

The Lifelong Communities Fellow Program

*presents*

# Grant Writing for Lifelong Communities

*Our Guide:*

**Holly Korda**

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Sponsored by the Maine Center on Aging, with funding from the Maine Community Foundation



# Lifelong Communities Fellow Program, 2020/21



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# Grant Writing for Maine's Lifelong Communities

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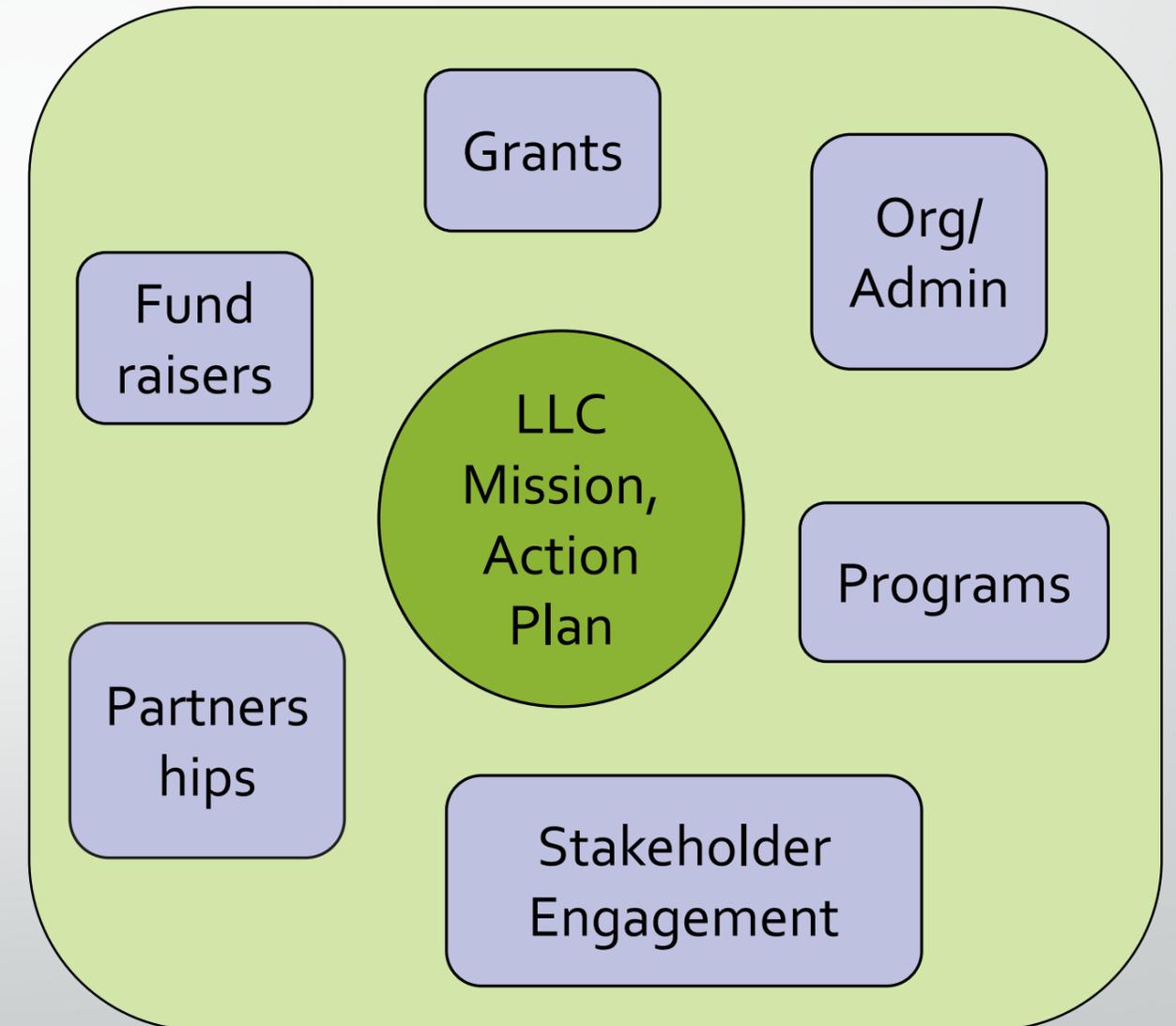
# Overview

- 1. Grant writing and LC Mission, Action Plan, Development Strategy**
- 2. Relationships with funders and community—short and long term**
- 3. Types of grants and where to find them: LC eligibility, infrastructure, staffing, partnering**
- 4. Grant components I: What is your Value Proposition?**
- 5. Grant components II: Describing your LC, Project Description and Objectives, Staffing/Board, Evaluation--Impact and Outcomes**
- 6. Communications: LC and partners, community, funders, media**
- 7. What if my LC grant is not funded? What to do...**

# 1. Grant writing and LC Development Strategy

Part of a larger development strategy

Mission and Action Plan  
Organization Development  
Program Development  
Fund raising  
Partnerships  
Programming  
Stakeholder engagement  
Grants



***MAKE A PLAN—KEEP YOUR MISSION & ACTION PLAN at the CENTER***

## 2. Grant Writing and Relationships

Grants build on and help establish relationships—with funders, community members, partners, municipal staff, LCs, others

Who is writing the grant and how is your LC represented?

Political and social capital of the grants and development process

Present the LC vision and embed it in your language and program

Think short term and long term...

***PRIORITIZE—MATCH FUNDER AND REQUEST***

## 3.a. Types of Grant Opportunities for LCs

1. Responding to Calls for Proposals
2. Submitting to Open Opportunities
3. “Shopping” a Proposal

Who do you (or your members/board) know?

Pre-submission contacts with funders can be useful.

## 3.b. Example Grant Sources for LCs

***LC grant requests are not solely about older adults***

State and local foundations—typically small grants \$1,000 – 20,000

Maine Philanthropy Center [www.mainephilanthropy.org](http://www.mainephilanthropy.org), Maine Community Foundation [www.mainecef.org](http://www.mainecef.org)

Local/regional Banks-- Bangor Savings, Credit Unions, etc.

Corporate foundations or corporate giving—gift cards, sponsorships

Sam's Club, Hannaford, workplaces, businesses, etc.

National foundations—place-based, social determinants, older adult

RWJF, SCAN, GIA, etc.

State grants—Community Development, workforce, rural infrastructure

Federal grants—research and demonstrations, pilots, project grants

Administration for Community Living, CDC, CMS, HRSA, others

***ONLY 2% OF PHILANTHROPIC DOLLARS ARE DIRECTED TO OLDER ADULT TOPICS (GIA 2015)***

## 3.c. LC Eligibility, Infrastructure, Staffing, Partnering

*Show that your LC is a solid organization that collaborates, plays well with others, and gets results*

Use partnerships, networks to expand capacity and eligibility

501.c.3, municipality, fiscal sponsorship

Do you have administrative infrastructure to apply for and manage grants?

Volunteer vs. paid staff, organizational capacity

Staffing/Board

Often, who you know matters. Present capabilities/qualifications of leaders and board—including volunteers, paid staff, partners

Partnering

Municipalities, universities, other non-profits, more

## 4. What is your Value Proposition?

### *The key question...*

**Before you start writing be clear about what you are seeking funding for, be sure it is a priority area for the funder, and clearly show why it is in their interest to fund your LC to complete the project.**

- How will you recognize the funder in communications and community efforts?
- What specific impacts and outcomes will you produce?
- Weave this theme throughout your proposal application!

**Remember... Your Action Plan priorities may not be a priority to the funder.**

Grant funding is typically competitive and never a given. If you can, reach out for guidance from the funder in advance to understand their priorities. Know that priorities often shift—emergency needs, COVID-19, and other factors can change funding targets. Your Number One priority on your Action Plan may not be a priority to the funder.

## 5.a. Grant Components: Overview

Read the directions, clearly address requirements

Use examples, citations, program data where possible to demonstrate your value proposition

Use key words from the funder and the field, e.g., collaboration, priority population, “older adult,” diversity, etc.

Use readable font, typically 12 point (sometimes 11 point—this is often specified)

Many funders use online platforms

Check for attachments, letters of support

**NO TYPOS**

## 5.b. Grant Components: Narrative

Most grant applications, online or hard copy, include similar components.

### 1. Organization Description

Include type of organization, affiliation, when established, mission, members/staff, board/leaders, major activities or accomplishments.

*This section introduces your LC to the funder. Put your best foot forward, be clear and concise.*



## **5.c. Funding request—Program Request Summary**

**Clearly describe your request, tied to the funding opportunity and your value proposition**

**What are your goals and objectives?**

**What is your target population?**

**Deliverables and Impacts, Outcomes**

**Timeframe**



## 5.e. Staffing, Organization, Board

*Who will conduct and be responsible for the project?*

**Key staff bios for LC leaders and key project staff**

Describe who is responsible for what, who is in charge

Describe qualifications for their roles on project

Show relationships in chart form, if required

**Include a list of Partners, Board Members, etc.**

**Lifelong Communities have many organizational arrangements so this section may require some creativity and thought. Volunteer only? 501-c.3? Municipality-sponsored? Show that your LC is a credible organization with a track record of accomplishments.**

## 5.f. Evaluation—Impact and Outcomes

**Evaluation can be a helpful program management tool—it keeps everyone accountable and shows what results you achieve, for the LC, funders, and community.**

For most program grants, evaluation can be very basic.

Was the project completed as planned and on time?

Were stakeholders pleased with the results?

Be creative in considering how to measure results.

Many grants do not require a professional evaluator, but partnerships with other organizations, universities, or partners can be helpful for these tasks.

## 5.g. Grant Components—Budget

*Funding for general operations is hard to come by...here,  
we focus on budgets for project grant requests*

Break out costs for materials, staff/consultants/contractors (if any), and other project costs

Admin costs are often capped at 15% if allowed at all

If you can show in-kind contributions or matching funds (required for some grants) this is a definite plus!

Is your LC a 501.c.3? If not, you may need to apply with a Fiscal Sponsor (or as part of a municipality) or partner.

## 6. Communications

**Be sure to communicate about your grant at every stage:**

**LC members, partners, and the Maine LC/AFC network**

**Community**

**Funders**

**Media**

***Let people know about your grant award, progress, and success so everyone can benefit from your LC work!***

## 7. Not funded? What's next?

*There are many reasons why even the most responsive proposals are not funded... "it's not you"*

Request a de-brief, if possible. This feedback may be useful for future submissions, or could uncover other opportunities.

Priorities for funding can shift quickly.

Applications for grant funding have been increasing in Maine and elsewhere.

Don't be discouraged—use the information to refine your strategy.

*This is why grants are just one tool LCs should consider in building their organizations and programming.*



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# Questions

# Upcoming Funding Opportunities

## Maine Community Foundation Lifelong Community Mini-Grant Program

**Due:** January 15

**Maximum Grant:** \$2500

**FMI:** <https://www.mainecef.org/apply-for-a-grant/available-grants-deadlines/lifelong-communities/>

## AARP Challenge Grant Program

**Application Open:** February 10

**Maximum Grant:** \$7,000

**FMI:** <https://www.aarp.org/livable-communities/community-challenge/>

# Upcoming Learning Opportunities

## Ask Age-Friendly: Elder Abuse Awareness and Prevention

**Date:** January 20 ~ **Time:** 9:00-10:00AM

**Presenter:** Allison Russell, Maine Alzheimer's Association

**To Join:** <https://bit.ly/AAFEAIME>

Phone: 646-876-9923 | Meeting ID: 747 056 242 | Password: 103086

*Join other age-friendly communities in Maine to learn how your lifelong community can raise awareness of issues surrounding elder mistreatment and can partner with the Elder Abuse Institute of Maine to prevent abuse.*

# Thank you for joining us!

You will get a follow-up email from us in about one hour that will include a link to the archived version of this webinar and the link to a survey about today's webinar.

**Please take a few minutes to fill in the survey:**

**<https://www.surveymonkey.com/r/LLFGrantWrit>**

We will use what you have to say to help us plan future trainings.

**FMI: Lifelong Community Fellow Program**

**<https://mainecenteronaging.umaine.edu/lifelongcomm/>**