

# **Grant-writing 101**

## **October 17, 2023**

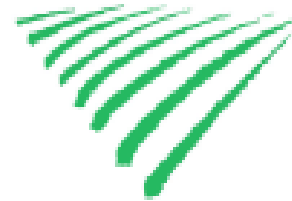
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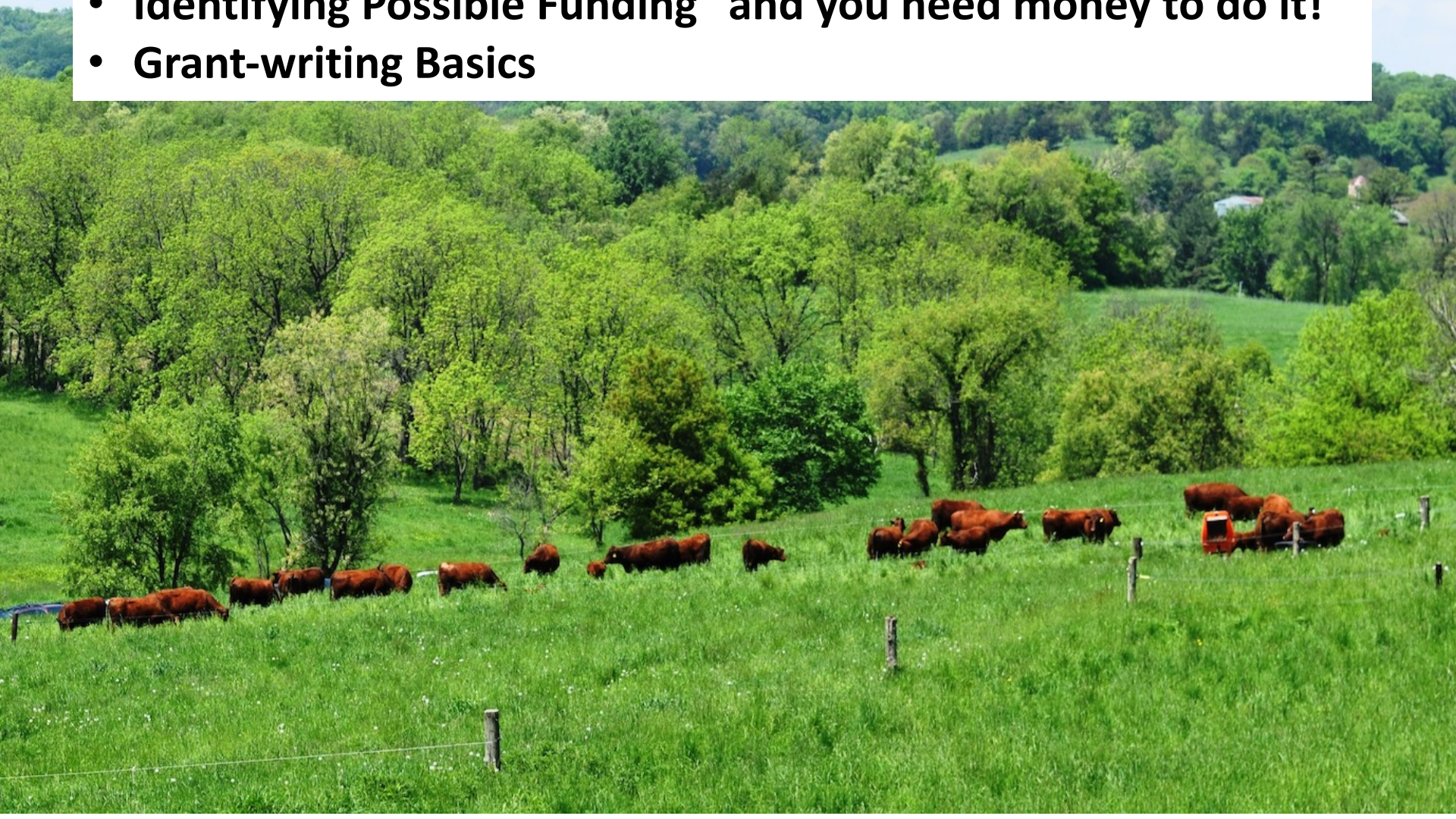


**Michael Fields Agricultural Institute helps rural and urban farms and agricultural communities in Wisconsin and beyond be healthy environmentally, economically, and socially.**



# Today's Workshop:

- **Designing Sound Projects “You have a great idea...”**
- **Identifying Possible Funding “and you need money to do it!”**
- **Grant-writing Basics**





# Start by Designing Sound Projects





# So, you have a great idea...

Are you ready to pursue funding?

How do you know?





# So you have a great idea...

Some questions to ask about designing a sound project:

- What problem (or opportunity) are you addressing? What are your goals and measurable objectives?
- Have others, addressed this problem? What can you learn from their work?
- Who else might care about your problem? Should they be involved in your project?
- What's your main strategy to address your problem? (among several options)



# So you have a great idea...

Other questions to ask:

- What's a realistic project timeline?
- What resources (people, \$\$, materials) does your project require? (Which do you already have?)
- Who else needs to know about your project?  
What's the best way to reach that audience?
- How will you measure and evaluate your project's outcomes?





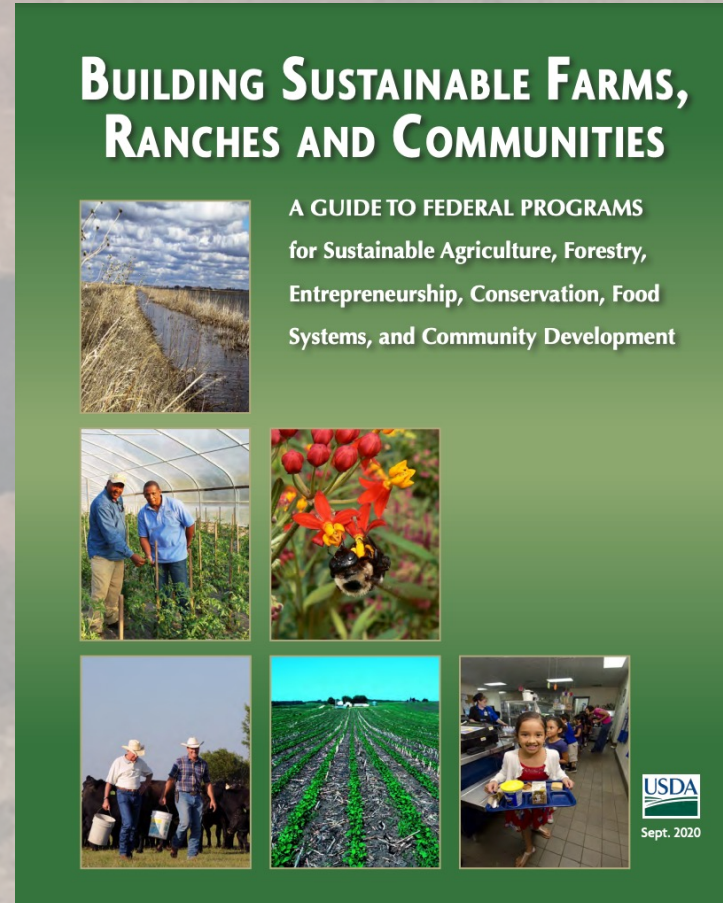
**Identifying Possible Funding**  
**“...and you need money to do it”**



# Identifying Possible Funding

## Building Sustainable Farms, Ranches, and Communities

<https://attra.ncat.org/product/building-sustainable-farms-ranches-and-communities/>



Call 1-800-346-9140 or email [pubs@ncat.org](mailto:pubs@ncat.org) to ask to have a free copy sent to you.



# Identifying Possible Funding Other Resources

**Libraries, Extension, Networking, Internet:**

**Grassroots Guide to Federal Farm and Food Programs,  
National Sustainable Agriculture Coalition**

**<http://sustainableagriculture.net/publications/grassrootsguide>**

**USDA Agriculture Marketing Service:**

**<https://www.ams.usda.gov/services/grants>**

**USDA NRCS Program Resources:**

**<http://www.nrcs.usda.gov/wps/portal/nrcs/detailfull/national/programs/?cid=stelprdb1048817#sthash.gXsyBcwh.dpuf>**



# Identifying Possible Funding

- Look local first.
  - Are there county, city or state grants?
  - Private foundations that want to support a cause like yours?
- Conduct basic internet searches.
- Ask aligned individuals and groups and/or prospective partners.
- Free philanthropy newsletters, e.g., Philanthropy News Digest

<https://duckduckgo.com/?q=ohio+grants+for+farmers&t=chromentp&ia=web>

Microsoft Office Ho... Truscott Admin

<https://ohioline.osu.edu> > factsheet > anr-63

## Grants and Low-Interest Loans for Ohio Small Farms | Ohioline

The two methods to get free or low-cost assistance for new farm enterprises are **grants** and low-interest loans. This fact sheet includes a summary of these methods and resources for acquiring them. Procuring **Grants** and Low-Interest Loans Planning must happen before a farm considers applying for **grants** and loans.

<https://ohiodnr.gov> > wps > portal > gov > odnr > buy-and-apply > apply-for-grants > grants

## Grant Opportunities - Ohio Department of Natural Resources

CWRR **grants** are 50/50 cost share reimbursement **grants** focused on improving community safety, education, and preparedness. Conservation Club Competitive Partnership **Grant** Designed to encourage participation in wildlife-related recreation activities through a competitive **grant** program. Cooperative Boating Facility **Grant**

<https://grants.ohio.gov>

## The Ohio Grants Partnership

Introducing the Upgraded **Ohio Grants** Portal. August 10, 2023. **Ohio Grants** Summit 2023. July 17, 2023. FY 2024 Cemetery **Grant** Program. July 13, 2023. odx-all-news. Expand All Sections. Web Content Viewer. Actions. The **Ohio Grants** Partnership is a section within the Office of Budget and Management.

<https://grants.ohio.gov> > funding-opportunities

## Funding Opportunities - The Ohio Grants Partnership

Funding Opportunities Funding opportunities posted by the federal government can be found at <https://www.grants.gov/web/grants/search-grants.html> Funding opportunities posted by the State of **Ohio** can be found in the below table.



# Identifying Possible Funding

- Think creatively and broadly about your project's needs. Can multiple types of assistance be useful?
- Identify programs whose purposes and available resources seem most suitable to your purposes. Consider a program by answering the following questions:



# Finding Possible Funding: ?s

- Are you an eligible applicant?
- Would your project advance a program's stated mission and goals? And vice versa...
- Is the program's form of assistance appropriate to your needs?
- How big is its funding pool? What's the average amount and duration of grants?
- Is funding available up-front or (more typically) only on a reimbursement basis?



# Identifying Possible Funding: ?s

- What are eligibility requirements, financial match requirements, and restrictions on a program's use?
- Are a program's application deadlines and funding timeframes suited to your needs? Does the program fund multi-year projects?
- Do past grantees feel that a program's reporting requirements are reasonable and that the program is well-administered?



# Identifying Possible Funding

How to answer all those questions:

- Read the RFP! (or MOSA, or NOSA, or RFA, etc.) – on website, from linkages from [www.grants.gov](http://www.grants.gov), etc.
- Participate in webinars for potential applicants.
- Call the program staff. Contact info is on their website and on the RFP.
- For some questions, ask past grantees



# **Basic Grantwriting:**

- **Sound Practices**
- **A Few Things to Avoid**
- **Commonly Requested Attachments**
- **Getting Help**



# Basic Grantwriting:

## Sound Practices: BE **ORGANIZED**

- **Start early!! You'll need more time than you expect.**
  - Create an application completion timeline backwards from the grant deadline.
  - Register right away for any accounts needed. For Federal, a SAMS i.d. will need to be acquired.
  - Check all assumptions on how long any part of the application will take.
- **Read the RFP at least 3X. Follow its instructions.**
- **Use an outline to keep it logical**
- **Break your work into sections so it's not scary.**
- **Use the RFP's checklist; if none exists, make your own.**



Proposal Component	Word Count	Who	When	Notes		
Cover		Autofilled from Preproposal				
Project Summary	249/400 words					
Project Objectives/Outcomes	100/100 words			AR added notes, consider focusing on the outcomes fo		
Background Rationale and Need	300/2000 words	Joan	3/2	Working draft available		
Approach and Methods	449/2000 words	Joan	2/19	Ready for 2nd review		
Outputs	250 words	Bob	2/26			
Outreach	400 words	Bob		Making this orange, becuse I do not feel it is complete		
Evaluation Plan	500 words	Ariane	3/2	It's outlined, but I need to fill in some details based on c		
Untitled Question (Logic Model)	1,000 words in table	Bob/Joan		Again, I don't think we can totally check this off, but we'		
Team Experience and Roles	1500 words	Mary	2/26			
Response to Reviewers	400 words	Bob	2/19	Includes 2021 pre-proposal review comments		
Past Current and Pending Support	Spreadsheet	everyone	3/2	Each Major Participant		
Letters Verifying Participation		Bob/Joan	3/2	Each major participant/subcontractor/farmer...		
Animal Care/Human Subjects Documentn		Joan	3/2	Can be done later, if proposal approved		
Impact on Sust Ag in NCR						
Economic	74/75 words					
Environmental	72/75 words					
Social	75/75 words					



# Basic Grantwriting

## Sound Practices: BE **CLEAR**

- Use clear, simple language to be readable.
- Explain how your proposal advances the RFP's goals.
- Be precise, accurate; don't exaggerate.
- Develop your proposal's small team of collaborators.
- Have a trusted colleague review: Is it clear? Logical?
- Be sure your budget is accurate, clear, and  
accompanied by a budget narrative, if needed.



# Basic Grantwriting

## More about the

# BUDGET

### Budget/Budget Narrative

- Describe and justify each budget expense.
- List sources of match. (Include letters of commitment for all sources of match.)
- Explain anything in the budget that you think might not be obvious to the reviewer.
- Ensure that the language in your project narrative for each activity matches what's in the budget

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#### Budget Sample #2

	Federal	Non-Federal Match** Cash	In-Kind	TOTAL
<u>a. Personnel (Salary/wages)</u>				
Cooperative manager to serve as project Coordinator, 300 hours @ \$25/hr	\$2,500	\$5,000		\$7,500
Project development team (3 Bd members) 24 days each @ \$200/day	-	-	\$14,400	\$14,400
Hourly project staff to assist manager with project development, trip schedule and grant management, 520 hours @\$15/hr	\$7,800	-	-	\$7,800
<u>b. Fringe Benefit</u>				
Cooperative manager @20%	\$500	\$1,000	-	\$1,500
Board members, N/A	-	-	-	-
Hourly@12%	\$936	-	-	\$936
<u>c. Travel</u>				
3 out-of-state trips by project team of 4 to visit cooperative-owned processing plants with costs per trip estimated at: daily rate & gas for van @\$110/day for 4 days; hotel @\$80 ea for 3 nights, meals 4 days @\$30/day; parking @\$20	\$2,850	\$2850	-	\$5,700
<u>d. Equipment</u>	-	-	-	-
<u>e. Supplies</u>				
Educational resources (list)	\$1,000	-	-	\$1,000
<u>f. Contractual</u> (attach detailed & approved budget)				
Subcontract to XX University for cost and market analysis study	\$10,000	\$10,000	-	\$20,000
Subcontract to XX firm for development of business plan	\$10,000	\$5,000	-	\$15,000
<u>Other</u>				
Subscription for marketing service	\$2,664	-	-	\$2,664
Printing and postage for report	\$500	\$500	-	\$1,000
Total Direct Costs	\$38,750	\$24,350	\$14,400	\$77,500

\*\*Sources of Match (see attached letters of commitment)



# Basic Grantwriting:

## Sound Practices: BE **STRATEGIC**

- For **letters of support**, offer **thinking points** or even a draft for their authors (but don't make them all alike)
- Make sure you **understand the review process**; know the point values of each section of the proposal.
- Identify the **weakest aspects of your proposal** and give yourself time to **fix them**.



# Basic Grantwriting

## Sound Practices:

### PAY ATTENTION TO DETAILS

- Follow the **format** exactly.
- Get matching funds, named partners, signatures lined up.
- Be willing to **readjust your proposal** for each program to which you submit it.
- Submit well in advance of the **deadline**.



# Basic Grantwriting: Electronic Submissions

**Plan enough time** (4-6 weeks) to register through [www.grants.gov](http://www.grants.gov) – A few easy extra steps

- If *submitting* as an individual, *register* as such.
- If submitting for an organization, first register that organization through [www.grants.gov](http://www.grants.gov):

Register w/ System for Award Management (SAM)

**Submit your proposal through** [www.grants.gov](http://www.grants.gov) **early** - at least a few days ahead of deadline to avoid delays.



# Basic Grantwriting: A Few Things To Avoid

- **Don't include materials not requested.**
- **Don't exaggerate; be precise, accurate.**
- **Don't assume that the expectations of one program will be like another. If you're not sure, ask.**
- **Don't be discouraged! If you're turned down by a program, find out why before writing another.**



# Basic Grantwriting:

## Typical Grant Application Format

**Project Summary:** What are you going to do and why ?

**Need :** What are your project's **goal(s)**, and **objectives**, and what facts support them?

**Approach/ Method :** What steps do you plan to take to reach the goal(s)?

**Time Line/Workplan:** How long will each step require?

**Organizational Mission :** Tell your story. Why are you a great candidate to fund?

**Personnel Credentials :** List the key staff, their skills, education and experience.

**Budget:** What will this cost— by **Expense Category**, by **Objectives**? What non-fed'l **match** (cash, in-kind) can you contribute? Use a **budget narrative to clarify details**.

**Communication/Outreach:** To whom and how will you communicate about your work?

**Evaluation:** How will you measure your progress toward goals and objectives? How will you gather the data?

# Basic Grantwriting

## COMMONLY REQUIRED ATTACHMENTS

This standard information should be submitted at the same time as the completed proposal. Not to do so may disqualify your request.

1. Support/Commitment letters
2. Complete list of the **organization's officers and directors.**
3. The organization's **actual income and expense statement for the past fiscal year**, identifying the organization's principal sources of support.
4. The organization's **projected income and expense budget for the current fiscal year**, identifying the projected revenue sources.



# Basic Grantwriting

## COMMONLY REQUIRED ATTACHMENTS (CONT'D)

5. The organization's most recent **audited financial statement** including notes and IRS Form 990.
6. Copies of the **IRS federal tax exemption determination letters**.
7. **Program Budget** (multi-year if applicable). *NOT required for general operating requests.*
8. Agency/Organization **Annual Report**
9. For Federal grants, an assortment of other matters, e.g., “Current and Pending Support,” “Conflicts of Interest,” Non-drug workplace, etc.

# Basic Grantwriting: Getting Help

- Participate in programs' explanatory **webinars**
- If you've read the RFP 3X, and still have questions, **call the program staff**
- Find **resources** available to help you:
  - find funding possibilities – **librarians**
  - review your proposal – **friends, colleagues, Extension, local development agency, etc.**
- Challenges with [www.grants.gov](http://www.grants.gov) – call **help line**  
**1-800-518-4726**



**Additional resources to help you:**





# **Additional resources to help you:**

**MFAI's website offers numerous documents to support your grantwriting.**

**<https://www.michaelfields.org/grants-advising-resources>**

**These include:**

- How to design projects, identify funding prospects, and successfully write grants**
- Grant-writing Basics and Tips**
- Strategies for writing budgets for federal grants**
- Electronic Submission**
- Powerpoints such as this one**



A pig is visible in the background, partially obscured by the text boxes. It is standing in a field of green plants, with its head and front legs visible at the bottom of the frame.

# **Additional resources to help you:**

**MFAI also offers free grants advising in the Midwest, especially for underserved farmers and other stakeholders – or groups assisting them.**

**Email [grants@michaelfields.org](mailto:grants@michaelfields.org).**

**But anyone, anywhere can sign up for MFAI's grants notices by sending an email to the same address.**





**Questions?**