

# **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