Grant Writing 101
The Office of Grant Development

THE SCHOOL DISTRICT OF
PHILADELPHIA

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The Brief

The Office of Grant Development (OGD) supports those seeking additional funding for programs that further SDP's mission.

School Based

11 e-newsletters distributed to all SDP employees helping at least **65** school based staff raise **$403,816.74** for small projects.

District Wide

Submitted **34** applications on behalf of the district that raised **$55,609,192** in competitive grant funding. A **77%** success rate!

$55m

External Partners

- Supported **73** additional competitive grants for partner agencies' applications that would benefit SDP schools.

- Supported **123** external partners in obtaining eligibility for PA's Educational Tax Credit Program. Helping to drive private investment in programs that benefit public education.

We are a team of 5!

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Prioritizing School Needs

Developing a list of priorities for your classroom needs

- Allows you to become focused and organized when seeking and applying for funding
- Less expensive projects are more likely to be funded than more expensive projects
- May help you decide whether to apply for a grant or start a DonorsChoose project

**Re-do your priorities list every 6 – 12 months as your classroom needs change.**

Project Development

- Helps you decide if you have all the necessary parts to make your priority idea into an actual viable project

- Helps you learn where the gaps are so that you address those issues in order to fully develop your project

Foundations of Grant Writing

Diagram 1. The Grant Writing Process
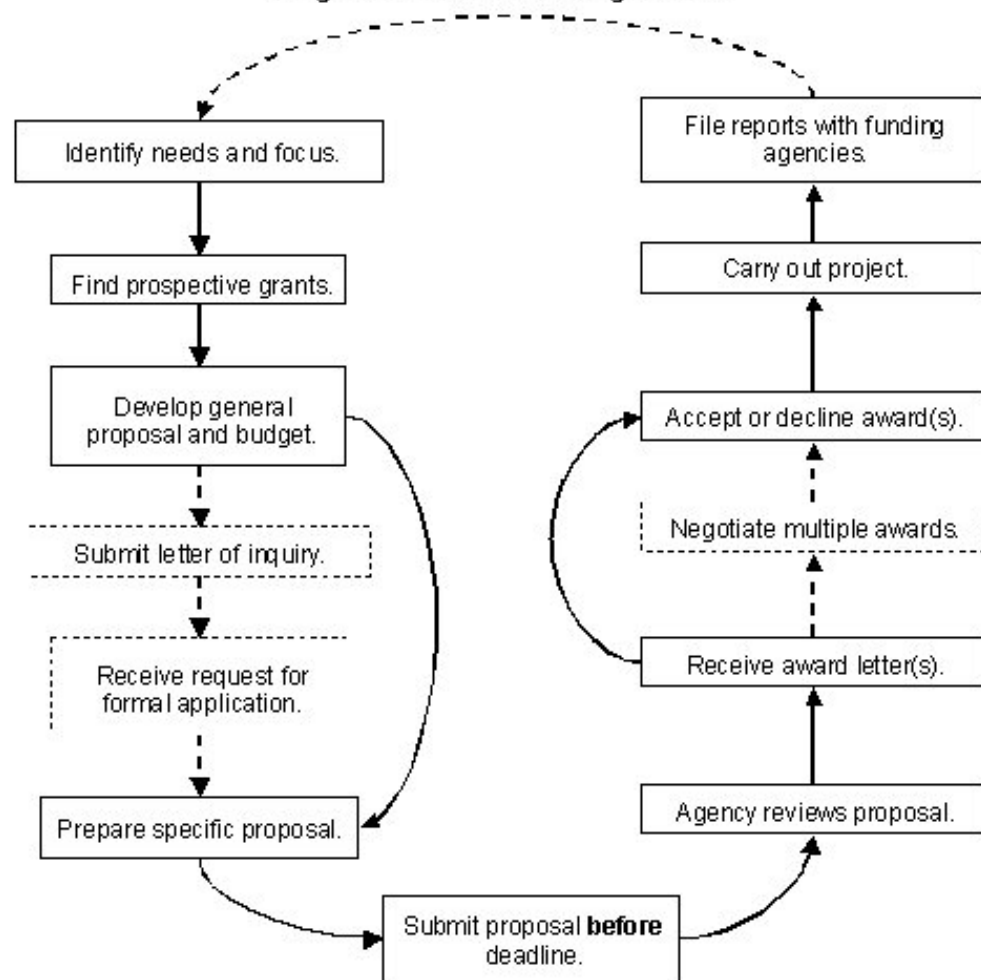
Foundations of Grant Writing

Grant: A sum of money provided by a private or public entity for a specific project or purpose

Fundraising: an effort to raise money for a worthwhile project or cause that does not involve submitting an application or proposal. It encompasses a wide range of strategies, including online "crowdfunding," individual donor outreach, and various events (bake sales, auctions, etc.).

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Foundations of Grant Writing

Proposal: a formal written document that provides detailed information to a funder regarding the components and cost of a proposed project in response to some substantiated need or problem.

Budget: a plan for anticipated expenditures, activities, and accomplishments stated primarily in fiscal terms.

Foundations of Grant Writing

Statement of Need: an explanation of the problem that you are trying to solve through your project.

Project Description: the nuts and bolts of how the project will be implemented.

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Foundations of Grant Writing

Funder: The government, foundation, corporation, or individual to which the proposal is submitted and from which the grant is awarded

501 C 3: is a corporation, trust, unincorporated association, or other type of organization exempt from federal income tax under section 501(c)(3) of Title 26 of the United States Code. It is one of the 29 types of 501(c) nonprofit organizations in the US.

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Grant Seeking

Finding and Reading Grant Opportunities

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Grant Seeking

Your go to source for grant opportunities. Emailed to all philasd.org emails monthly throughout the year. It is also available to the public on our webpage.

Grant Seeking

Read the grant application carefully. Highlight all questions you must answer and materials you have to include. Underline key words or phrases you might want to use.

Farm to School Mini Grant Application 2015

The **National Farm to School Network** (NFSN), a project of the Tides Center is pleased to announce a new mini grant program in Louisiana, Kentucky, and Pennsylvania as part of **Seed Change**, an initiative aimed at changing the dynamics of farm to school at the state level to support better health outcomes for children and economic opportunities for farmers.

Farm to school (F2S) enriches the connection communities have with fresh, healthy food and local food producers by changing food purchasing and education practices at schools and preschools. Students gain access to healthy, local foods as well as education opportunities such as school gardens, cooking lessons and farm field trips. Farm to school empowers children and their families to make informed food choices while strengthening the local economy and contributing to vibrant communities.

The **$5,000 mini grants** will support existing farm to school activities or jumpstart planning and implementation of first time farm to school activities at the school or district level. The project will be coordinated locally by NFSN partners at the Kentucky State Department of Agriculture, Market Umbrella in Louisiana and The Food Trust in Pennsylvania, who will lead statewide outreach efforts, trainings and technical assistance to create a vibrant and active farm to school network in each state for long term program sustainability.

Purpose Statement:
With this mini grant program NFSN intends to build the capacity of schools and school districts in Louisiana, Kentucky, and Pennsylvania to implement and expand farm to school activities across the state.

Program Outcomes:
The Seed Change mini grant program seeks proposals from schools and school districts that address the following measureable outcomes:

- An increase in F2S related events to enhance awareness and educational opportunities for students and the community.
- An increase in the variety and amount of local foods purchased for meal or snack programs and/or for educational purposes.
- Building or enhancing of school gardens and related educational opportunities
- Integration of food, nutrition, and agriculture education into existing curriculum
- Inclusion of F2S related goals into the school wellness policy
- Undertaking of any needed planning or readiness activities in order to support and sustain F2S growth in the long term

Eligible Entities:
- All nonprofit public, private, or charter schools, school districts, preschool, and Head Start programs in Louisiana, Kentucky, and Pennsylvania are eligible to apply. The applicant must be a school or school district with nonprofit tax status and must provide a valid EIN number.

Multiple schools may access the grants under the following circumstances:

- Multiple schools within the same district may apply separately to each receive the $5,000 grant award.
- A school district may apply for a project involving multiple schools within the district for a single $5,000 grant award.

National Farm to School Network

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Grant Narrative Development

Summary / Abstract: a one-paragraph description of your request. This will help you start with the big picture—the rest is filling in the details. You may be able to use this summary in the proposal, or as the first paragraph of your narrative.

It should include:
• Who you are, explained as if the grantor has never heard of your organization before.
• What your project is, and specifically what you plan to do.
• How much you're asking for, and exactly what you'll use the money for.

1. **Summary/Abstract**
2. **Background and Needs**
3. **Program Model**
4. **Goals**
5. **Evaluation**
6. **Budget**
7. **Timeline**
8. **Other Attachments**

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Grant Narrative Development

Background and Needs: Describe target population and its needs. Describe the problem (what is a priority you need to reach).Describe the program you will create to help the problem (you don't always need to solve).

- For information to describe you population use the school profiles on philasd.org https://dashboards.philasd.org/extensions/philadelphia/index.html
- How will this grant help you to achieve your priorities for your classroom. If it isn't helping you reach a priority it isn't a good match
- For most small grants your solution doesn't have to be innovative.

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Grant Narrative Development

Program Model/Description: Walk the reader through the design of program/project. This should provide the framework of the resources and activities of your project.

If needed provide supportive recent research to support that design.

Name the team who will implement/design the project, provide short bios. Name any partners on the project, and what resources they are providing.

Paint them a full picture of the program.

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Grant Narrative Development

Clearly lay out specific goals. A goal is a broad statement of what you wish to accomplish. Goals are broad, general, intangible, and abstract. A goal is really about the final impact or outcome that you wish to bring about. In the case of goals for a grant proposal, make sure they are linked back to your need statement.

- This section of your proposal describes what you hope your program will accomplish and how.
- Develop long-term and short-term goals and the objectives you need to reach the goals
- Not sure how many objectives you should have for each goal? Aim for at least 2-3, but don't worry if you need much more.

SMART — Specific, Measurable, Attainable, Relevant, Time Based

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Grant Narrative Development

SMART
Specific · Measurable · Attainable · Relevant · Time Based

Example of a goal and objective:

Goal: Decrease the degree of malnutrition among young children in the southwest region of Philadelphia. (note the vision of this goal. It's what you hope to accomplish)

Objective: By the end of year one, provide 125 caregivers in the southwest area of Philadelphia with a 2-hour training program that will provide health and nutrition information. (notice how this SMART objective is specific, measurable, attainable, realistic and time-bound).

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Grant Narrative Development

Evaluation of your program: Showing how your program will accomplish its stated objectives.

- Quantitative vs Qualitative Methods
- How will you measure (survey monkey, paper surveys, feedback sessions)
- Who will measure (internally or third party)
- When will you measure (before and after each program?, a month after the program?)

Some grants require very technical measurements of results. Inquire about expectations.

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Grant Narrative Development

Budget: Your grant proposal should describe what the money will be used for, and the clearer you are in describing your goals, the more likely the outcome of your proposal will be positive.

- Detailed budget must include all the program needs even if the funder is not funding them
- Budgets are not just cost projections. They are also a window into how projects will be implemented and managed. Well-planned budgets reflect carefully thought out projects.

- Funders use these factors to assess budgets:
  - Can the program goals be accomplished with this budget?
  - Are costs reasonable - or too high or low?
  - Is the budget consistent with proposed activities?
  - Is there sufficient budget detail and explanation?

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Grant Narrative Development

Timeline: Your grant proposal should provide a timeline so the grant reviewers understand how you plan to implement the project.

Describe major milestones during the funding period. Does your milestone line up with when the funder can fun you. The timeline will also provide you a way to follow up on your planned activities and evaluation of project.

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Grant Narrative Development

Other Attachments:
- Letters of commitment
- IRS Letter
- Board List
- Other funders
- Previous Grant report
- Financial statements

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Grant Reporting

Reporting: Most funding includes reporting requirements. While every grant maker might have different requirements, most include a lot of the same basic information.

A standard grant report template will likely include the following:

1. Financial Statements
2. Project activities
3. Results and Impact
4. Lessons Learned
5. Future Plans & Sustainability

Great Grant Reports Lead to More Funding

Sustaining Your Project

Increases the longevity and use of the program so that others can participate beyond the funding period.

People -
- Identify stewards of the program (teachers, school staff, volunteers). Steward responsibilities include:
  - Uses the program on a regular basis
  - Order supplies/consummables/materials, as needed
  - Reports non-working/broken/vandalized components to the Principal with follow-up
  - Seeks/works with volunteers, as needed
  - May write grants/fundraise for additional funds

Supplies/Consummables/Materials
- Funds are required to be available on a regular basis

WORKSHEET

THE SCHOOL DISTRICT OF PHILADELPHIA

Board of Education Policies

Policies:

- **702. Gifts, Grants, Donations, Scholarships**
- 145. Student and Staff Wellness
- 229. Student Fund Raising
- 230. Public Performances by Students
- 618. Student Activity Funds

Crowdfunding

DonorsChoose.org
Support a classroom. Build a future.

PHILLY fundamentals
Find a School. Fund a Future.

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Q & A

Connect with us:

- www.philasd.org/grants
- grants@philasd.org
- 215-400-4150

Partner Offices:
- **Office of Strategic Partnerships**
www.philasd.org/strategicpartnerships/

- THE **fund** FOR THE SCHOOL DISTRICT OF PHILADELPHIA

www.thefundsdp.org/

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