

The Florida League of Cities

**HOW TO WIN
GRANT FUNDING**

Presented by

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Introduction and Overview

- Funding is out there,
it is smaller and more competitive.
- Funders offer fewer awards or
have decreased the amount of
each individual award.
- Funders focus on applications that are
well written and well supported

- City size appears to be a major factor
- The smaller the city,
the more likely they are to experience
a more challenging grant process.

City Governments positioning to work with Nonprofits.

- Governments and Non-profits may provide similar services.

Collaboration

Why Collaborate

- Common Goals and Problems
- Overlapping Target Populations
- Limited Resources

Collaborative Trends

- Public – Private Partnerships
- Non-profits are often more efficient.
- Leveraged Resources
 - Similar to matching but not a traditional match or in-kind contribution
 - Includes cost sharing of equipment and services
- Political Influence – city governments are very political where non-profits are not

Forms of Collaboration

- Direct Service Provider – 100% services
- Partner Agency
- Friends Of
- Pass-through Entity

- The process for determining government funding projects begins earlier than most realize.
- Government funds often lack flexibility and are restricted in how they raise funds
- NPs will have more flexibility with using funds.

- Determine what programs will be cut, or cut back, because of lack of funds or rising costs.
- Appropriate non-profit organizations can partner with the government to obtain grants to provide services.
- Most NPs can run a community program at a lower cost, a higher level of service, and with equal or better results.

Keys to winning a Grant Award

Timing

Fit

Public Interest

- Because timing, fit and public interest profoundly influence foundation response, the organization must ***stay current with trends and adjust grant funding strategies and approaches accordingly.***

- ***Develop Long Range Strategy***
- ***Develop Potential Funding Database***
- ***Develop Relationships with NPs***
- ***Develop “Friends Of ...”***
- ***Request the Right Amount***
- ***Compelling, Clear Case***
- ***Reviewed by Grant Writer***

Competitiveness

- Many grant applications are competitive.
- You are not the only city in need of financial resources for services.

Scored Review Process

Technical Review

Merit Review

Budget Review

Agency Approval

Myths, Ethics, and Standards

Can the cost of the Grant Writer preparing the grant application be included in the grant award?

Can the Grant Writer be paid a commission or percentage of the grant funds received?

Can Grant Writers accept a retainer?

Can a Grant Writer guarantee that your application will be funded?

- Most grant opportunities are competitive?
- Can a grant proposal be rejected because of improper page length, font size, margin size, or the order of information?
- There can be a cost to research for funders, write, and review a grant proposal.

- There is a cost to apply for grants.
- The government has unlimited funds so you ask for as much as you want to.
- Late night infomercials are a good source of information about applying for grants.

Questions