate liberal and professional studies, grounded in spiritual values, with emphasis on service and the promotion of peace and justice.”

Spalding is one of the most diverse, private, four-year colleges or universities in Kentucky. The university offers more than 40 undergraduate and graduate degree programs in liberal and professional studies to a diverse student population. Spalding's total fall enrollment for Academic Year 2020-21 was 1,596 students. Nearly 30 % of all students identified as people of color or underrepresented minorities. Additionally, 24% were first-generation college students. 43% of all undergraduates were eligible for federal Pell grants. These are reserved for financially needy students. 99% of first-time, full-time students received some form of financial aid or institutional support.

# Writing Tips: Readability

- ▶ Use Active Voice / Avoid Passive Voice
  - ▶ Instead of: In this format, traditional lecture courses **will be delivered** online.
  - ▶ State: Professors **will deliver** traditional lecture courses online.
  - ▶ Instead of: The new facilities and anatomy labs **will be shared** with students...
  - ▶ State: Students **will share** the new facilities and anatomy labs...
- ▶ Consider Readability
  - ▶ Write for a 9<sup>th</sup> - 10<sup>th</sup> grade reading level
  - ▶ Aim for 60% readability
  - ▶ [Hemingwayapp.com](https://www.hemingwayapp.com)
  - ▶ Read your narrative out loud or use reading function in Word
- ▶ Explain/Define your programs
  - ▶ For example, Community Connections
- ▶ Avoid or Define specialty language
  - ▶ Indemnity, Registrar, Dramaturg, Mental Health vs. Behavioral Health, Social Determinants of Health
- ▶ Avoid and Define acronyms
  - ▶ Substance Use Disorder (SUD)
  - ▶ Integrated, Interdisciplinary Primary Care Settings (IIPC)
  - ▶ School of Nursing (SON)
  - ▶ Office of Sponsored Programs and Research (OSPRE)



# Budgeting



- ▶ Costs should be relevant and reasonable. Ask yourself, would a reasonable person pay \$XX for this item? And Is this cost really necessary for my project?
- ▶ Consider what costs are allowable - defined in Request for Applications
- ▶ Determine appropriate total budget/request amount
- ▶ Is this a multi-year project?
- ▶ Don't forget your indirect costs!
- ▶ Budget should match your project description

# Budget Narrative:

Your chance to justify and explain all budgeted expenses

## Participant/Trainee Support Costs

### Travel

We request \$19,404 for support for travel expenses for **5 undergraduate students and 2 faculty** chaperones to travel to conferences to present their capstone projects. We calculate \$1,386 in travel expenses per student. (Travel expenses based on **current IRS per diem recommendations** for New York, NY: \$858 lodging for 3 nights, \$228 for meals, and \$300 in airfare = \$1,386) ( $\$1,386 \times 7 \text{ students and faculty} \times 2 \text{ years} = \$19,404$ )

## Other Direct Costs

### Materials and Supplies

We request \$2,250 in printing and advertising costs. We calculate a need for one large banner to be used at recruitment events (\$250), signage for the new IWGS office (\$1,000), and a modest advertising budget to attract students to the Minor (\$500 per year x 2 years).

### Other: Speaker Fees

To supplement coursework and attract students to the Minor in Interdisciplinary Women and Gender Studies, we will host two external speakers per year. The speakers will be experts in a relevant topic and will deliver a public lecture/speech on a topic related to women and gender studies. We calculated a speaker fee of \$4,000 per speaker, plus an additional \$872 in travel expenses for a total of \$5,872 per speaker. (Travel expenses based on **current IRS per diem recommendations** for Louisville, KY: \$450 lodging for two nights, \$122 for meals, and \$300 in airfare = \$872)

Total cost for four speakers over two years: \$19,600

Exact number of participants

Expenses based on IRS published rates

Breakdown of expense

# Grant Management and Reporting

- ▶ Contact OSPRe to discuss award and next steps
- ▶ Track expenses using Projects Accounting
- ▶ Track qualitative and quantitative outcomes
  - ▶ Number of people served
  - ▶ Survey feedback
  - ▶ Quotes from participants
- ▶ Include visuals when possible
- ▶ Note deadlines!



# Final Tips & Additional Resources

## Follow the Rules!

- Answer all parts of the question
- Do not exceed page limit
- Include all requested attachments

Use section headers for readability

Lists and graphs to clearly communicate

## Webinars and Classes for Continued Learning

### Candid. Learning

[Introduction to Finding Grants](#) - self-paced learning online

[Introduction to Proposal Writing](#) - self-paced learning online

### Grants Plus

[Grant Research Essentials: Efficiently Finding Your New Funders](#)

### Center for NonProfit Excellence

[Grant Writing Boot Camp](#) - offered at various times throughout the year

# Questions?



Next Grant Writing Workshop:

# Deep Dive: Finding Funding Sources

Friday, February 18 @ 10:00am