Oh No! I Have to Write A Grant!
A Basic Understanding of Grant Writing

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• Established in 1980, at The University of North Dakota (UND) School of Medicine and Health Sciences in Grand Forks, ND
• One of the country’s most experienced state rural health offices – only 4 established prior to 1980
• UND Center of Excellence in Research, Scholarship, and Creative Activity
• UND Award for Departmental Excellence in Research
• 7 National programs, 65 staff and faculty
• Only 10% state appropriated – entrepreneurial

Focus on
– Educating and Informing (Information Dissemination)
– Health Policy
– Research and Evaluation
– Working with Communities: Community engagement and development
– Indigenous Health Programs
– Health Workforce
– Hospitals, Public Health, Primary Care, EMS, LTC, and other essential health organizations

ruralhealth.und.edu
Your Funding is Ailing – What do we do?

And You Have Been Assigned to Write a Grant!
Don’t Be A Scared Bunny

We Are Here To Help
What is a Grant?

The Process of Grantsmanship

Covers a broad scope of activities including planning and research, proposal development, and proposal follow-up
A grant is:

• A giving of funds for a specific purpose
• A relationship between grantor and grantee is an exchange relationship
• The exchange varies with the type of grant making organization
• It is not gift or charity

Throughout the grant writing process, 2 questions are commonly asked by grant seekers

1. “Where is the money available?”

2. “How do I seek funding?”
There are 2 primary sources of grant money

Public                          Private

Examples of Public Grants

**Research grants**: support investigation of the discovery of facts or application of new theories

**Demonstration grants**: to demonstrate or establish the feasibility of a particular theory

**Project grants**: support individual projects in accordance with legislation

**Block grants**: provide states with funding for a particular purpose

**Formula grants**: provide funding to specific grantees on the basis of a particular formula
Public Funds

- Obtained from governmental units like federal, state, and local agencies.

- Many of the health grant programs administered by the federal government are based on the pursuit of national objectives.

Private Funding

Can be obtained from a variety of sources, such as foundations, corporations, voluntary agencies, and community groups.
Private Funding

Private Foundations
– receive income from individual, family, or groups of individuals
– funding priorities are usually based on personal philosophies of the founding member
  • Example:
    – Robert Wood Johnson Foundation
    – W.K. Kellogg Foundation

Corporate Foundations
– receive contributions from profit-making entities
– Over 2,000 in U.S. with assets over $11 billion
– Example: CIGNA, Walmart

Community Foundations
– are involved in grant giving within a specific community, state, or region
– Example: Otto Bremer Foundation, Dakota Medical Foundation, ND Community Foundation
You Must Be From North Dakota
If…

You define summer as three months of bad sledding
Your definition of a small town is one that doesn’t have a bar.

Seeking the Appropriate Funding Source
What is RHIhub?

Online library focused on rural health and human services.

Over 13,000 rural relevant resources, including:
- Funding opportunities
- Over 60 topic guides
- State pages
- News
- Reports and publications
- Events calendar
- Maps

13 years old
6 million visitors to our website
8,700 requests
What RHIhub Does…

- Help rural communities access the full range of available programs, funding, and research
- Provide easy access to information gathered from many sources
Customized Assistance

info@ruralhealthinfo.org
1-800-270-1898

Tailored Searches of Funding Sources for Your Project

Foundation Directory Search

FREE Service!

Foundation Directory Online

What You Can Find:
National Funders
State and Regional Funders
Local Funders
1099 Forms!
Finding Rural Data to Support Proposals

## Topic Guides

### Over 50 Topics On Rural Health Issues

**Defining Rural**
- What is Rural?

**How-to Guides**
- Finding Statistics and Data Related to Rural Health
- Conducting Rural Health Research, Needs Assessment, and Program Evaluation
- Grant Writing
- Capital Funding

**Rural Healthcare Delivery**
- Rural Hospitals
- Critical Access Hospitals (CAHs)

**Rural Health Needs & Services**
- Medicare and Rural Health
- Medicaid and Rural Health

**Rural Population Health**
- Healthcare Access in Rural Communities
- Rural Health Disparities
- Social Determinants of Health for Rural People
- Agricultural Health and Safety
- Domestic Violence
- Health Insurance Outreach and Enrollment
- IPV and AIDS
- Hunger and Access to Healthy Food
- Obesity and Weight Control
- Wellness and Prevention

**Specific Populations**
- Medicaid and Rural Health
- Medicare and Rural Health

**State Guides**
State-by-state breakdown of rural health resources. Also includes information for U.S. Territories, Commonwealths and resources available to all states.

- Maine
- Alaska
- Arizona
- Nevada
- New Hampshire
- New Jersey
- New Mexico
- New York
- North Carolina
- North Dakota
- Ohio
- Oklahoma
- Oregon
- Pennsylvania
- Rhode Island
- South Carolina

**RHIhub Topic & State Guides**
RHIhub’s topic and state guides bring together key resources and information in one spot. Start here for access to:
- Publications, maps and websites
- News and events
- Funding
- Organizations
- and more
You Must Be From North Dakota If…

You know several people who have hit deer more than once

There are more people at work on Christmas Eve than opening day of deer hunting

Reasons for not receiving a grant:

Inadequate planning or carelessly prepared proposal  -  39%
Competency of applicant not shown  -  38%
Nature of project  -  18%
Misc.  -  5%

Source: U.S. Public Health Service
Planning

Things to Think About

• Why the Need to Plan?
• What are the Essential Questions?
• Assessing the Need – Essential Questions
• What Do You Need and Why Do You Need It?
• How to Assess Needs?
• Who Will Your Proposed Project Benefit?

Planning Raises Essential Questions

What is the problem?
What do we want to do about it?
How do we want to do it?
Who is going to do it?
How much will it cost?
When will it occur?
Where will it occur?
How does the proposal fit our mission?
Who will be involved in writing the grant?
Who will be administering the grant?
You Must be from North Dakota if…

You think that ketchup is a little too spicy

Your family vehicle is a crew cap pickup

Someone in a store offers you assistance, and they don’t work there
Writing the Proposal

Remember – It Is About the Community!

WRITING & DEVELOPMENT TIPS

HELPFUL TIPS
Writing and Development Tips

• Read directions carefully
  – Read, Read, and re-read
• Develop an outline of each required component
• Proposal should look like one person wrote it, even if done by a committee (*have an editor*)
• One person should be responsible for coordinating proposal planning and development
• Show that funding the proposal will benefit many -- social benefit

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Writing and Development Tips

Remember others
  – Talk to others who have written grants – their experience, lessons learned
  – Try to locate people who have been funded by organizations you plan to submit a proposal
  – UND Center for Rural Health
  – Associations and other regional or state organizations
  – RAC
Writing and Development Tips

Remember your audience: Reviewer

– Reviewer typically doesn’t know anything about your situation, your community, or even your state
– Explain basic facts
– Rural and frontier as a concept (distance, weather, roads); culture; and your unique circumstances
– Central goal: convince reviewer of the legitimacy of your problem, your solution, your ability

You Must Be From North Dakota If…

Your kids’ baseball or softball game has been snowed out
People “borrow” things to you
Writing and Development Tips

Remember Your Audience: Reviewer

- MUST MAKE IT EASY FOR THE REVIEWER
- Don’t deviate from the guidance
  - they set the order of sections and the titles
  - they set the rules
  - they have the money
- Be detailed (even to the point of being elementary)
- Be concise (less words the better)

Writing and Development Tips

- Remember Your Audience: Reviewer
  - Put yourself in the funding source’s shoes
  - Ask yourself same questions that a skeptical reader would ask:
    - Why should anyone bother to read this?
    - Why should they care?
    - What difference is this going to make?
  - Present it in layperson’s words -- program officer may not be an expert in your field and they have to explain the proposal to others
Writing and Development Tips

Remember Your Audience: Reviewer

• Show that it impacts real people
• Emphasize collaborative nature of process and outcome
• Show how you included target audience in planning stage
• Find a hook, novel way of looking at the situation and show promise
• Show prospect of replication
• Show plan for sustainability and continuation – essential!

Logic

• Does it make sense?
• Can a reviewer easily and quickly understand your situation and your solution?
• Is there a flow to the argument? Is there a flow to the solution? Is there linkage between the problem and the solution?
• Avoid being “too” intuitive
Writing and Development Tips

Writing Style

• Keep paragraphs short -- use headings and subheadings
• Rational, documented facts -- show emotion and feeling but don’t let it dominate
• Use tables, charts, graphs – be visual
• Use bullets -- easy to read and follow -- shows logic
• Avoid abbreviations, acronyms, and jargon if you can but if used then EXPLAIN

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Writing and Development Tips

Writing Style

– Develop a writing schedule -- timelines
– Allow appropriate time to write and review -- takes three times longer than we usually plan
– Use an outline
– Use note cards
Writing and Development Tips

Review and critique

– Allow time -- critical step
– Use an external reviewer
– Similar to “real” review because they know little about proposal
– Look for logic gaps
– Flow
– Jargon
– UND Center for Rural Health (ask us to critique)

Writing and Development Tips

What does the funder, the reviewer look for in proposal?

– Does it fit their criteria?
– Does it make sense?
– Your credibility
– Budget is appropriate to meet goals
– Did you follow the rules?
Proposal Sections

Cover letter
Summary or Abstract
Introduction
Needs or Problem Statement
Project description (with Goals and objectives, Time line, and Staffing plan)
Evaluation and Sustainability Plan
Budget and budget narrative
Appendices

You Must Be From North Dakota If...

You understand that “yah, y’betcha” means either “I agree” or “You’re full of it” and you know the difference

You have attended a formal function in your best dress, wearing your best jewelry, and your best snow boots.

You notice when you drive that there is a lot more road kill than cars (not counting tractors) on the road
The Proposal

Evaluation (Funders Likely Requiring)

- Internal or external
- Quantitative data and/or qualitative data
- How will the evaluation be performed?
- What data will be collected? When?
- How will it be analyzed and reported
- Check the guidance
- Two common types of measures: Process measures and Outcome measures
- Formative Evaluation and Summative Evaluation
- Evaluation contributes to sustainability and links to communication

Sustainability

- Building awareness and support – more than just funding
- Originates from accomplishment of goals and objectives
- Benefit of the program to the community – clearly show why important
- Importance of evaluation to sustainability – data and evidence of success
- Building relationships with the community, key stakeholders, partners, and others
- Community exposure – civic group meetings, newspaper articles, marketing
- Communication plan and function has sustainability focus
- Local and non-local funding sources – Private and Public: Fee-for Service
A well-defined budget defines all costs related to project implementation including the funding source contribution and other contributors (in-kind support, matching funds).
Matching Funds

Participation by the grantee in the cost of a program on a dollar-for-dollar basis or other predetermined ratio or basis, such as 10% or 20%

Direct Costs

A. Salaries and wages of personnel who will work on the project
B. Fringe benefits associated with these personnel
   • Taxes (FICA, Medicare, etc.)
   • Benefits (health insurance, disability insurance, retirement contributions, pension plan, etc.)
C. Equipment needed to perform the tasks (purchased or leased equipment)
D. Supplies
E. Travel (purpose of travel should be outlined)
F. Consultant services
G. Subcontracts
Indirect Costs

Budget item that represents costs incurred by the grantee in carrying out a program that are not readily identified a direct expenditure.

A. Space (rent)
B. Utilities
C. % of Management Time (Executive Director oversight, accounting assistance, human resources)

Budget Table and Narrative

- How many organizations are contributing to the budget?
- What percent of funds are being solicited from the funding source?
- What year will peak funding occur and why?
- Are subcontracts involved?
- Annual salary increases
Budget Table

SAMPLE ONLY

Example in Tab 14

$2,500 maximum allowed on grant;
$2,011 amount being requested from the grant

Budget Narrative

- How many organizations are contributing to the budget?
- What percent of funds are being solicited from the funding source?
- What year will peak funding occur and why?
- Are subcontracts involved?
- Annual salary increases
Budget Narrative

The budget shows that our grant request ($2,061) is less than the allowable amount ($2,300) because of the generosity of the partners involved and the in-kind contributions.

1. Transportation: We plan to use two mini-buses for transportation of the students. The two buses will receive a stipend of $300 each plus an estimated $20.25 for gas (15.59 gallons at $1.29 per gallon of gas) to pay for the gas to transport the students between the hospital, nursing home, clinic, and school.

2. Food for Students and Helpers: We are requesting reimbursement for the morning and afternoon snack and lunch. All food purchased will be healthy choices – apples and peanut butter for an afternoon snack, carrots and hummus for an afternoon snack, and a sandwich, baked chips, pasta salad, and milk for lunch. Water will be provided at both snacks. The morning snack will be $6 (24¢ per student x 32 students/Helpers), and the afternoon snack will be $6 (24¢ per student x 32 students/Helpers), and the breakfast and lunch will be $6 (24¢ per student x 32 students/Helpers).

3. Coordination: The coordinator will be given the allowable amount for clerical, coordinating, supervising and travel. This amount will be split amongst two people that will work together to coordinate the camp to assist in the payment of their salaries. The $3,000 will pay for 100 hours of the coordinator’s time (100 hours x $30/hour).

4. Supplies: Supplies will include an estimated 3 boxes of gloves (small and medium) at 35 each totaling $105, 2 boxes (18 each) blood pressure/thermometer supplies at $15 each totaling $30, 2 boxes (16 each) glucose testing supplies at $15 each totaling $30, 10 rolls ($5 each) of Band-Aids totaling $50, 12 rolls (9 each) of tape totaling $54, 2 cases of liquid cleaner ($1.33 each totaling $26) for a total of $126, as well as miscellaneous supplies that the speakers might request for an estimated $100. We estimate the total to be $150 for supplies bought through the grant. X-rays, lab slides, emergency supplies with the ambulance, voices, walkie-talkies, wheelchairs, and wheelchair-sizes will be provided through in-kind donations from the hospital, clinic, and long-term care facilities for a total estimated value of $1,100. All of the speakers have donated their time for an estimated $500.

5. Other expenses: The student folders ($1.75 each x 38 students totaling $68), copies ($1.50 pages at $1.50/copy totaling $35), postage (40¢/stamps x 35 handwritten letters totaling $14), for presenters agreements, thank you cards, notes to presenters, students, and helpers; 1 box envelopes at $2.75 totaling $33 and advertising (estimated at $45 for newspaper ad at a discounted rate). Each student will receive a folder with the flyer and other health professions information on it (professionals booklet, brochure booklets, career cluster documents). In addition, we will include information on how students can sign up to job shadow at our local facilities. An ad will be put in the community paper in the area to let people know that this event is occurring and bring attention to the need for health care professionals. The Chamber, & school newsletters as well as the newspaper and radio will do some publicity for us. Postage will be used for sending presenter agreements, mailing bills, communicating with schools.

In-kind contributions: will include the ambulance, all caregiver speaker time, and the rooms used at the hospital, nursing home, clinic and school.

The total budget request is for $2,061.00, with the total cost of the camp projected to be $5,311.00. A conservative in-kind calculation is $1,100.
Follow-up

- Check notification dates
- Write thank-you note, funded or not
- If successfully funded, read Notice of Grant Award (NGA) carefully
- If proposal is not funded, ask for feedback from funding agency
- Rewrite/Resubmit
- Explore other funding sources

Center for Rural Health

You Must Be From North Dakota If...

You expect to be excused from school for deer hunting season

Your soup du jour at your favorite cafe is always beer cheese or knoephla.
Contact Us for More Information

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Questions?
Thank you