

Grants – How, What, Where and Who Qualifies

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Information Taken From

- Physical Educators' Guide to Successful Grant Writing by Louis Bowers
- Grantsmanship and Fundraising Fundamentals by Smith, McLean, and Coles
- PECentral.com
- Grant Writing for Dummies
- Various Grant Writing Workshops and Websites
- Experiences as a Grant Writer, Grant Searcher, and Grant Reviewer
- “Writing a Successful Grant Proposal” through Purdue University Extension
- <http://ctb.ku.edu/en/writing-grant-application>
- <http://www.peacefulplaygrounds.com/getting-your-school-grant-funded/>
- PELinks4U

Beginning Guidelines

- Resource Development Begins with a Good Idea
- The First and Best Place to Look for External Funding Support is Close to Home

Beginning Questions

1. Are the Chances of Your Proposal Being Funded Great Enough to be Worth Your Time and Effort?
2. Does Your Proposal Meet the Philosophy and Goals of Your School
3. Why are You Undertaking this Adventure? Are You Being Honest and Realistic with Yourself and Your School
4. Have You Shared Your Idea with Other Key People
5. Are you goals consistent with any potential funding sources goals

Where Grants Come From

- Community Foundations
- Private Foundations
- Corporate Foundations
- Professional Sources
- Government Agencies

Myths About Grants

1. Grants are Like a Sweepstakes – Based on Luck
2. A Grant Proposal can be Prepared in One or Two Days
3. Persons Receiving a Grant will Make More Money
4. Persons with Grants Work Less
5. Ask for More Funding Than Needed to Leave Room to Negotiate
6. Funding from Multiple Sources for the Same Proposed Project is Available

More Myths

7. Hiring a Grant Writer is Unethical
8. There is No Grant Funding Available for Physical Educators

Finding Funding Sources

- Web Searches
 - Can google: “Wellness”, “Physical Education” “Obesity”, “Fitness” grants
 - PECentral.org
 - [Flaghouse](#), [Gopher](#), Sporttime Websites
 - Other Companies: Project Adventure, Everlast Climbing, [SPARK](#) etc...
 - SDAHPERD Website
 - South Dakota Department of Education Website
- Center for Health and Health Cares in Schools (www.healthinschools.org)

www.healthinschools.org/News-Room/Grants-

Funding Sources cont....

- Listservs

- Office of Educational Technology
- Federal Grants Forecast
- Grants.gov
- Office of Faith Based and Neighborhood Partnerships
- Office of Innovation and Improvement
- Office of Elementary and Secondary Education
 - <http://www2.ed.gov/about/offices/list/oese/oeselistserv.html>
- Office of Safe and Drug Free Schools
 - <http://www2.ed.gov/news/newsletters/listserv/preventioned.html>

Finding Sources Cont.

- Talk to Other Professionals
- [AAHPERD Website](#)
- <http://www.schoolgrants.org>
- [Foundation Center](#)
- American Heart Association
- Doesn't hurt to ask but be organized
 - Local businesses
 - Service Clubs: Rotary, Lions, Kiwanis, Optimists
- Previous Award Winners
- Utilize FOIA (<http://www.foia.gov>)

Evaluation Potential Funding Sources

- Learn the funder's grant making philosophy, program interests, and criteria
- Check the purpose of the grants offered: seed money, direct service, equipment, capital expenses, etc....
- Check the size of the grant offered: minimum and maximum
- Determine whether you will need to apply for multiple grants and is this allowable under guidelines
- Other Restrictions: geographic focus or preferences, priority issues, type of organizations that can apply
- Number and kind of past awards
- Do you have the time, energy, knowledge, resources to apply?
- Have a pre-application meeting with all potential partners

Understanding the RFP

- Dates
- Fonts, Spacing, Letter Size
- Auxiliary material
- Letter of Intent or Not
- How to submit and what info is needed or do you need to be able to login somewhere
- Electronic only?
- What are the Reviewer's Criteria?
 - As you write and develop your proposal – think like a reviewer
- Write down questions and then send questions to the competition contact person if allowed

Develop Your Proposal Writing Plan of Attack

- Generate a list of tasks
- Place the tasks in order
- Gather external items early
- Delegation
- What contacts need to be made
- Mini-goals in the writing process and progressive due dates

General Characteristics of a Winning Grant Proposal

1. The Grant Proposal is Written Exactly According to Grant Guidelines
2. The Proposal Identifies an Important Need or Research Question and/or an Innovative Solution or Design.
3. The Project is Cost-Effective
4. The Proposal is Well Organized and Clearly Written
5. The Proposal is Concisely Written and Looks Professional
6. Goals and objectives align with the funding agency

Leveraging Your Current Grant

- Use same project title for continuity and building upon
- Grant as matching/in-kind funds for future grants
- Use your data, evaluations, and assessments

Watchdogs and Wellness Grants

2008 PEP Grant:

Watchdogs and Wellness: A Healthy Tomorrow

2008 Wellmark Grant:

Watchdogs and Wellness: Building Our Future

2009 ING Unsung Heroes Grant:

Watchdogs and Wellness: Adventure and
Mentoring Program

2009 No Child Left Inside Grant:

Watchdogs and Wellness: Camping in Schools

2011 PEP Grant:

Watchdogs and Wellness: Watchdogs of the Future

2013 PEP Grant:

Watchdogs and Wellness: Building on Success

Proposal Writing Process --- START EARLY!!!!!!!

1. Read The Proposal Guidelines Carefully
 - a. Follow Explicitly and have Someone Proof Read
 - b. Carefully examine the RFP/Call for Proposals
 - c. Goals and objectives of the specific grant

2. Do the Necessary Preliminary Work
 - a. Outline the objectives of your project
 - b. Identify potential resources
 - c. Make Contact with key people in supporting agencies, collaborative efforts, baseline and background data
 - ethnicity breakdown, free-reduced lunches, weaknesses in meeting standards, financial status of program,

Proposal Writing Process Cont.

3. Discuss the Proposal with the Various Local People and Agencies that will be Involved in the Project. Get their Reactions and Approval
 - Develop partnerships that strengthen your weaknesses
 - that may add to your matching/in-kind funding
 - that align to the projects goals
 - Be clear in explaining each partners role
4. Make Early Contact with the Office/Department in Your Agency that will be Responsible for the Administrative Details of the Proposal Submission and Project Fund Management

Proposal Writing Process Cont.

5. Begin by Making an Outline of the Overall Proposal Components
6. Get the Proposal Reviewed at Various Stages
 - Draft, Review, Edit, and Repeat
 - Utilize proper headings and subheadings
 - Make sure that our data is current
 - Feedback and comments must be candid
7. If Various Sections of Your Proposal are to be Written by Different People or Departments, Identify One Person to take Responsibility for Integration
8. If Letter of Support are Required – Be Specific in Telling the Individual What You Need

Developing the Evaluation Plan

- What are required components according to the RFP?
- Do you require an External Evaluator?
- Identify criteria or measures of success
- Determine who will be responsible for collecting data and writing reports
- Describe results you expect to achieve
- How will you disseminate the data
 - Stakeholders
 - Target Population
 - Granting Agency
 - General Community

Developing the Budget

- Crucial part of any proposal
- Be sure to satisfy all the criteria
- Understand what is allowable and non-allowable expenses
- Costs are reasonable and calculated/estimated
- Reviews understand that money must be spent—do not feel like apologizing if the included costs are fair
- Follow specific format for budget if requested/required
- Understand matching/in-kind funds
- Is there a Budget Narrative required
 - Keep it succinct and to the point

Budget Formation Cont.

- Consider all forms of potential revenue: other grants, in-kind, donations, contracts, local funding, memberships, partnerships, current budgetary expenses, booster style clubs
- Include all forms of expenses and in specific categories when requested
 - Salaries
 - Equipment
 - Contractual
 - Travel
 - Supplies
 - Benefits
 - In-Direct Costs

Developing Plan for Sustainability

- How will the project will be maintained beyond the funding period?
- Develop a Business Plan of Sorts
 - What resources will be necessary to maintain the project
 - Identify specific tactics to obtain sustainability
 - Be as specific as possible
 - How did you choose your equipment?
 - Train-the-Trainer format of professional development
 - Professional Learning Communities
 - Wellness Committee

Developing the Proposal Narrative

- Prepare and present the final proposal in a reader friendly format that will make scoring easy for the grant reviewers ---- think like a reviewer with limited knowledge!!!
 1. Develop a strong Statement of the Problem or Goal
 2. Describe the active involvement of the community in defining the problem and the planning
 3. Provide documented evidence, scope and level of the problem
 4. Community assessments, school assessments, HECAT, PECAT, FitnessGram, etc...
 5. How is the problem related to other issues
 6. Description of the Community

Proposal Narrative Cont.

- Mission, Objectives, and Capacity
 1. State your vision in relation to the project/problem
 2. State the mission of the project or initiative
 3. What are the overall objectives for the project
 4. Describe the organization's capacity to conduct the project
 5. Describe the community's capacity to address the problem/goal

Methods Section (be detailed and clear)

1. Identify the beneficiaries and how to reach them
2. Describe the universal approaches to be used
3. Describe the targeted approaches to be used
4. How will you modify access, barriers, and opportunities
5. Identify Community Assets and Resources
 1. People
 2. Stakeholder
 3. Material Resources
 4. Any potential resistance
6. Proposed Project Activities
 1. Action Plan
 2. Action Steps

Evaluation Section

- Developing the Overall Evaluation
 1. Introduction to the Evaluation
 2. Framework for Program Evaluation
 3. Lots of Detail
 4. Timelines
 5. Connections between goals/objectives and evaluation strategies and steps
 6. How and who will gather evaluation data
 7. How will the data be disseminated
 8. Required assessments and program specific assessments

Putting Everything Together

- Table of Contents
- Abstract
- Narrative
- Budget
- Budget Narrative
- Appendixes
- All Additional Forms
 - Partner commitments
 - Letters of Support
 - etc.....
- Triple Check the Application Package Checklist!!!!!!!!!!!!!!
- Be prepared to submit a couple of days early

Example Plan of Attack

Task	Responsible	Due	Completed
Review the Call for Proposals	John and Jane Doe	January 1	
Develop or Review Application Checklist	Sally and Mike	January 10	
Identify and Contact Appropriate Partners	John and Jane	January 15	
Prepare Questions and Contact the Grant Person	Sally	January 15	
Draft, Review, Edit, and Repeat	Entire Team	Jan. 20, Feb. 20, March 20	
Develop Budget	John and Jane	Feb. 20	
Collect Letters of Support	John and Jane	March 1	
Finalize Text	Entire Team	April 1	
Ensure all additional forms are completed	Sally and Mike	April 1	
Make Final Copies and Submit 3 Days in Advance of April 15	John and Jane	April 12	

Example of Agencies Goals and Funding Details

Granting Agencies Goals	Where and When You Found Out About this Goal	Describe How Your Proposal Contributes to this Goal
To support and promote high quality health and physical education.	Carol M. White PEP Grant --- US Department of Education – typically announce in Jan/Feb	-----

Samples of Evaluation Criteria Template

Evaluation Criteria	Points	Describe How Your Proposal Matches This Criteria	Rating
Abstract	0-10		
Definition of Need	0-10		
Target Audience	0-10		
Overall Narrative	0-25		
Methods	0-15		
Evaluation Plan	0-20		
Budget	0-25		

Application Package Checklist

Item	Who is Responsible	Due Date	Completed
Abstract	Scott	4/13/13	
Narrative	Scott	3/20/13	
Table of Contents	Scott	4/13/13	
Budget	Jill	3/20/13	
Budget Narrative	Jill	4/13/13	
Appendices	Mary		
Letters of Support	Mark		
Additional forms	Mary		
Total Application Package		Due Date	Date Submitted

Ten Grant Writing No No's

- Don't Forget To Get Permission and Input
- Don't Look Stupid by Making Errors
- Don't Overlook the Importance of Stakeholder's Input
- Don't Include Audio or Video Attachments
- Don't Do a Show and Tell Too Soon
- Don't Submit a Rejected Grant Application without making Major Changes
- Don't Assume the Funder Has No Changes from Year to Year
- Don't Ignore the Printer
- Don't Get Caught by Murphy's Law – if It Can Happen, It Will
- Don't Celebrate for Too Long; The Funding Ends Soon

Reasons for Low Review Ratings

1. Project of little or no relevance to mission and/or program priorities
2. Insufficient preliminary data or evidence from literature
3. Exceeds page limit, poorly written, unclear objectives or hypotheses
4. Poor record of results from previous funding
5. Plan of action or objectives not cohesive, different functions aren't integrated
6. Low scientific merit, basic flaws in logic
7. Lack solid research questions or learning objectives
8. Not innovative
9. Lacks references to content standards
10. Project Director (Management Plan) not qualified

Questions, Thoughts,
Comments, Items to Share

To Share