LOS ANGELES REGIONAL

FOOD BANK

Fighting Hunger. Giving Hope.

SERVING LOS ANGELES COUNTY SINCE 1973

FOOD BANK MISSION

To mobilize resources to fight hunger in our community.

- Source and acquire nutritious food and other products and distribute it to people experiencing nutrition insecurity through our partner agency network and directly through programs;

- Energize the community to get involved and support hunger relief;

- Conduct hunger and nutrition education and awareness campaigns and advocate for public policies that benefit the people we serve.

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Demystifying the Grant Process

Best practices and tips for writing successful grant proposals.

ANYONE CAN WRITE A GRANT

Tell A Story

HISTORY   MISSION   NEED   IMPACT

Tell A Story

HISTORY   MISSION   NEED   IMPACT

(WHO?)   (WHAT?)   (WHY?)   (What can be gained?)

IMPACT

Communities Served

Partners	Volunteers	Individuals Served
Board	Employees	Supporters

NEED

Root Causes   Challenges   Solutions

Grant Terminology

- LOI (Letter of Inquiry or Letter of Intent): A brief letter outlining an organization's funding request. Some grantmakers require an LOI as a first step before they will accept a full grant proposal.

- RFP (Request for Proposals): A funder may release an RFP to solicit grant applications to address a specific issue. Philanthropy News Digest is a good source for RFPs.

Grant Terminology

- <u>**Common Grant Types Note:**</u> This terminology is also used to describe all types of donations – not just grants.

- **General Operating/Unrestricted:** Unrestricted/Operating grants fund the ongoing expenses of the organization.

- **Programmatic:** In contrast with general operating grants, program grants support specific programs. A program grant is considered Restricted, meaning the funder has designated it for a specific purpose.

- **Capacity Building:** These help organizations expand an existing program or launch a new one. Capacity grants may fund the purchase of equipment, the hiring of new personnel, building renovations or other concrete steps that expand services.

- **Research:** Typically found in academia and research-oriented nonprofits.

- **In-kind:** Provide non-monetary help, such as equipment, property, or other tangible donations.

Steps in Applying for Grant Funding

- **Identify a need**. This is a problem in the community – not in your organization.
- **Develop a plan** for addressing that need, including goals, activities, resources involved (such as personnel and equipment) and costs.
- **Research and identify grantmakers** that are aligned with your organization.
- **Funder relationships are key.**

- **Write and submit a grant proposal or LOI, depending on instructions.**
- **If funded, immediately thank the grantmaker.**
- **Execute the grant activities.**
- **Submit a mid-year progress report and a final report** Always follow the funder's guidelines. After reporting, repeat beginning with step four.

What Goes into a Grant Proposal?

The exact sections of a grant proposal vary by funder. Be sure to follow their instructions. Common grant proposal sections are:

1. Cover Letter

2. Introduction & Organization Description

3. Statement of Need

4. Program Description, Goals and Key

5. Personnel

6. Evaluation

7. Sustainability Plan

8. Conclusion

9. Budget and Attachments

Cover Letter

Cover Letter: this provides a big-picture view of your grant proposal. Be sure to include:

- The request amount

- The purpose of the request

- A brief snapshot of the need

Tip: Write the cover letter last after writing the proposal.

   This will make it easier to summarize.

Introduction

Introduction: The first paragraph of a grant proposal offers a brief summary of the request.

The first sentence of the proposal should include:

- Your organization name

- The request amount

- The purpose of the request

Example: The XYZ organization respectfully requests a $100,000 grant from The Foundation Name for the Senior Nutrition Program, which provides nutritious meals to food insecure seniors in Los Angeles County.

Organization Description

Organization Description: This section provides a high-level overview of your organization, including:

- Mission statement

- Brief history, including year founded

- Primary activities, programs and services

- Target population served, including geographic area

Statement Needed

Statement of Need: This is the problem statement. Describe the need with a sense of urgency.

- Include quantifiable data, such as statistics, to help describe and justify the need.

- Explain why this is important. What are the repercussions of this problem?

Remember: The need is a problem in the community – not in your organization.

Including Data in a Need Statement

Compare these two examples.
Which is more powerful and convincing?

1. "Hunger is widespread in our community."

2. "Hunger is widespread in our community: one in five people in Los Angeles County are food insecure."

Program Description and Goals

Program Description: This section describes the program in detail. What are the specific activities you will undertake to address the need you identified?

Program Goals: Must be measurable. Funders look for **SMART** goals:

- **S**pecific: Well-defined, clear, and unambiguous

- **M**easurable: Quantifiable

- **A**chievable: Does your organization have the resources needed to achieve this goal?

- **R**ealistic: Within reach – a reasonable goal for the time period.

- **T**imely: With a clearly defined timeline, including a start and end date.

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SMART Goals

Compare these two examples:

1. "With your generous support, we will reduce hunger."

1. "With your generous support, in calendar year 2022 the Food Bank will distribute 110 million pounds of food to individuals and families facing hunger in Los Angeles County."

Evaluation, Key Personnel & Sustainability

Evaluation: How will you measure the program's success? The answer needs to be specific and quantifiable. Reference the SMART goals. Describe what information you will collect and how you will collect it.

Key Personnel: Provide short bios highlighting the experience of organization leaders and/or the staff who will be implementing the program.

Sustainability: How will you sustain the program beyond this grant funding? Show that you have other donors and a plan to sustain funding.

Conclusion and Attachments

The **Conclusion** restates the request.

- Convey a sense of urgency.
- Restate the ask amount
- If the funder has donated previously, this is a good place to thank them for their past support.

Attachments: These are additional supplemental documents submitted with your proposal.
The requirements vary by funder.

Common attachments include:

- IRS Determination Letter/ 501 (c)(3) Letter
- Organization Budget
- Board of Directors List
- Audited Financial Statements

Budget

- The funder may have a specific budget form. Always follow the guidelines and use the required format.

- Budgets may show income and expenses for the entire program, or simply how the grant will be spent.

- Typically a budget is limited to one page.

- The budget must be consistent with the proposal.

Grant Writing Tips

- Use data

- Specificity is essential

- Be concise

- Avoid jargon

- Testimonials

- Research

- Learn to say a lot in a few words

- Be familiar with the funder

STAY PREPARED

- Make a template

- Take a grant writing course

Recommended Reading:

"Winning Grants," by Mim Carlson and Tori O'Neal-McElrath

Steps to Finding Funding

Types of Grants: Foundation, Corporate, Government

- Research Corporate Social Responsibility Departments and Foundations
- Build relationships
- Submit a Letter of Inquiry

Grant Resources

- Foundation Directory Online by Candid

- https://www.grants.gov

- https://california.grantwatch.com/cat/24/nutrition-grants.html

Questions?

Thank You!