Grant Writing Made Easy

(If you’ve already done the work!)

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Acknowledgement

✦ SeedCo – Performance Measurement and Management
✦ TGCI – Program Planning and Proposal Writing
✦ FIPSE – Technical Assistance Workshop
Outline

- Preparation
- Principles
- Possibilities
- Q & A
Preparation

- Research the problem
  - National and local statistics
  - “funneling”
  - graphics
- Determine what others are doing
  - innovation
- Obtain input from those being served and those providing the service
- Collect “soft” data
- Fill your “buckets”
Example: Parolee education project

“...The growth of California's prison population has been astounding, even by US standards. In 1976 California had just 19,600 inmates and it spent six times more on higher education than prisons. Since 1980 California has built 23 prisons and only one new university...”
National and local statistics (funneling)

“…California currently incarcerates more than 160,000 people. Its prison system is the third largest in the world behind China and the United States as a whole. More people are held in jail in California than in France, Germany, Japan, the Netherlands and Singapore combined. More young black and Latino men are in prison than are attending college…”

Prison Industry Has a Lock on Davis
By Van Jones, Alternet, Posted, July 16, 2003
Geographic Distribution of SBPP Contracts
Example: COPC proposal

“...Our university enjoys a close relationship with the XX Public Housing Projects where we have established a Computer Learning center and a Health Education program...”
“Soft” Data

Example: Let’s Read Together Program

“...At first, Alice, a single mother of four, voiced unhappiness with the selection of ‘Black Boy’ by Richard Wright as part of the reading list. ‘I never saw anything like that when I was growing up!’ she said. ‘But then I sat down and started to read the book right along with my son. And, you know what? We both learned a lot from it!...’
Exercise I - Research

- Choose a problem area for grant funding
- Search the internet for statistics (funnel)
- Create (or describe) a graphic
- Tell a “soft” story (can be fictitious for this exercise only!)

10 minutes time limit
**Principles**

- Know Thy Funder
- Sell your strengths
- Problem – Objectives – Methods
  - lack of “solution” is not the problem
- Separate **Outputs** from **Outcomes**
  - Logic models
- Swallow your pride
Principle – Sell your strengths

“…without this funding, this program regardless of all the good that it does, will have to close its doors…”
Principle - P.O.M.

- Clearly identify the **problem**
- State the **objectives** as reducing the problem
- Develop **methods** to produce outputs that impact the objectives
Principle – lack of solution is not the problem

“...The problem for youth in this community is that there is no place to gather in the evenings. We propose to address this problem by building a youth center where they can gather...”
Principle – lack of solution is not the problem

“…The problem for youth in this community is that there is no place to gather in the evenings. We propose to address this problem by building a youth center where they can gather…”
Principle – Strong Introductory Summary (TGCI)

- One sentence identifies applicant
- One sentence on credibility of applicant
- One sentence on the problem
- One sentence on objectives
- One sentence on methodology
Exercise II – Summary Statement

Using your project from Exercise I

- One sentence identifies applicant
- One sentence on credibility of applicant
- One sentence on the problem
- One sentence on objectives
- One sentence on methodology

10 minute time limit
“...The objective of this program is for 25 welfare recipients to complete the computer training courses each month...”

“...The ultimate goal of the program is for them to find meaningful employment...”
There is a shift in the ways that CBO funders and communities measure success. "Simply measuring the number of organizational outputs (houses, counseling sessions, events, and so on) is no longer adequate. Now we need to answer the 'so what' question. What outcomes have occurred because of your work?"

- Martin Johnson (Executive Director of the Isles Community Development Corporation, Trenton, NJ)
Step 1: Create a Logic Model

LOGIC MODEL CONCEPTS

- INPUTS: resources dedicated to or consumed by the project
- ACTIVITIES: what is done with the inputs to fulfill project objectives
- OUTPUTS: what is produced as a direct result of project activities
- OUTCOMES: benefits or changes for clients during or after project activities

Source: United Way of America
Inputs

“Resources dedicated to or consumed by the project”

Examples
- Funding
- Staff and volunteers
- Facilities
- Partners
Activities

“What is done with the inputs to fulfill project objectives”

Examples
- Develop and present independent living skills training.
- Administer health coordination services.
- Conduct individual client assessments.
- Document progress of clients.
Outputs

“What is produced as a direct result of project activities”

Examples
- Clients attend independent living skills training.
- Clients receive healthcare services.
- Clients are assessed within 2 weeks.
- Clients have complete case files.
Outcomes

“Benefits or changes for participants during or after project activities”

Examples
- Clients remain in their homes.
- Clients have improved health.
- Clients receive appropriate services.
The Conceptual Chain

Environmental Factors

Inputs

Activities

Outputs

Initial Outcomes

Interim Outcomes

Long-term Outcomes
Housing Assistance Program Logic Model

**Inputs**
- Staff
- Facilities, supplies, and equipment
- Partnerships
- Funding
- Experience & expertise

**Activities**
- Client intake
- Case management and housing counseling
- Housing search assistance
- Housing rental and mortgage subsidies

**Outputs**
- Clients are enrolled
- Clients attend ongoing meetings with case managers and housing specialists
- Housing options and subsidies are identified based on clients' needs

**Initial Outcomes**
- Clients' health and housing support needs are met
- Housing options and subsidies are identified based on clients' needs

**Intermediate Outcomes**
- Clients remain healthy and in homes of their choice
- Clients obtain affordable housing of their choice

**Long-term Outcomes**
- People living with HIV/AIDS lead active, independent, and productive lives
### Action Plan Example

**Activity: Develop Housing Search Assistance Program**

<table>
<thead>
<tr>
<th>WHEN</th>
<th>WHAT</th>
<th>WHO</th>
<th>STATUS/NOTES</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 31, 2005</td>
<td>• Identify available housing units</td>
<td>Housing Specialist</td>
<td>Completed 1/26</td>
</tr>
<tr>
<td>February 15</td>
<td>• Input information into database</td>
<td>Project Assistant</td>
<td>Completed 2/5</td>
</tr>
<tr>
<td>February 26</td>
<td>• Set up facilities (i.e. offices and computers)</td>
<td>Project Assistant</td>
<td></td>
</tr>
<tr>
<td>March 1</td>
<td>• Review / approval</td>
<td>Executive Director</td>
<td>E.D. vacation 3/5 – 3/19</td>
</tr>
<tr>
<td>March 1 thru April 30</td>
<td>• Update as needed</td>
<td>Project Assistant</td>
<td>Ongoing</td>
</tr>
</tbody>
</table>
Step 3: Measure and Monitor

Steps in Gathering Evidence

1. Determine the logic model elements you will measure
2. Describe the elements and identify indicators
3. Develop a data collection and management strategy
4. Implement the strategy
## Indicators and Targets

**Logic Model Elements:** Clients obtain affordable housing of their choice

<table>
<thead>
<tr>
<th>Indicators</th>
<th>Baseline Date</th>
<th>1Q04</th>
<th>2Q04</th>
<th>3Q04</th>
<th>4Q04</th>
<th>One-Year Target for 12/31/04</th>
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</thead>
<tbody>
<tr>
<td># of clients who are placed in housing</td>
<td>1/1/03 to 12/31/03</td>
<td>60</td>
<td></td>
<td></td>
<td></td>
<td>70</td>
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<tr>
<td># of clients who are placed in housing that matches their criteria</td>
<td>1/1/04 to 3/31/04</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td># of clients who submit lease/housing agreement</td>
<td>1/1/04 to 6/31/04</td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td># of clients who submit lease/housing agreement</td>
<td>1/1/04 to 9/30/04</td>
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<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td># of clients who submit lease/housing agreement</td>
<td>1/1/04 to 12/31/04</td>
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Possibilities

- What is the minimum amount for which you could accomplish at least part of your project?
- What constraints exist on your campus for making this happen?
- What is the time window for building and running your program?
- Who are likely funders???
Exercise III – Search for Funders

Using your project from Exercise I and II

- Search TGCI (or other sources) and locate potential funder
  
  TGCI Database of Funders (http://www.tgcialumni.com)

- Contact funder with question about viability of your proposal

  10 minute time limit
Final Q & A

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