Welcome to HAC’s webcast! This webcast is a part of the HAC/OWEESTA Rural Housing and Economic Development webcast series.

The webcast, sound, and recording will begin at 2pm EST.

Slides will be posted on HAC’s website: www.ruralhome.org.

Due to the number of participants, questions can only be accepted via the internet. Please click on the “Raise Hand” button at any time during the webcast and send a chat to Kelly Cooney.
Established in 1971

National nonprofit organization

Created to increase the availability of decent and affordable housing for low-income people in rural areas throughout the U.S.

Provide services to local, state, and national organizations
Housing Assistance Council

1025 Vermont Ave Ste 606
Washington DC 20005
(202) 842-8600
hac@ruralhome.org

Southeast Regional Office
600 West Peachtree Street NW
Ste 1500
Atlanta, GA 30308
(404) 892-4824
southeast@ruralhome.org

Midwest Regional Office
10100 N Ambassador Dr
Ste 310
Kansas City, MO 64153
(816) 880-0400
midwest@ruralhome.org

Southwest Regional Office
3939 C San Pedro, NE
Ste 7
Albuquerque, NM 87110
(505) 883-1003
southwest@ruralhome.org

West Regional Office
717 K Street
Ste 404
Sacramento, CA 95814
(916) 706-1836
west@ruralhome.org

www.ruralhome.org
The Housing Assistance Council (HAC), in partnership with the U.S. Department of Housing and Urban Development (HUD) and the First Nations Oweesta Corporation (OWEESTA), is pleased to present a series of capacity building webinar sessions for community-based organizations seeking to assess and improve organizational capacity. Each webinar is designed to provide key elements to consider in addressing critical topics to help ensure the long-term success of an organization’s programs and overall operations.
Upcoming Webinars

Green Building
Date: Wednesday, June 20, 2012
Time: 2:00 - 3:00 PM EST

RHED Program Compliance for FY 2009 Grantees*
Date: Wednesday, July 18, 2012
Time: 2:00 - 3:00 PM EST

* By invitation only.
"Your proposal was so good, I'm having my book club read it."
Getting Ready for Grant Writing

Be sure you are familiar with:

- Organizational policies and procedures that impact grant writing
- Other staff that write grant proposals
- Previous grant writing efforts
- Board member affiliations
- Up-to-date organizational information, including: mission statement, goals, programs, financials, etc.
Grants and Your Organization

Grants are just one piece of the pie.

- Earned income
- Major gifts and endowments
- Annual campaigns and appeals
- Special events
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Grant research should be an ongoing process. Over time, with consistent effort, you can:

- Establish a calendar of funding periods and proposal due dates,
- Understand grant makers’ trends,
- Position yourself to be a more attractive grantee, and
- Ensure that you have the basic information and time to apply for grants of various sizes.
Researching Grants and Grant Makers

- Google
- Chronicle of Philanthropy
- Guidestar.org
- Foundations.org
- Online newsletters (foundationcenter.org)
- Fundraising LinkedIn groups
- Corporate websites
- Annual reports for similar organizations
- Regional resources (United Way, Community Foundations, Statewide associations, etc.)
- Grants.gov
Visit www.grants.gov and select Find Grant Opportunities.

You can Search for Grant Opportunities and Receive Opportunity Emails.

FAQ’s at http://www.grants.gov/help/general_faqs.jsp

Search for program webcasts on agency websites.
Why You Will Get Funded

- You read the directions! You follow the directions!
- You’re addressing an important issue
- You’re highly qualified to do the work
- You have a thoughtful plan
- You’ve done your homework
- You have committed leadership
- Your proposal fits the funders objectives
Why You Won’t

“I’m a fiction writer in the grant-proposal genre.”
Common Proposal Elements

1. Cover Letter
2. Proposal Summary
3. Introduction
4. Problem Statement (Need)
5. Goals of the Project
6. Method(s)
7. Evaluation
8. Sustainability
9. Budget
Cover Letter

- Includes project name
- Includes amount of money requested
- Explains why the project is a good fit
- Conveys your enthusiasm for the project
- Signed by Executive Director or Board Chairperson
It may go at the beginning of the proposal, but the Proposal Summary should be the last thing written.

- A concise statement
- Addresses the who, what, when, and how much money
Introduction

Requirements for these elements vary by funder. Be sure to read the directions carefully. The introduction typically includes:

- Information about the organization
- Organizational history
- Qualifications
- Staff

"Could we rename that section 'organization background' instead of 'extenuating circumstances'."
Problem Statement

- Also known as a Statement of Need
- Fact-based
- Is a statement of current conditions
Goals of the Project

- Clearly state what you intend to accomplish
- Include quantitative improvements (that you can count)
- Address qualitative improvements
- Include reasonable ‘trickle down’ improvements
- Don’t forget you will have to evaluate your impact
Methods

Explain what your organization will do to address the problem(s). Include a work plan, if appropriate, and detail the specific activities your organization will undertake. Details may include:

- A description of the target audience and how you involve them in the project,
- Where the project will take place,
- The activities you will undertake,
- Your project planning to date,
- Each person’s role in the project execution, and
- A timeline of activities.
Demonstrate that you have rigorous performance measures and goals and the ability to determine if they are met.

- Identify outputs and outcomes
  - What you are going to measure?
  - How you are going measure it?
  - What steps do you have in place to make changes if you are not on time or within budget?

- Outputs – quantifiable results

- Outcomes – benefits to program participants or communities during/after program participation
Sustainability

Demonstrate that the project will not cease when the grant funds end.

- Describe how you will replace the grant funds
  - Earned income
  - Third-party payment
  - Business ventures
  - Annual giving or special campaigns

- Include specific, realistic resources
- Include documentation, whenever possible
- Show that you have thought about the project on many levels
The budget clearly demonstrates how much the project will cost, what the specific expenses will be, and projected income.

**Expense Categories**
1. Personnel Expenses
2. Direct Project Expenses
3. Indirect Expenses

**Income Categories**
1. Earned Income
2. Contributed Income
Budget

Other aspects your budget must consider and address:

- Reasonableness,
- Actual or estimated costs,
- Justification of budget items that may raise questions
- The proposal narrative supports the line-item expenses
- Matching funds and in-kind contributions
Supplementary Materials

Funders may ask for a variety of materials to be submitted with the proposal. Examples include:

- IRS tax exempt letter
- List of board members and their affiliations
- Financial statement, audit, IRS Form 990
- Key staff resumes
Tips for Success

- Follow the directions
- Write clearly and concisely
- Avoid jargon
- Use facts
- Balance the proposal
- Proofread
- Mom approved?

"I'm really not much of a proof reader but I did catch most of your B.S."
Once You Hear the...

**Good News:**
- Sign and return documents promptly
- Send a thank you letter
- Begin communication with your funder
- Begin tracking your performance immediately

**Not So Good News:**
- Send a thank you letter
- Request a copy of the score sheet and/or reviewer’s comments
- Nurture your relationship with the funder
- Don’t give up
Wrap Up

Materials from today’s webinar and the recording will be available on HAC’s website.

www.ruralhome.org