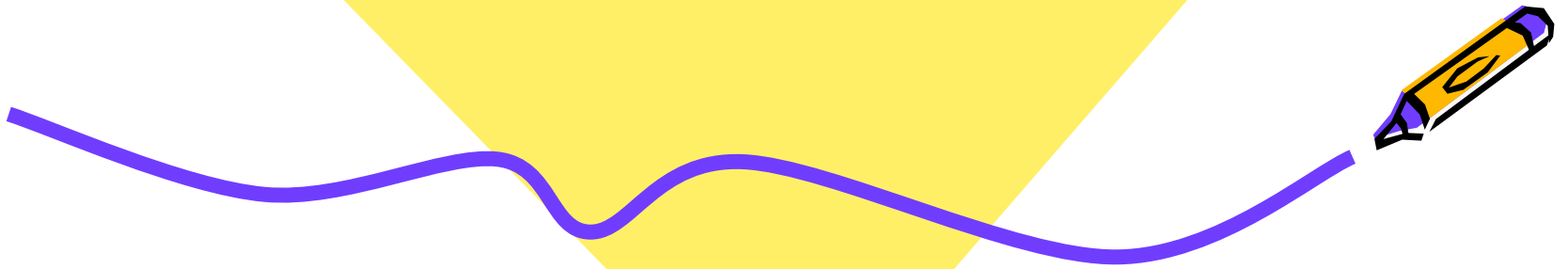




Grants 101 For
Teachers



Welcome to Grants 101 for Teachers!

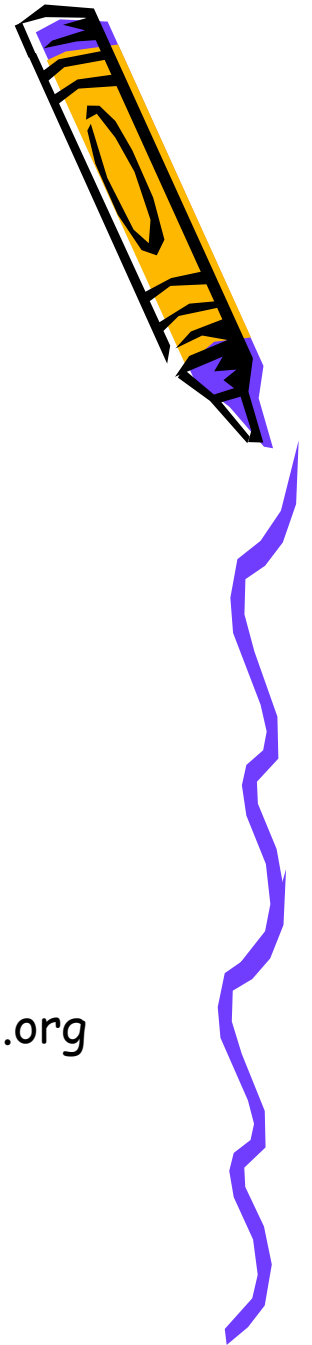
If you decide to write a grant, please inform
the ASD Grants Office
This is a district requirement.

ASD Grants Office Contact Information:

Bev Thornburg, ASD Grants Coordinator
742-4471 Thornburg_Bev@asdk12.org

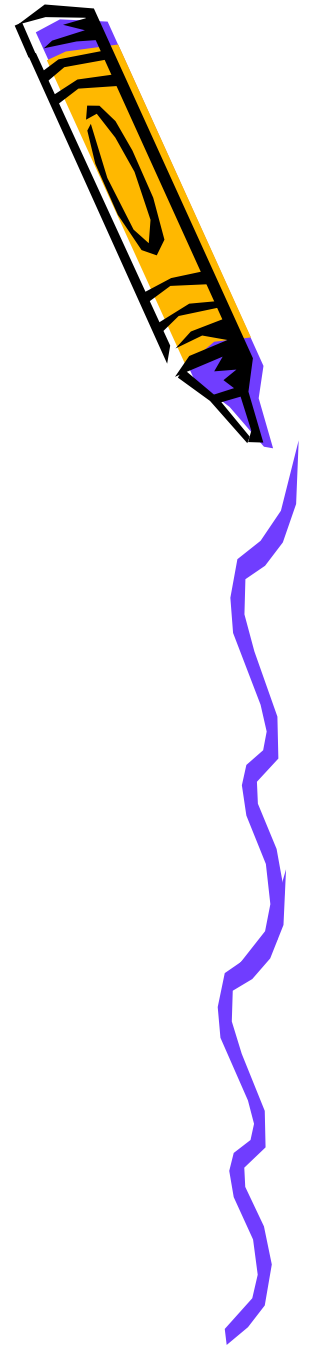
Corinne McVee, Grant Writer 742-6029 McVee_Corinne@asdk12.org

Karen Karsnia, Administrative Assistant 742-4468
Karsnia_Karen@asdk12.org



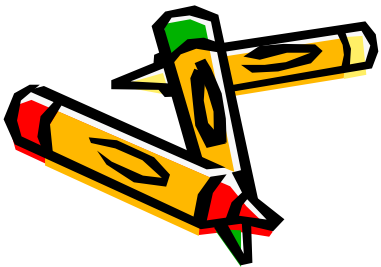
What you will learn

- What is a grant?
- Who gives grants and why?
- What is a fundable idea, project and proposal?
- Basic grant lexicon
- Keys to success
- Searching for funding
- Evaluating funding opportunities
- District procedures for applying
- How Grants Office can help
- Parts of a proposal



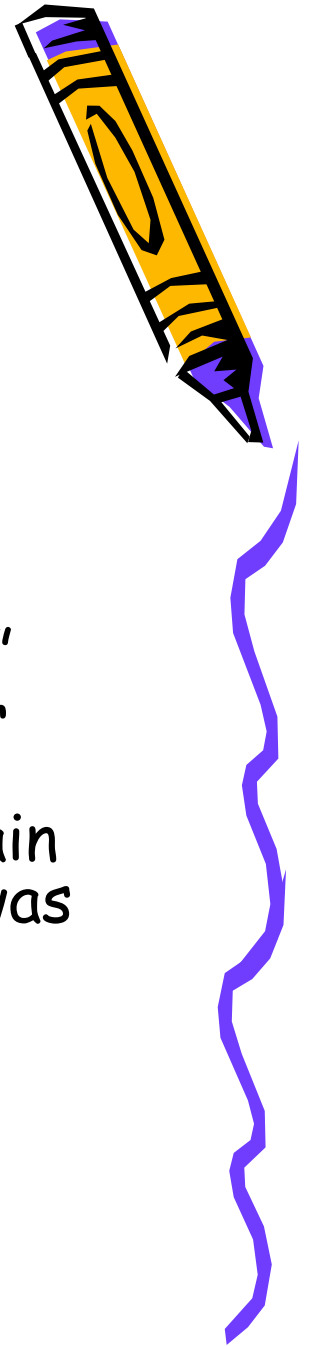
What is a Grant?

An award of funds, services or materials given from one organization to another.



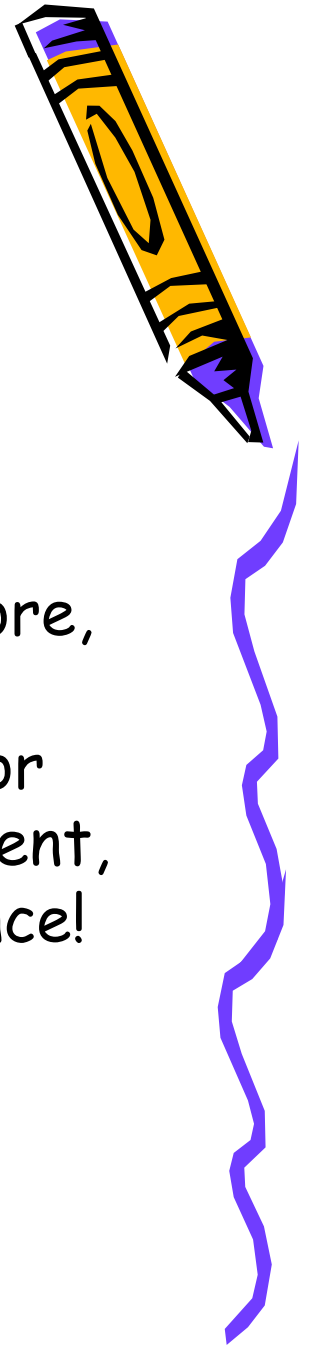
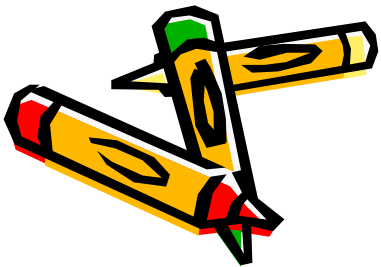
A grant is used to supplement,
not supplant.

You can't use grant funds to replace or "free up" your building, district or other local funding for another purpose or to replace existing funds. When it gets a grant, the district has to maintain the same level of local financial effort that it was putting forth before it got the grant.



A grant is for something new

Grant funds are intended to help you to do more, bigger, better things. You don't get grants to keep doing what you're already doing. A grantor wants to pay you to try something new, different, more effective. They want to make a difference!

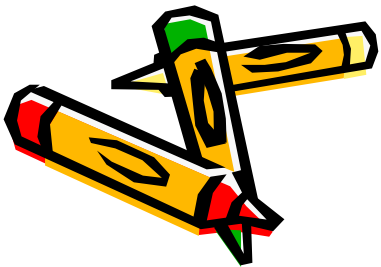


Grants are project-specific

Most grants are for special projects of a specific duration, intended to produce specific, measurable outcomes to meet a specific need.

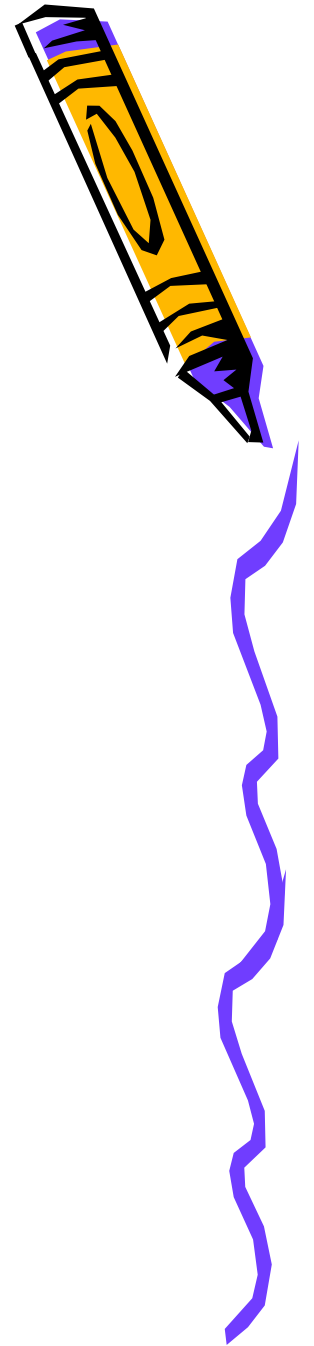


A grant should be based on needs,
not wants!



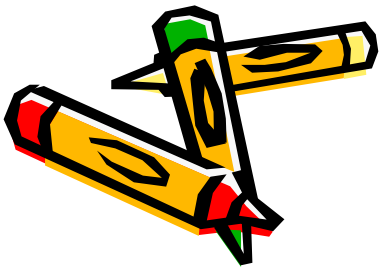
A grant is a gift, or an
award, with strings
attached.

It is like a contract between
a grantor and a grantee.



A grant is an agreement!

It is a quid pro quo. Once the grant is offered, and the grantee accepts it, the grantee must follow through on the promises made in the proposal. If a grantor doesn't get what it has paid for, this could jeopardize the district's ability to apply for future grants. We need to protect the reputation of the school, program, and district in the way we apply for grants and in the way we carry out grant-funded activities.



Just by applying - or even just by calling the potential grantor to ask questions before we apply - we are making a first impression on behalf of ourselves, our school, and the district. Funders have elephant's memories; you'd be surprised how well they remember you after you've called. Later we will share some guidelines for talking with potential funders.

As representatives of the district or the school, we are responsible for carrying out the promises we make in the proposals we write.



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*Where does all that money
come from?*

There are two sources of grants:

Public and Private

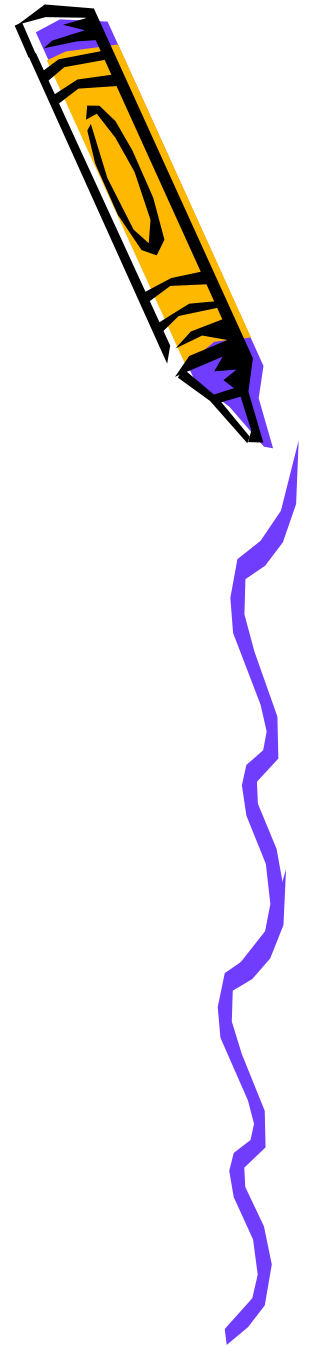
Public Grants

- Responsive to legislation
- Formal application procedures.
- Usually are projects of great scope and impact.
- Long, detailed proposals
- Detailed reports on project outcomes
- Often require scientifically-based research

Private Grants

- Responsive to objectives of the board of directors
- A variety of application procedures and proposal lengths
- Range from small to large
- Relationship building is important

Public funding comes from
federal and state monies
- our tax dollars.



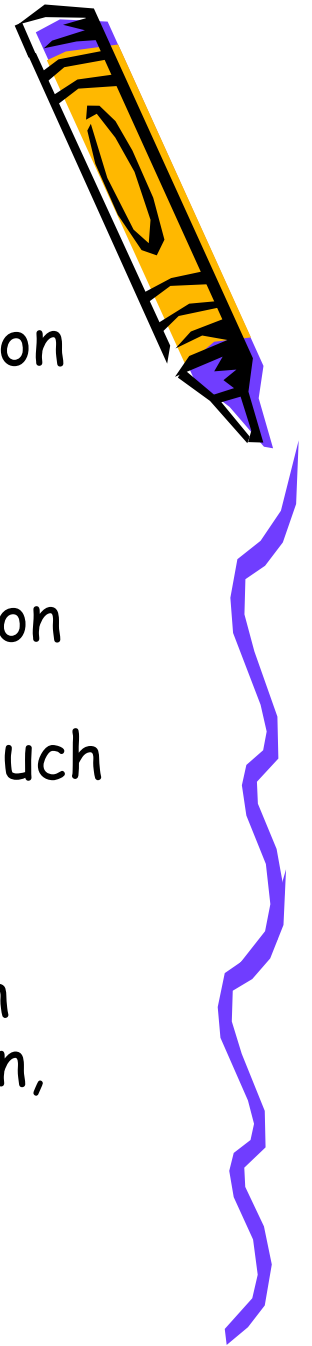
There are two kinds of government grants:

- Formula or Entitlement (gift)
 - e.g., Title I grants, based on percent of low-income students
- Competitive or Discretionary (award)
 - Result from a written proposal, judged on its own merits



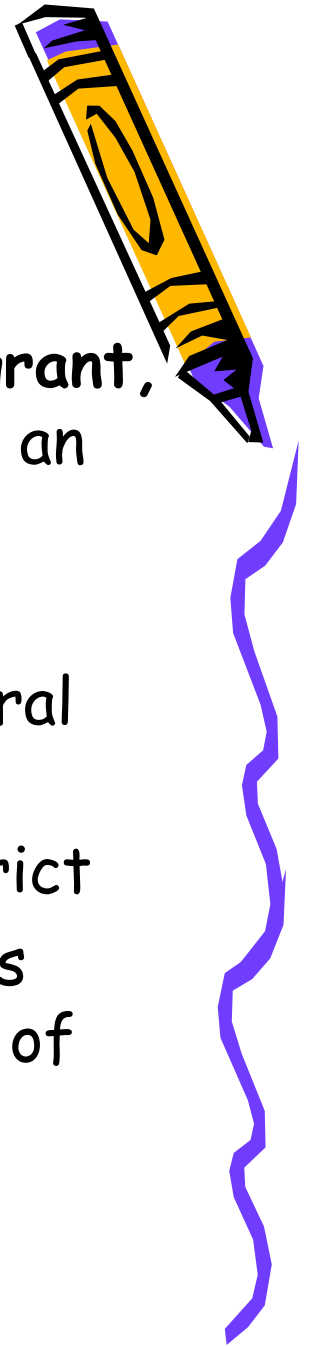
The federal government grants over \$100 billion annually to non-profits, state and local governments. The federal government has 26 agencies and departments that give grants. Combined, those agencies give about \$100 billion in grants every year to non-profits, state governments, and local governmental entities such as school districts or municipalities.

The State of Alaska also gives grants through agencies such as the Departments of Education, Labor, or Health and Social Services.

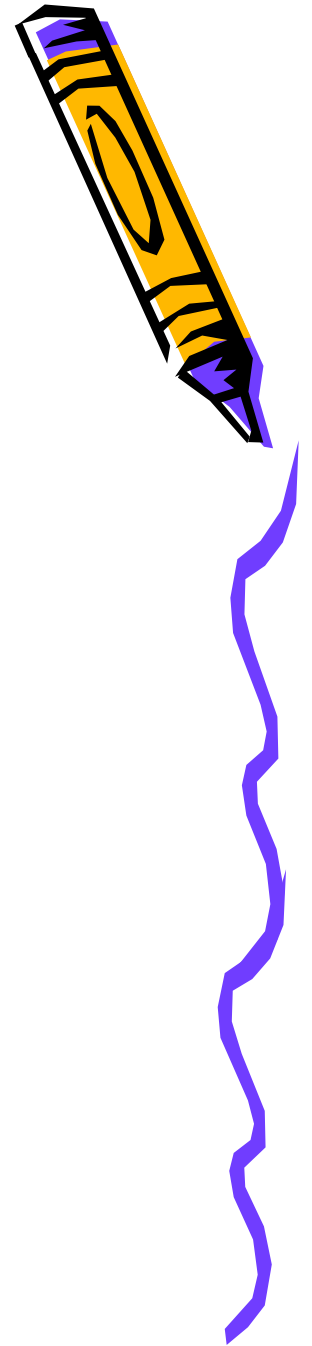


If you are interested in a state or federal grant, contact the ASD Grants Office first. This is an important requirement because:

- Only our office is authorized to apply for federal grants for the ASD
- Many grants allow only one application per district
- Most federal grants are huge, complex projects that require certain expertise and many weeks of full-time work to prepare

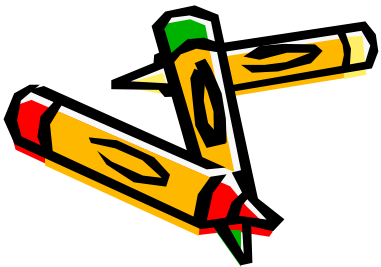


Private funding comes from foundations and individuals - private and corporate wealth.



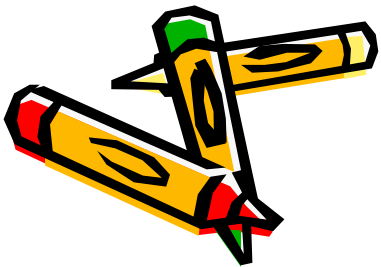
There are more than 70,000 private grant-making foundations in the U.S.

In 2006, grants of private funds hit a record high of \$40.7 billion



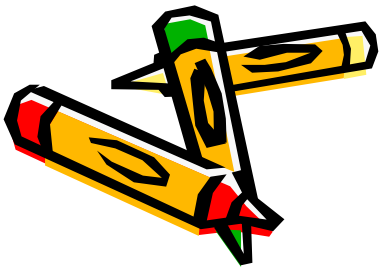
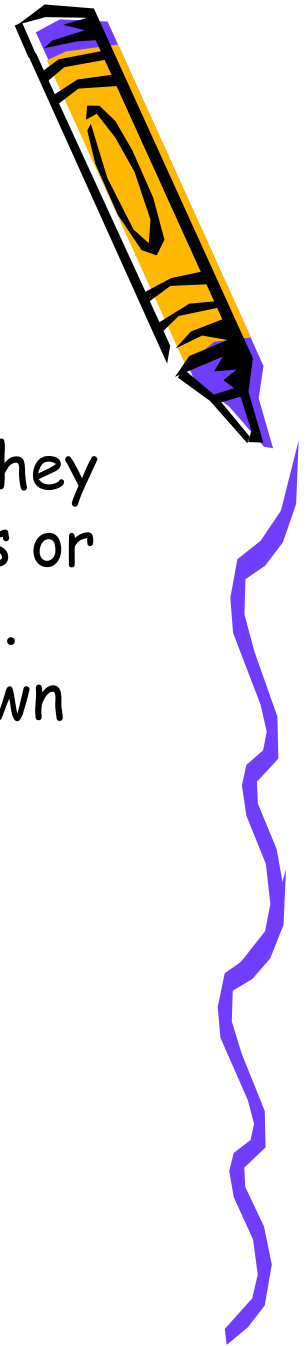
Why does the government give grants?

Government money is public money for the public good. Therefore, government agencies need to give grants that make the greatest difference for the greatest number of people.

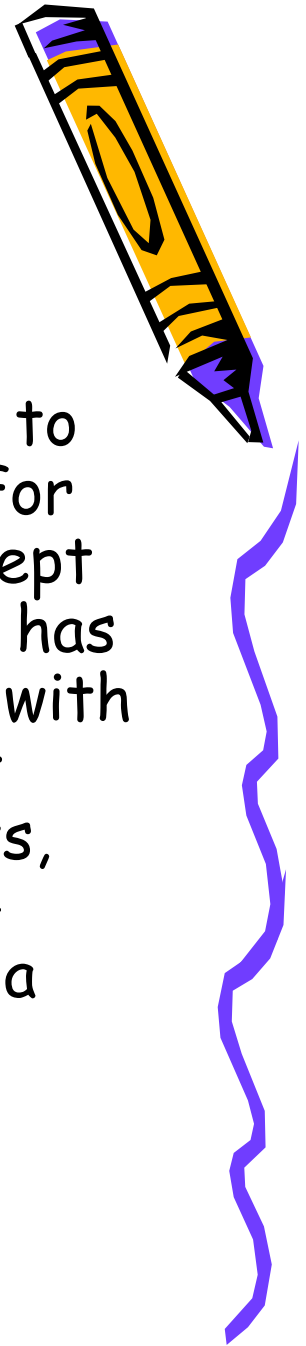


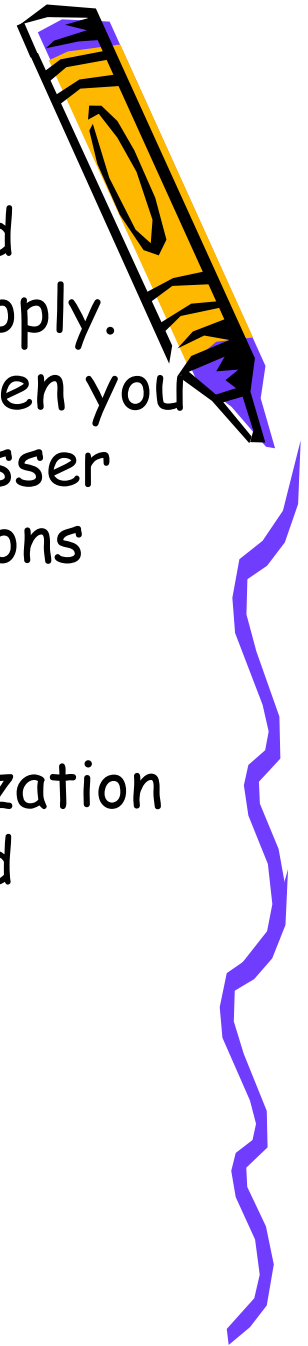
Why do private funders give grants?

Private funders want to make a difference. They want to cultivate goodwill in their communities or among their consumers, employees, volunteers. They want good PR. They often give in their own backyards.



Foundation boards are people, and people give to people - often to those they know and trust. For their large grants, most foundations don't accept unsolicited proposals. So getting a large grant has more to do with cultivating relationships than with writing proposals. Many foundations do accept unsolicited or cold proposals for smaller grants, those of up to \$10 or \$20K. Some have a two-stage process. First a Letter of Inquiry, then a full proposal.





Some foundations/corporations really want to fund educational programs and encourage teachers to apply. This is the low-hanging fruit you want to go for when you first start writing grants. Also look for smaller, lesser known local and regional foundations and corporations with offices in the Anchorage area. There is less competition and more local commitment.

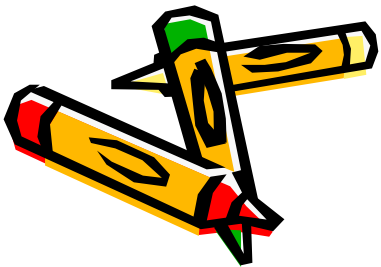
The Alaska Community Foundation is a local organization (alaskacf.org) that is a vehicle for management and distribution of community grants in Alaska.



Who Evaluates Proposals?

Government: a panel of unbiased readers with knowledge or experience in the subject of the proposal. The panel scores them, then agency's program director(s) choos(es) the highest scoring ones until the money runs out -- and recommends that slate to the director of the agency.

Foundation: program officers or board members



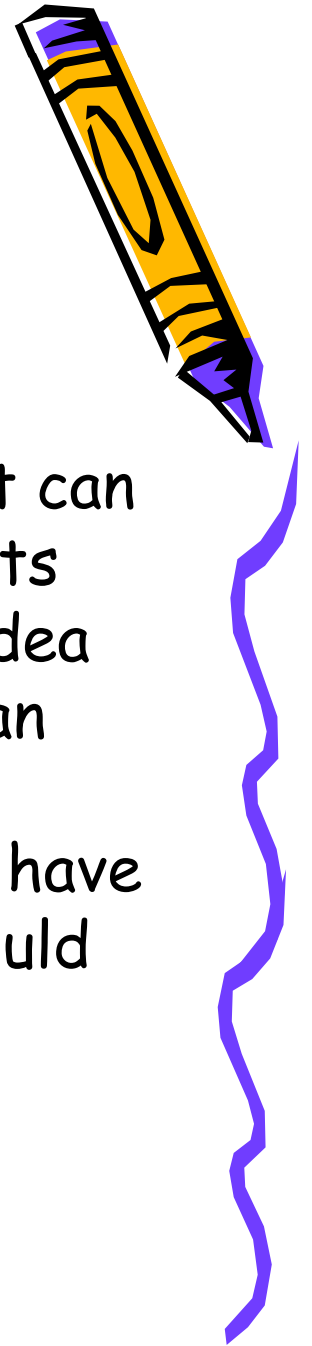
A Fundable Idea

- Meets the grantor's goals and guidelines and the applicant's goals and mission
- Addresses a critical, important, urgent need or problem that adversely affects a specific population
- Don't waste your time or the potential funder's time trying to pound a square peg into a round hole. It will not work and is disrespectful to the funder.



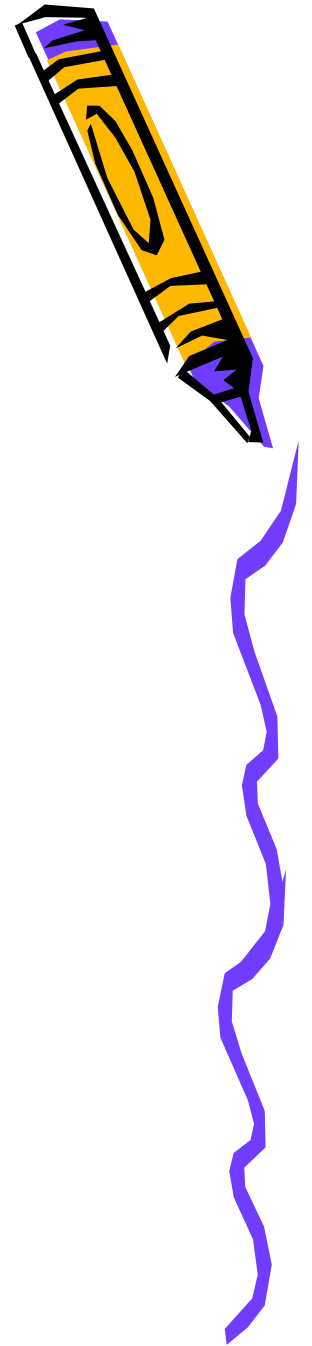
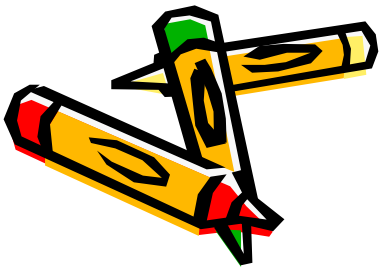
A Fundable Project

A fundable project is a practical solution that can be implemented within the grant period. Grants are project-based, so you need to turn your idea into a discrete project, with a beginning and an end. Your project should make a measurable difference within the grant period. It should have some benefit beyond the grant period; it should have long-term impact and be sustainable.



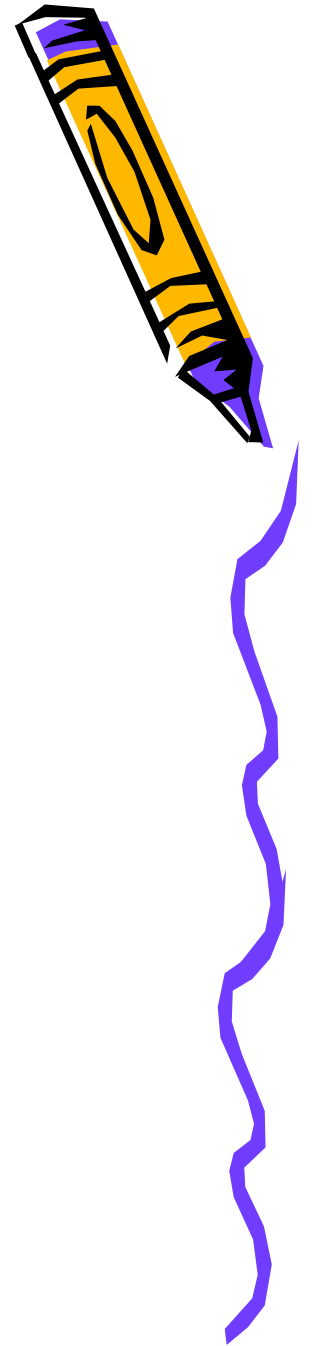
Contents of a Fundable Proposal

- A target population with a critical need
- Specific, measurable objectives
- Specific activities and timelines
- Methods to accurately measure impact
- A detailed budget



Basic Grant Lexicon

- Grant - \$ (or materials or services)
- Proposal/application - what you write
- Project - what you propose to do
- Program - the grantor's offering



- Grant period or project period - the term of the grant: from X to X date.

- Most grants are for one year; some longer
- Sometimes funders dictate start/end dates; sometimes you propose your own
- After your project activities end, you will need to write a report to the funder, usually within 30 days.



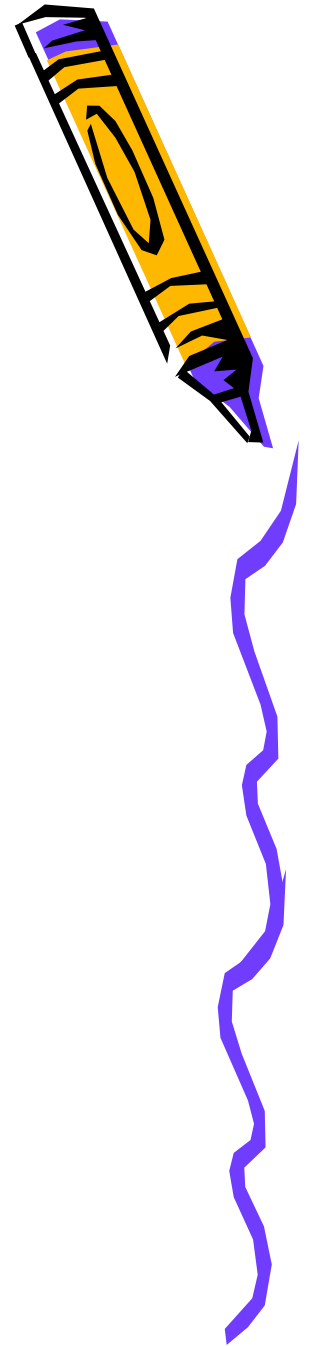
RFP - Request For Proposals

a.k.a.

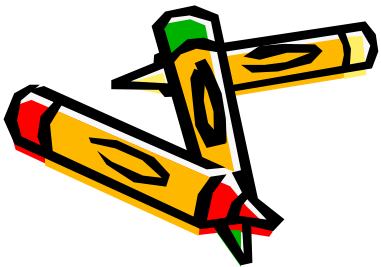
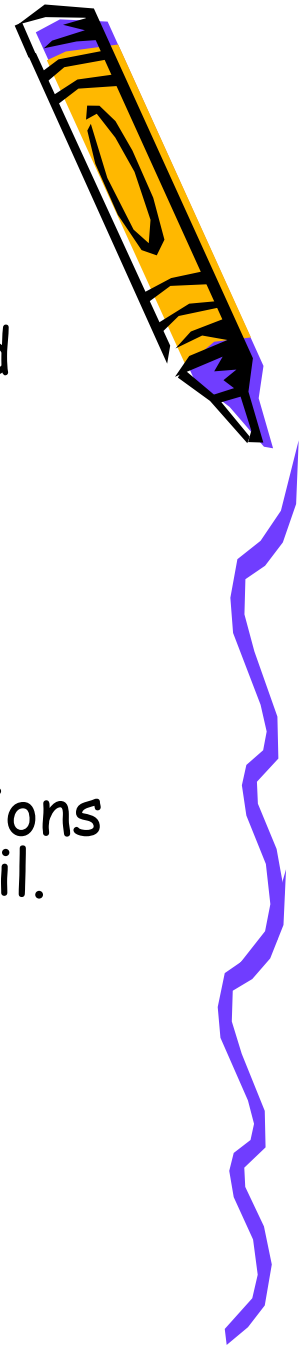
Application or Program Guidelines

a.k.a.

Instructions that must be followed

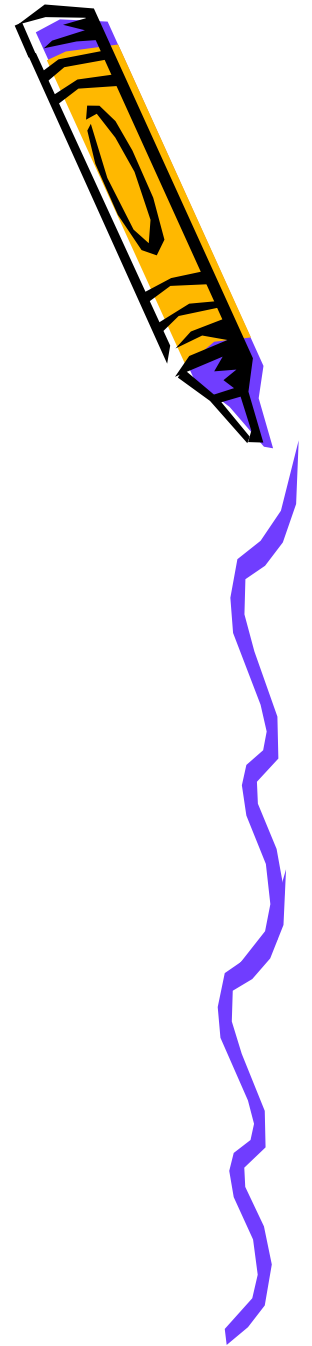


- RFPs for foundation grants might not be called RFPs. They might be called application instructions or program guidelines. But “guidelines” are not guidelines; they are the explicit instructions, the LAW.
- Grant writing is not rocket science. It is very methodical. And it is all about following directions to the letter, without exception, in every detail. By doing that, you already will be ahead of at least a quarter of the applicants!



Three Keys to Winning Grants

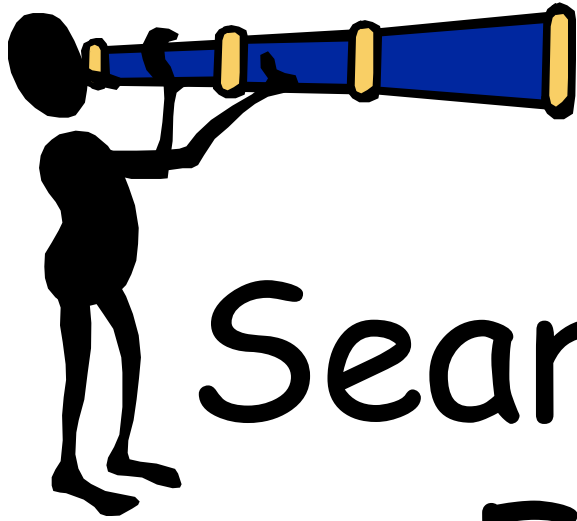
- Choosing the right funding opportunity
- Following directions
- Allowing enough time



You can do it!

You already know how to do these things in other contexts: how to plan and schedule effectively, to follow directions and to recognize when an opportunity is appropriate. You just need to see how these skills apply to grant writing.

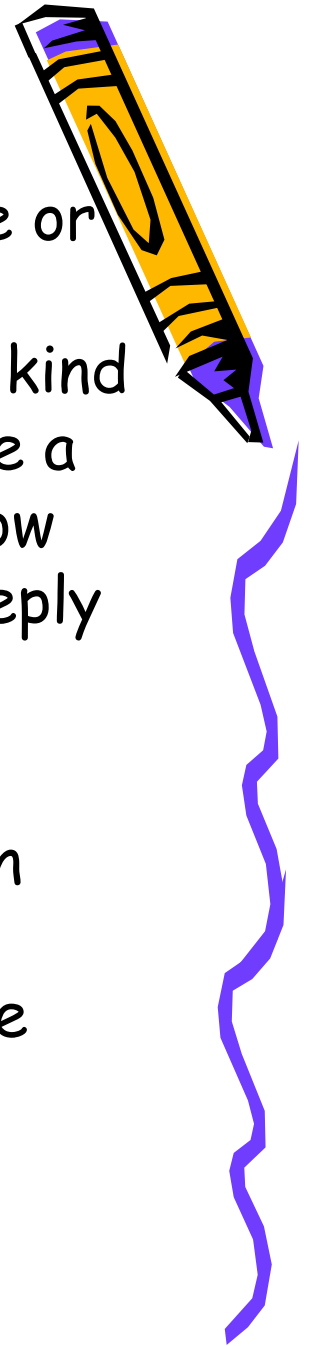
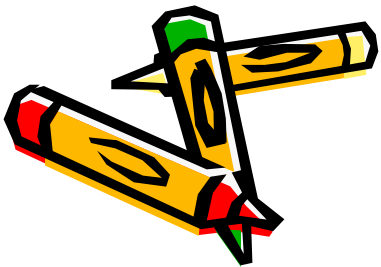




Searching for
Funding

There are two ways to look for funding. You can start by (1) finding out what grants are available or (2) you can start with a project idea in mind. It is wise to do some of both. You have to know what kind of funding you're looking for, so you have to have a need or idea first. But you probably want to know what grants are available before you get too deeply involved in project development.

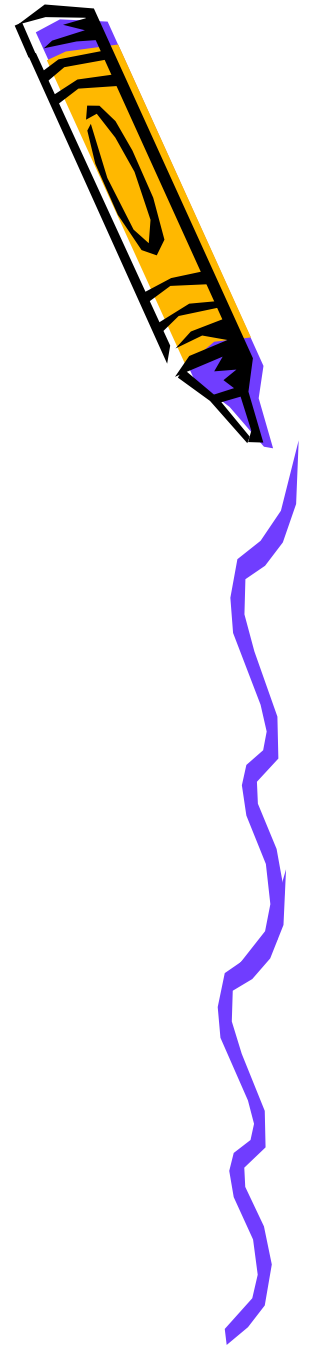
Remember: you have to make the match between your project and the funders' goals, so you will almost always have to shape your project in some way to conform to the funding opportunity.



If you find an interesting grant,
check out the RFP!

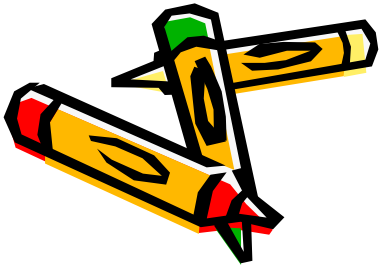
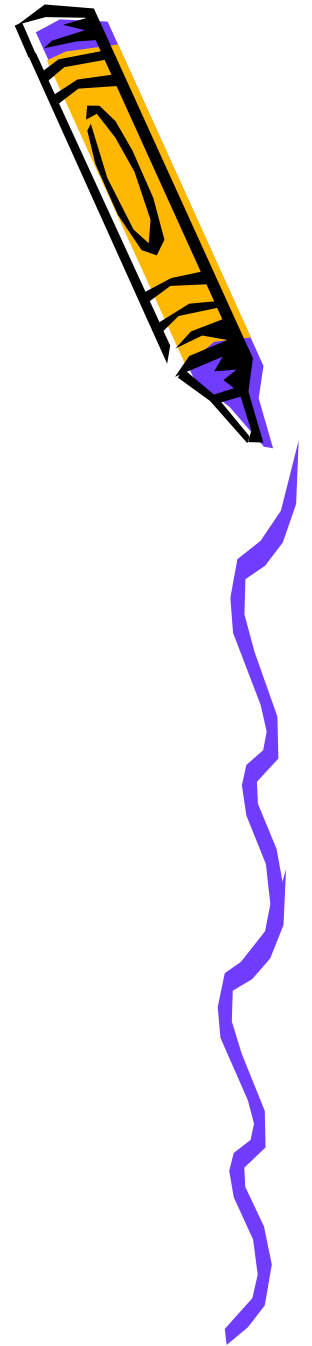
The RFP will tell you:

- Purpose of program
- Eligibility requirements
- Deadline
- Amount and duration of award
- Allowable activities, expenditures
- Narrative requirements
- Selection criteria



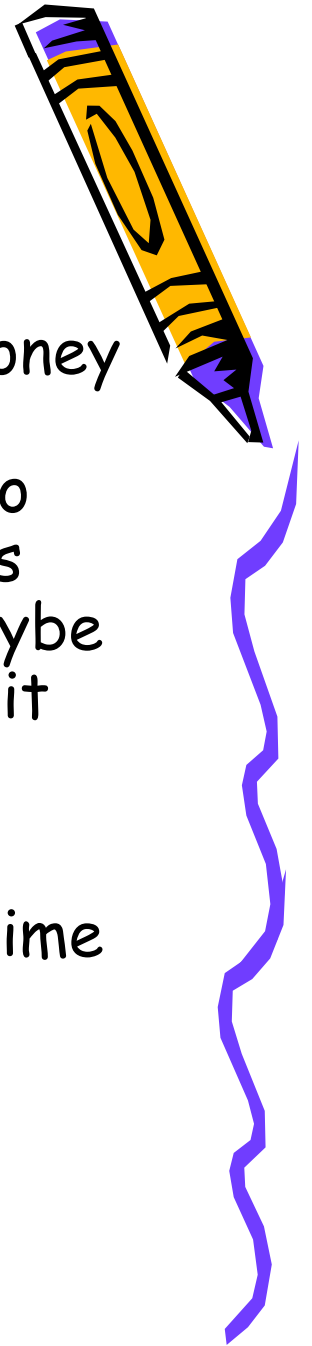
Ask yourself these key questions:

- Are we eligible?
- What are the funder's focus areas?
- Does our project meet their program criteria?
- Does it meet their funding guidelines?
- Does our mission complement theirs?
- Have they given grants for similar projects to organizations like ours?



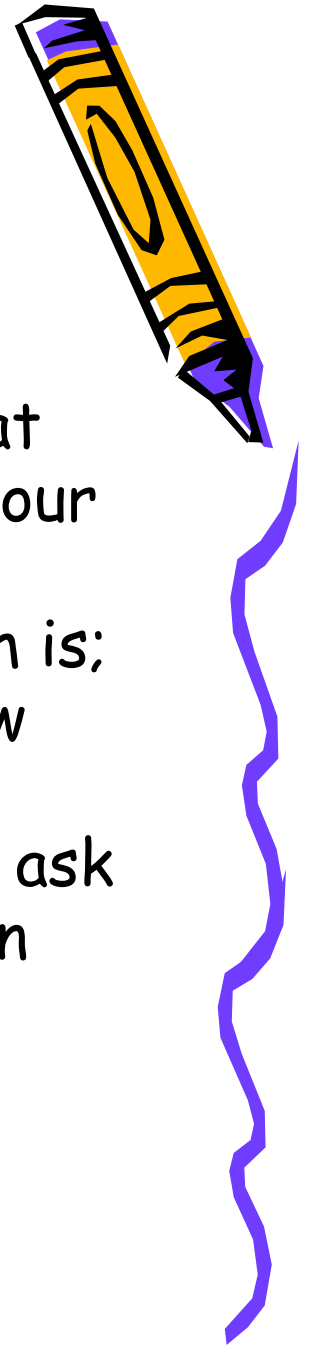
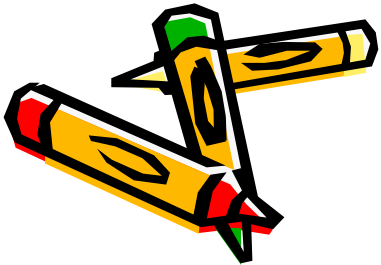
More key questions

- What is the maximum award? Is that enough money for us? Is it too much? If it's too much, what would that tell you? Your project is probably too small scale; they want something broader. If it's not enough, can you scale your project back, maybe start with a small pilot? Starting small is wise: it can lead to bigger things.
- Can we meet the deadline? Do we have enough time to develop a viable project and a high-quality proposal?



Follow the RFP

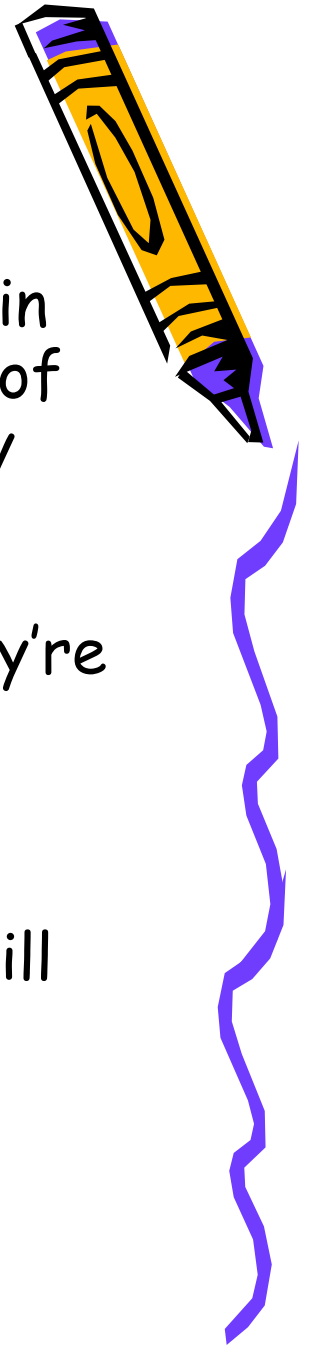
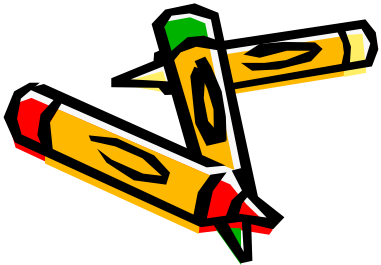
The RFP will have narrative requirements: what topics to address and questions to answer in your narrative. You will have to describe who your target audience is; what their need or problem is; your project's goals, objectives, activities; how you will manage your project; and how you will evaluate it. The RFP's narrative requirements ask for all of those things and tell you the order in which to present the information. Follow the directions.



Details, details!

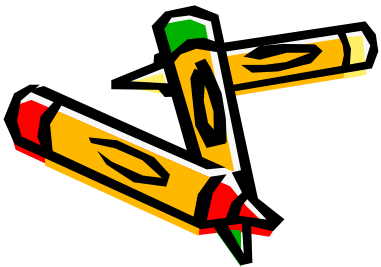
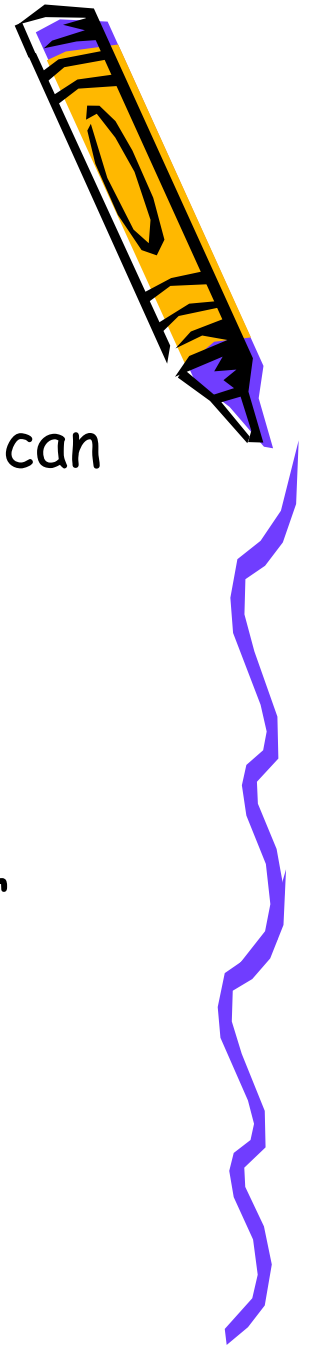
Be careful about line spacing, font size, margin width, page limit, mailing instructions, number of copies to submit - every detail. They're deadly serious. The first thing they do is weed out applicants that didn't follow directions. Two reasons: (1) If you can't follow directions, they're not going to trust you with their money. (2) Funders want the process to be fair.

The selection criteria tell you how proposals will be judged and how many points each proposal section is worth.



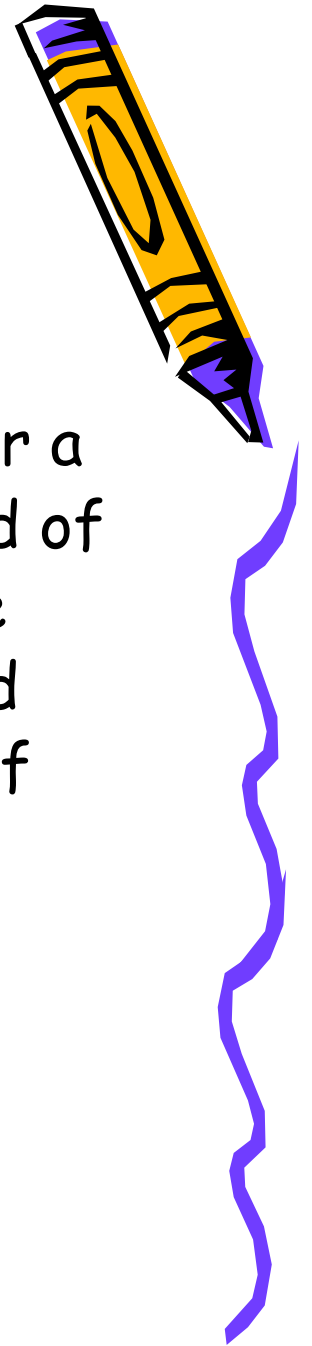
Before Applying

- Thoroughly and carefully read everything you can find about the grant opportunity
- Get your principal's or supervisor's approval
- If you still have questions, contact the funder

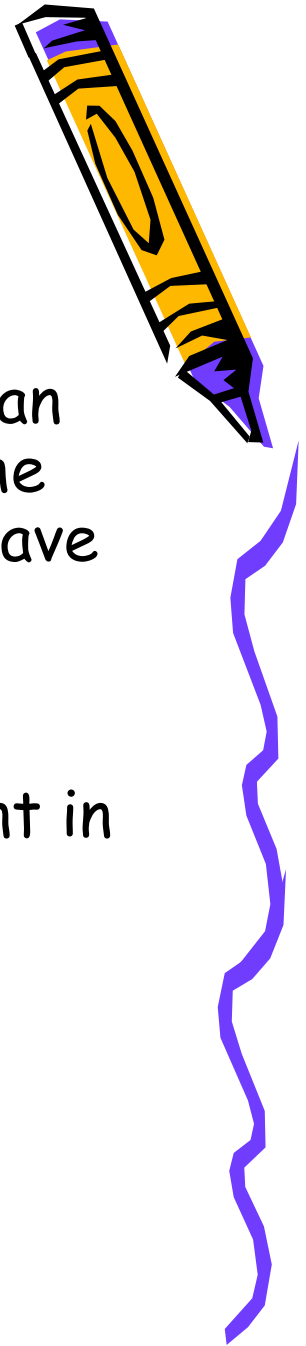


Notify the ASD Grants Office!

Tell the ASD grant office before you apply for a grant. Why? We are required to keep a record of all grants submitted, and to report this to the school board. We need to help protect you and the district from inappropriate submissions. If personnel are involved, we need to review the budget. And, we want to recognize folks who write and win grants!



Why get approval before starting to write? It would be very disappointing to discover, after writing and submitting a proposal and receiving an award letter, that the district cannot accept the grant. It would also embarrass the district to have to decline the offer. It would imply that the district did not fully investigate the grantor's requirements before applying, and the grantor would be less willing to offer the district a grant in the future.



Other reasons: There may be eligibility limits -- only one application from a district, for example. If you don't let us know, and someone else is applying, this could be discovered sometime before you submit - and your work would be for naught. If more than one application is submitted, the funder would think "those ASD people don't know what they're doing. Didn't they read the rules? Why would we want to give them money if they can't follow directions? Will they follow the directions for spending it properly?" It could be embarrassing for you, and for the district. Funders have elephant memories, and they talk to each other!



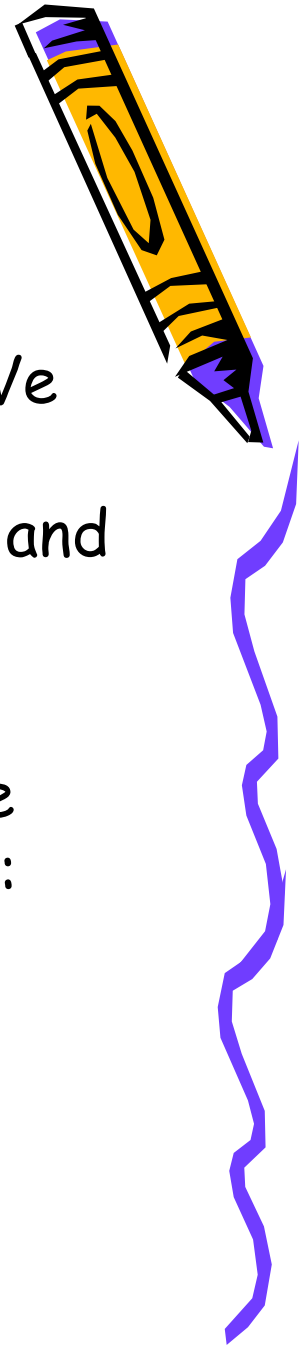
Sometimes the Grants Office is tied up with huge proposals. When we can, we will be delighted to help you with your application. The earlier, the better! Here are some of the ways we can help:



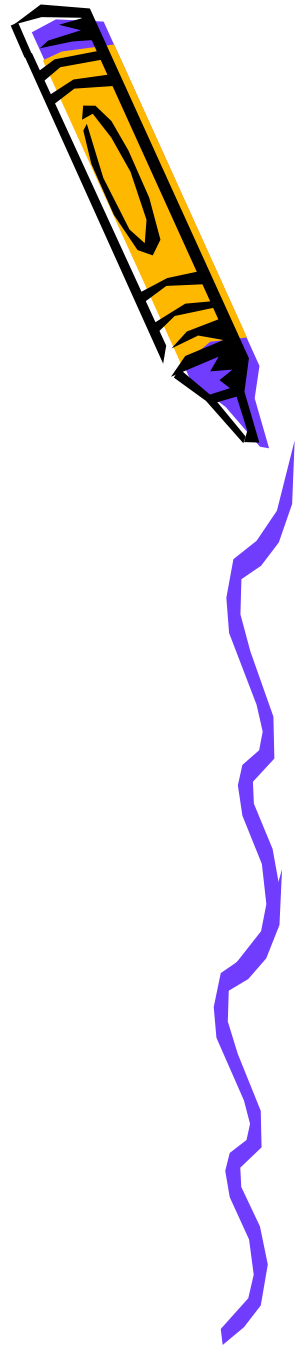
- Locate possible funders
- Answer questions, interpret the RFP
- Make sure others aren't already applying if only one application per district is allowed
- Locate data for needs statement
- Help with district guidelines for salaries and benefits



- The ASD Grants List is published quarterly. We cull through hundreds of grant sources and compile a list of grants for teachers, schools, and programs
- Check the ASD Grants Office website for the Grants List and links to other funding sources:
www.asdk12.org/depts/grants



Good Luck!



Grants 101 was created by Brooke Young for
Aurora East School District 131
Aurora, Illinois

Adapted for the Anchorage School District by
Corinne McVee
Anchorage School District Grants Office
Anchorage, Alaska

