BASIC NEEDS
INITIATIVE

Roll Call

Bakersfield
Channel Islands
Chico
Dominguez Hills
East Bay
Fresno
Fullerton
Humboldt
Long Beach
Los Angeles
Maritime
Monterey Bay

Northridge
Pomona
Sacramento
San Bernardino
San Diego
San Francisco
San Jose
San Luis Obispo
San Marcos
Sonoma
Stanislaus

Meeting Agenda

- ~~Roll Call~~

- **Speaker Introduction**

- **Presenter: Sergei Shkurkin**

  - Q & A

- **CO Updates**

![CSU The California State University]

BASIC NEEDS INITIATIVE

Speaker: Sergei Shkurkin
True Management Services

True Management Services provides non profits and local government with assistance in development of social safety net projects and securing the financial resources for making those projects a reality

- **30 years' successful grant writing experience**

- **Developed shelters, rehab centers, housing**

- **Development work in Eastern Europe and Africa**

- **Organizational Development and staff training**

- **Currently developing Supportive Housing**

- **Alumni of CSU East Bay (c/o '80 – B.A. Psychology)**

- **Fun fact: Was a pop star in Africa at age 18**
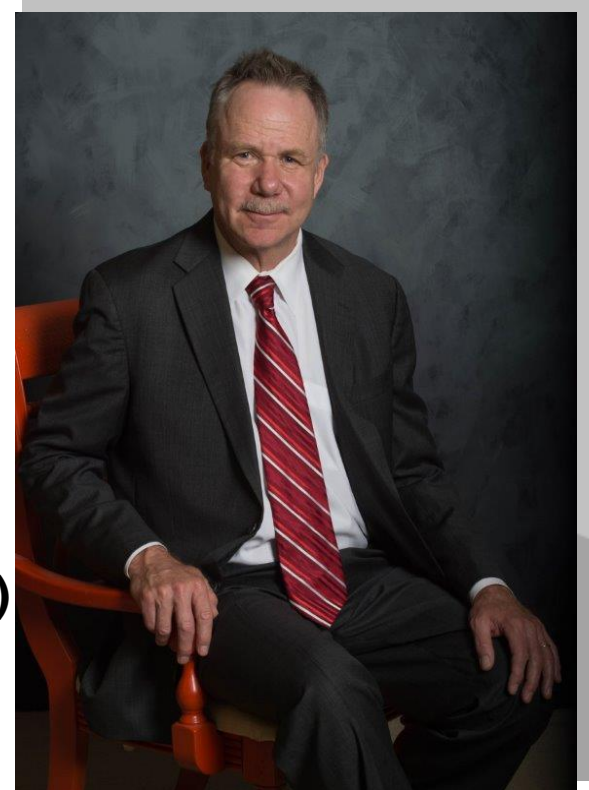
Grant-writing:
Submitting Proposals that get Funded

Presented by Sergei Shkurkin

True Management Services

Let's start with the basics…

WHY? WHAT? WHO? HOW MUCH?

Define the Issue

- Make sure you understand what you are addressing & the population you are serving

- Supporting research, your own program information, Internet, press and publications

- Goals, outcomes and objectives, what good will it do

- Budget

Be Detailed

- Staffing, recruitment

- Facilities required

- Equipment

- Outside services

- Demands on existing staff and infrastructure

What Does Success Look Like?

- Goals vs. outcomes vs. objectives

- Get to a point in the human condition

- How can this result be measured

- When will you know that you succeeded

- How long with this success last

Budget

- What value can you bring to the project

- What will you need the funder to pay for

- Involving your organization's fiscal

- Getting outside experts evaluation

Finding a Funder

What They Say… What They Do

- Annual reports

- List of grants on web site

- Press releases

- Internet Foundation Center

What to Look For?

- Mission, areas of giving

- Geography

- Past Grantees

- Change in mission direction

Relationships

- Past funders

- Professional relationships

- Social & faith – based orgs

- Getting the meeting

Types of Funders

- Private Foundation

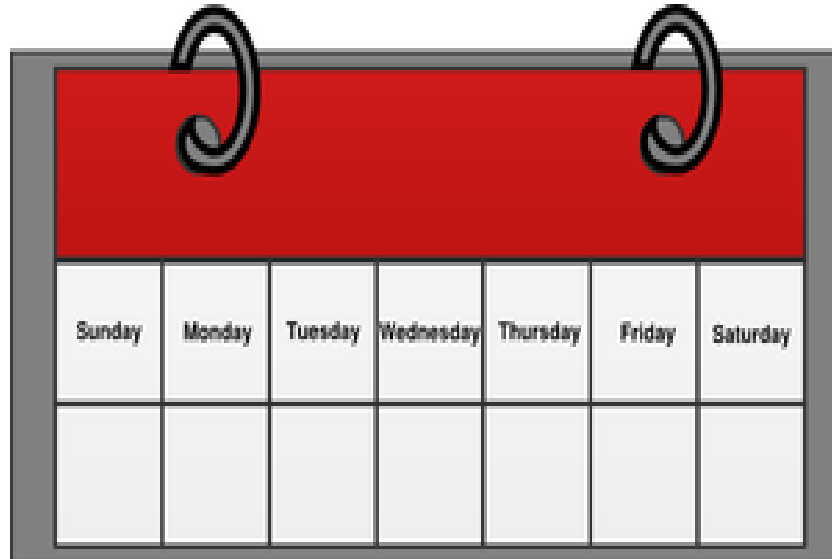- Federal Government

- State Government

- Company giving program

Understanding and Completing the Application

The Grant Team

- Content specialist

- Writer analyst

- Document master

- Proof

- Fiscal

- Cyber

- Team captain

Timeline

- Develop internal deadline different than the funders("buy insurance")

- Develop additional deadlines for various sections and roles

- Schedule tasks external to the group first

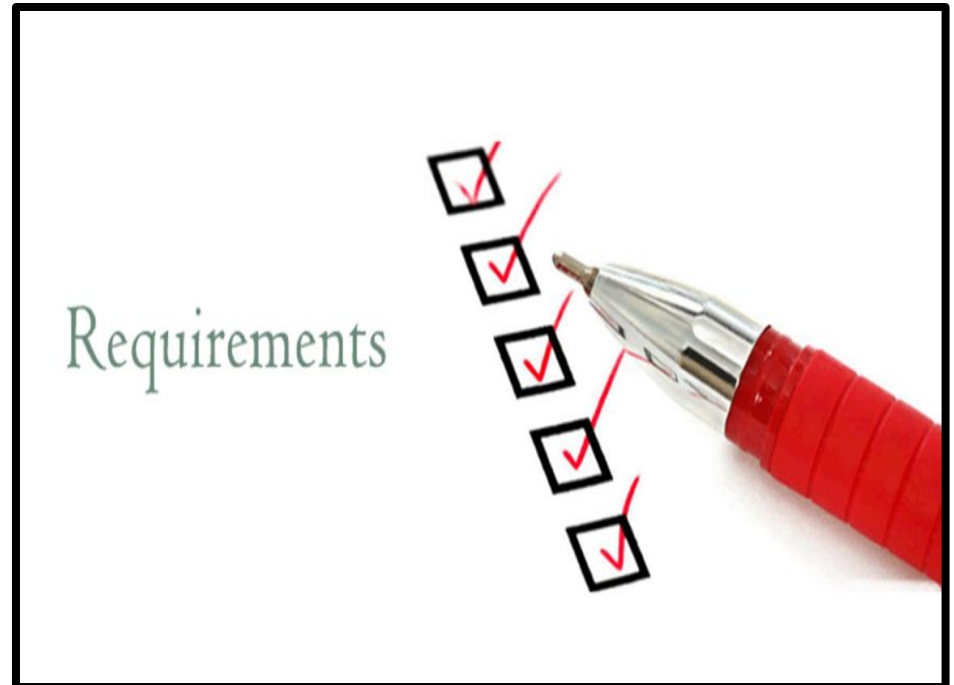- Take into account other work, holidays, vacations

Don't Forget the Attachments

- The "Drop-Dead" list

- What do we need to get from who and when

- Letters

- Signatures

- Certifications, assurances

- Motions and actions from elected, Board of Supervisors, City Council

Requirements

- Page number
- Font
- Order of documents
- Insurance
- Number of copies
- Due date

Rationale & Problem statement

- Use your own information, files, and research

- Find the right study

- Connect to the program and to the outcomes

Program Description

- Tied in to the rationale
- Step by step how the program will work, outreach
- Staff positions and functions
- Partners and collaborators

Agency Description and Qualifications

- Include experience that's both general and specific to the proposed program

- History with partners and collaborators

- Program specific staff experience

Outcomes Goals and Objectives

- The **difference** between goals, objectives and outcomes

- How to arrive at outcomes that are measurable

- Evaluation design

Budgets

- Tying the budget to the program plan

- Budget justification

- The issue of match and creating it

Follow-up After Submission

- Timing

- Contact, make sure they can reach you

- Response for more information

Review of the elements of a grant proposal

- Development of the program

- The problem statement or rationale

- The program description

- The agency: capacity, experience, staff resume

- The outcomes and evaluation

- The budget

Example: Food Insecurity

WHY?   WHAT?   WHO?   HOW MUCH?

Example #2

WHY? WHAT? WHO? HOW MUCH?

Wrap - Up

- Remember, why, what, who, how much… Always in that order!

- Your why, or rationale, is the foundation of your proposal. If that is strong the rest will build naturally!

- Find the right funding partner… they should be glad you found them!

- Use a team and OWN the calendar!

- Turn it in early!

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INITIATIVE

Contact Information

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CEO, *True Management Services*

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Discussion / Q & A

CO Updates

- **Post-webinar Evaluation**

- **Hunger & Homelessness A~~w~~ Week is <u>NOW</u>!**

- **Next SB 85 Reporting**
  - **January 31, 2019**

- **CalFresh Outreach Day**
  - **February 27, 2019**

- **Taskforce Meetings**
  - **3 meetings minimum**

- **CSU BNI Facebook Group**

- **Grant Opportunities Posting SOON!**

CO Updates

The next webinar is scheduled for

Thursday, Jan. 24th

@ 2:00pm

~ Topic ~

Civic Engagement:

Getting your Campus Involved

Thank You!

www.calstate.edu/basicneeds