Grant Writing Workshop

Nursing N&D 590 (Directed Studies in Nutrition)

Presented by:
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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 SORH- only 4 states 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

Focus on
- Educating and Informing (Information Dissemination)
- Indigenous Health Programs
- Health Policy
- Research
- Evaluation
- Working with Communities: Community engagement and development
- Health Workforce
- Work with: Hospitals, Public Health, Primary Care, EMS, LTC, Behavioral Health, Schools, Brain Injury, and other essential community and health organizations
Your Funding is Ailing – What do we do?

And You Have Been Assigned to Write a Grant!

Center for Rural Health
Don’t Be A Scared Bunny

We Are Here To Help
The Grant Writing Process

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
Two common questions that 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 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

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.
Private Funding

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

Seeking the Appropriate Funding Source
What is RHİhub?

• Online library focused on rural health and human services.
• Over 13,000 rural relevant resources, including:
  o Funding opportunities
  o Over 60 topic guides
  o State pages
  o News
  o Reports and publications
  o Events calendar
  o Maps
• 17 years old
• 7 million visitors to our website
• About 10,000 requests

What RHİhub Does…

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

https://www.ruralhealthinfo.org/
Finding Rural Data to Support Proposals

Topics & States

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

- Alabama
- Alaska
- Arizona
- Arkansas
- California
- Colorado
- Connecticut
- Delaware
- Florida
- Georgia
- Hawaii
- Idaho
- Illinois
- Indiana
- Iowa
- Kansas
- Kentucky
- Louisiana
- Maine
- Maryland
- Massachusetts
- Michigan
- Minnesota
- Mississippi
- Missouri
- Montana
- Nebraska
- Nevada
- New Hampshire
- New Jersey
- New Mexico
- New York
- North Carolina
- North Dakota
- Ohio
- Oklahoma
- Oregon
- Pennsylvania
- Rhode Island
- South Carolina
- South Dakota
- Tennessee
- Texas
- Utah
- Virginia
- Washington
- West Virginia
- Wisconsin
- Wyoming

About Topics & States
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

More Useful Tools

Call Center - Need information? Free assistance to rural communities. 1-800-270-1898
info@rhihub.org
Are I Rural? - Find out if your location is considered rural for various federal funding programs.

Online Library - Access to thousands of resources, including funding and opportunities, news, events, organizations, maps, and publications.
**Topic Guides**

**Over 50 Topics On Rural Health Issues**

- Defining Rural
  - What is Rural?

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

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

- Rural Health Needs & Services
  - Mental Medical更改
  - Access to Care
  - Public Health
  - Substance Abuse
  - Tobacco

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

- Specific Populations

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**Customized Assistance**

info@ruralhealthinfo.org

1-800-270-1898

**Tailored Searches of Funding Sources for Your Project**

**Foundation Directory Search**

FREE Service!
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/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

Writing the Proposal
Remember – It Is About the Community!
Writing and Development Tips

• Read directions carefully
  o 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
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
- RHIIhub

Writing and Development Tips

Remember your audience: The 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: The 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:
    o Why should anyone bother to read this?
    o Why should they care?
    o 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!
Writing and Development Tips

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
  CRH – Center for Rural Health
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
- Check for 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 match their mission, values?
- Does it fit their criteria?
- Does it make sense?
- Your credibility
- Budget is appropriate to meet goals
- Did you follow the rules?
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 (or even a separate Word document – ideas, themes, etc.)

Writing the Proposal

Remember – It Is About the Community!
Proposal Sections

• Cover letter
• Abstract
• Introduction
• Needs or Problem Statement
• Project description/Objectives (with Goals, 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
Writing the Cover Letter

• Be brief and to the point

• Use the same date that you’ll send the complete grant application to the funding source.

• Open with the contact person’s name and title, followed by the funding source name, address, city, state, and zip code

• Greet the contact person with “Dear” plus the personal title (as in Mr., Ms., Mrs) followed by the last name.

Writing the Cover Letter

• Keep the first and second paragraphs short and focused

• Wrap up with a summarizing paragraph.

• At the bottom of the letter, include the note “ATTACHMENTS.”
Writing the Summaries/Abstracts

The project summary/abstract should briefly describe the needs that will be addressed, the proposed services, and the client population group(s) to be served. It should **not** refer to other parts of the application.

Source: [https://www.acf.hhs.gov](https://www.acf.hhs.gov)
Tips for Summaries/Abstracts

• Should briefly describe:
  o the needs that will be addressed,
  o the proposed services
  o the client population group(s) to be served

• Provide demographic information of target population

• Explain how project will overcome one or more community barriers.

• Demonstrate feasibility of project

Source: https://www.acf.hhs.gov
Needs or Problem Statement

- Analyze the situation using the best data you have available and cite where possible
- Provides an analysis of the problem and how you plan on addressing it
- Outlines strengths and weaknesses of current situation

Needs Statement Examples:

Example #1: Initial statement – not approved for funding:

“Many of the children we will be serving come from families with a lower income. The daycares we are partnering with serve mainly the lower income kids. By us partnering with them the kids will have access to books they wouldn’t usually be able to be in contact with.”

Source: http://healthandwelfare.idaho.gov/
Needs Statement Examples:

Attempt #2 : Was approved for funding

In the 2010-2011 school year 90% of our Kindergarten students qualified for free/reduced lunch. At the beginning of the school year 68% did not meet the benchmark for the IRI (Idaho Reading Indicator). 19% of our Preschool and Kindergarten students have developmental disabilities/delays. 23% of the Kindergarten students are English Language Learners. These children must have access to books in order to be better prepared when they enter kindergarten, and we can provide them through this program if our application is accepted.

Source: http://healthandwelfare.idaho.gov/

Writing the Project Description

• SMART objectives:
  o Specific
  o Measurable
  o Attainable
  o Realistic
  o Timebound
Writing the Project Description

• Should contain a clear description of the activities you plan to conduct to move toward the goals and objectives you have stated.

• Go through the same steps your organization will take to develop and carry out the program or project.

• The reader should easily see how you are going to accomplish your goal.
  • Use words, timelines, and charts, help them imagine what the program will look like.
  • Paint a picture of how the program will look through the eyes of a your target population.
  • Don’t make the funder guess how you will use the money to reach the desired result for your population.

The Evaluation

• Internal or External?

• Quantitative data

• Qualitative data

• How will the evaluation be performed?

• What data will be collected? When?

• How will it be analyzed and reported
The Evaluation

• Check the guidance

• Two common types of measures:
  • Process measures
    • The specific steps in a process that leads to a particular outcome metric.
  • Outcome measures
    • A systematic way to assess the extent to which a program has achieved its intended results.

The Evaluation

• Formative Evaluation
  • A method for judging the worth of a program while the program activities are in progress.

• Summative Evaluation
  • Summarizes the impact of what you’ve done, or the results of your project.
  • It’s important that the evaluation contributes to sustainability.
Example Evaluation Section of Proposal

Measuring the Success of the Ridge, Kids and Stewards Program
Currently, program facilitators administer both a pretest and a posttest to youth participants in order to measure what information is learned by the students during the six-week program. At the conclusion of each session, we also ask participating teachers to complete a detailed evaluation questionnaire so we can continue to find ways to improve an already excellent program.

The Ridge, Kids and Stewards (RDK) program is also regularly evaluated by an outside panel of professional evaluators. Because it is our goal to teach young people to become stewards of the environment, the RKS program coordinator and others are working to develop a more sophisticated, yet practical, evaluation process in order to measure the long-term impact of the program on youth who participate.

https://www.thebalancesmb.com/grant-proposal-evaluation-section-2501961

Sustainability
• Building awareness and support – more than just funding
• Originates from accomplishment of goals and objectives
• Benefit of the program to the community – show importance
• Importance of evaluation to sustainability – data and evidence
• Building relationships with key stakeholders, partners, others
• Community exposure – civic group meetings, newspaper
• Communication plan – use evaluation results
• Local and non-local funding sources – Private and Public: Fee-for Service
Budget

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

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

Indirect Costs

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

- Space (rent)
- Utilities
- % of Management Time (Executive Director oversight, accounting assistance, human resources)
**Budget Table**

**SAMPLE ONLY**

**Example in Tab 14**

$2,500 maximum allowed on grant;

$2,011 amount being requested from the grant

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### Budget Spreadsheet:

<table>
<thead>
<tr>
<th>EXPENSES</th>
<th>GRANT FUND</th>
<th>IN-HIND CONTRIBUTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Transportation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Driver/Driver (1/3 x 2)</td>
<td>$100.00</td>
<td></td>
</tr>
<tr>
<td>Fuel</td>
<td>$20.00</td>
<td></td>
</tr>
<tr>
<td>Ambulance</td>
<td>$10.00</td>
<td></td>
</tr>
<tr>
<td>2. Food for Students and Helpers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Milk (2 x 32)</td>
<td>$54.00</td>
<td></td>
</tr>
<tr>
<td>Lunch (6 x 32)</td>
<td>$102.00</td>
<td></td>
</tr>
<tr>
<td>PMI/PMI (1 x 32)</td>
<td>$54.00</td>
<td></td>
</tr>
<tr>
<td>3. Site Coordinator</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Plan, coordinate, travel, supervision</td>
<td>$1,000.00</td>
<td></td>
</tr>
<tr>
<td>4. Supplies/Program Expenses</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gloves</td>
<td>$10.00</td>
<td></td>
</tr>
<tr>
<td>-MOUSE TESTING</td>
<td>$10.00</td>
<td></td>
</tr>
<tr>
<td>Lab Value</td>
<td>$100.00</td>
<td></td>
</tr>
<tr>
<td>Blood Pressure Kits and Thermomter</td>
<td>$50.00</td>
<td></td>
</tr>
<tr>
<td>-Cone Speakers (2 x 20)</td>
<td>$50.00</td>
<td></td>
</tr>
<tr>
<td>Radiology/CT/EE/Speakers</td>
<td>$100.00</td>
<td></td>
</tr>
<tr>
<td>Clearing Equipment</td>
<td>$100.00</td>
<td></td>
</tr>
<tr>
<td>Mf/Office Supplies</td>
<td>$100.00</td>
<td></td>
</tr>
<tr>
<td>5. Communications</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Student/Classrooms (2 x 28)</td>
<td>$50.00</td>
<td></td>
</tr>
<tr>
<td>Postage</td>
<td>$25.00</td>
<td></td>
</tr>
<tr>
<td>Copiers</td>
<td>$10.00</td>
<td></td>
</tr>
<tr>
<td>Newspaper &amp; Radio</td>
<td>$45.00</td>
<td>$100.00</td>
</tr>
<tr>
<td>Class Total</td>
<td>$2,011.00</td>
<td>$1,500.00</td>
</tr>
<tr>
<td>Total</td>
<td>$2,500.00</td>
<td></td>
</tr>
</tbody>
</table>

*NOTE: These numbers are just samples. Please research to find what the cost of items for your specific camp would be.

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**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
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
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

Final Take-Away

• Start a Credibility File
• Start a Boiler Plate File
• Make a list of 3-5 projects you would like to do
• Remember CRH and RHIhub as a resource
• Read guidance carefully and develop an outline/checklist
• If successfully funded - Be accountable/timely to funding agency - Communicate
• If not successful - Try again!
Contact Us for More Information

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Questions?

Thank you