Grant Writing 101: Part Three

NUR 703: Health Promotion for Populations

Dr. Karin Smith

Objective

- Discuss the components of the Mini-Grant Project: Part Three in detail

Mini-Grant Project: Part Three Budget

- Funding based on Level of Prevention your project addresses
    - Primary Prevention: $10,000
    - Secondary Prevention: $6,000
    - Tertiary Prevention: $4,000

Mini-Grant Project: Part Three Budget

- Develop a budget that accurately reflects the costs of activities that are being proposed

- Do not try to "pad" a budget by inflating costs or adding unnecessary expenses

- Do not underestimate costs to carry out your project- it may imply that you are not aware of the what the true costs really are

(Gitlin & Lyons, 2014)

Mini-Grant Project: Part Three Budget

- Expenses are divided into two categories: Direct and Indirect
    - Direct: Attributable to program operation and broken into two categories: Personnel and Non-personnel
        - Personnel: salary and wages, fringe benefits, value of volunteer time
        - Non-personnel: all expenses other than salaries, wages, and benefits. Includes contracted services, facilities, equipment, travel, supplies and other expenses

(Kiritz, 2014)

Mini-Grant Project: Part Three Budget

- Indirect Expenses: Not directly attributable to program (e.g., the annual organizational audit)
  - Are presented as a sum rather than broken into line items
  - Calculated as a percentage of total direct expenses

***You will not need to include
Indirect Expenses in your Mini
Grant Project***

(Kiritz, 2014)

Mini-Grant Project: Part Three Budget

- For each budget item, you must provide a justification

- Justification is a narrative that describes each item in the budget, why it is necessary for the project, and how costs are calculated

- A succinct budget justification increases the odds that funders will understand why every expense is reasonable and necessary

(Gitlin & Lyons, 2014; Kiritz, 2014)

Mini-Grant Project: Part Three Budget

- Categories to consider in your budget:
  - Personnel (salary and benefits)
  - Consultants (salary)
  - Instruction
  - Equipment
  - Supplies

- Communication (phone/postage)
- Materials preparation
- Travel
- Rental of facilities
- Evaluation

Mini-Grant Project: Part Three
Sample Budget Worksheet

Item	Quantity	Cost	Subtotal	Total
Jet Travel				
RDU-Kigali (roundtrip)	1		$6,100	$6,100
Maintenance Allowance				
Rwanda	12 months	$1,899	$22,788	$22,788
Project Allowance				
Rearch Assistant/Translator	12 months	$400	$4800	
Transportation within country				
–Phase 1	4 months	$300	$1,200	
–Phase 2	8 months	$1,500	$12,000	
Email	12 months	$60	$720	
Audio cassette tapes	200	$2	$400	
Photographic and slide film	20	$5	$100	
Laptop Computer	1		$2,895	
NUD*IST 4.0 Software			$373	
Etc.				
Total Project Allowance				$35,238
Administrative Fee				$100
Total				$65,690
Sought from other sources				($15,000)
Total Grant Request				**$50,690**

(The Writing Center, University of North Carolina at Chapel Hill, 2014)
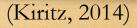
Mini-Grant Project: Part Three Budget

- Do you have matching funds?
  - Financial and other support that is provided by the grant applicant
  - Some grants require matching funds
  - If you demonstrate matching funds when not required, you are providing support to show your project's commitment and feasibility
  - Example: Your local hospital will match the funding you receive for the grant ($4,000 grant + $4,000 hospital match)= $8,000 for project

Mini-Grant Project: Part Three Evaluation

- Why Evaluate?
  - To identify a project's strengths and weaknesses and guide project improvements
  - To identify effective strategies, focus attention on areas of concern, and help other organizations avoid mistakes
  - To demonstrate the quality of your project
  - To demonstrate organizational credibility

(Kiritz, 2014)

Mini-Grant Project: Part Three Evaluation

- Outcome Evaluation:
    - Measures results-how much change the project produces
    - Examines project's effectiveness:
        - To what degree is the project producing expected outcomes?
        - To what degree can changes be attributed to the project?
        - What elements of the project are contributing to success or failure?
        - Is the project cost-effective?

(Kiritz, 2014)

Mini-Grant Project: Part Three Evaluation

- Examines a project's impact:
    - Is the project contributing to longer-term outcomes?
    - Have there been unintended outcomes, either positive or negative?

- Examines a project's continuing benefits:
    - Can outcomes be sustained beyond the period of grant funding?

(Kiritz, 2014)

Mini-Grant Project: Part Three Evaluation

- Designing the Evaluation:
  - Consider:
    - What information your organization needs to prompt continuous improvement?
    - What funders will want to know
    - What will be meaningful to the larger community
    - Be **realistic** about your ability to gather and analyze data- sometimes simple evaluations can be accomplished much better than complex evaluation plans

(Kiritz, 2014)

Mini-Grant Project: Part Three Evaluation

- Eight Essential Questions (make sure the questions align with your objectives)

    1. What will be measured?

    2. What's the baseline?

    3. What information will be collected?

    4. When will information be collected?

    5. How will information be collected?

    6. Who will collect the information?

    7. How will the data be analyzed? (trends, comparisons to national or local data, relationship between costs and outcomes)

    8. What reports will be produced when, and how will they be used?

(Kiritz, 2014)

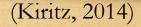# Mini-Grant Project: Part Three Sustainability

- Planning for your project's future should be an integral part of the initial planning

- Funders want to know that their grant award are good investments that will yield long-term social benefits

- The more specific the sustainability plan, the more it will instill confidence

(Kiritz, 2014)

Mini-Grant Project: Part Three Sustainability

- Ideas for Sustainability:
    - Can your organization fund it? If the project is successful, your organization might be able to assume future funding responsibilities

    - Begin of Expand Fund Development through membership fees, annual fund appeals (mailers, emails, phone calls), major gifts (donations), special events (walkathons, auctions), endowment

    - Explore Federated Fundraising (e.g., United Way fundraiser distributes proceeds to certain organizations)

(Kiritz, 2014)

Mini-Grant Project: Part Three Sustainability

- Ideas for Sustainability Continued:

  - Investigate Public Funding (local, regional, and state government funds, tax and bond levies, or user fees)

  - Turn it Over to Another Organization (convince another organization with similar interest to adopt it)

  - Grant Hopping (replace one short-term grant with another can buy time while searching for long-term funding)

(Kiritz, 2014)

Mini-Grant Project: Part Three Conclusion

- This is your final persuasive argument as to why your project should be selected to receive the grant funding

- Focus on the needs of the target population in your community and how the project can impact the health of individuals and the community as a whole

- Emphasize any support and commitments you have from community stakeholders, organizations, government entities or officials, or healthcare providers

References

Gitlin, L.N. & Lyons, K.J. (2014). *Successful grant writing: Strategies for health and human services professionals.* (4th ed.). New York, NY: Springer Publishing Company.

Kiritz, N.J. (2014). *Grantsmanship: Program planning & proposal writing.* Los Angeles, CA: The Gransmanship Center.

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