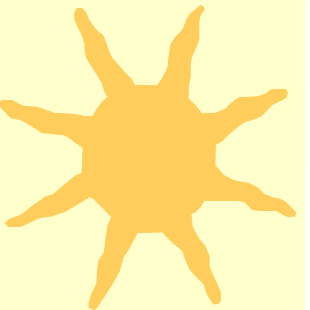
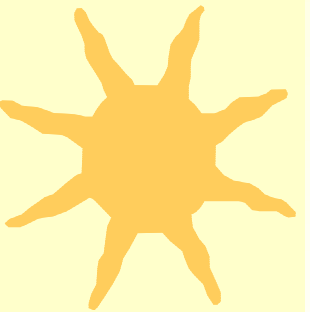


Grant Writing Made Easy



(If you've already done the work!)

presented at
CSU San Marcos

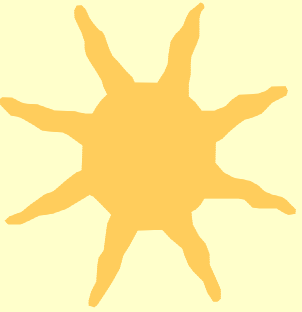
April 18, 2005

Gerald Eisman

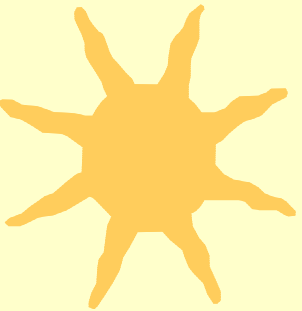
CSU Service Learning Faculty Scholar



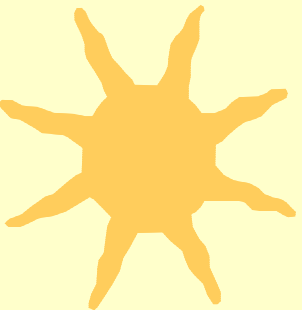
Acknowledgement



★ SeedCo – Performance Measurement and Management



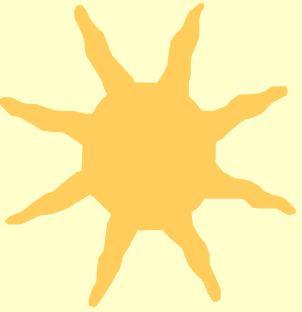
★ TGCI – Program Planning and Proposal Writing



★ FIPSE – Technical Assistance Workshop

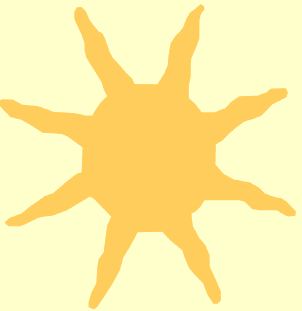


Outline



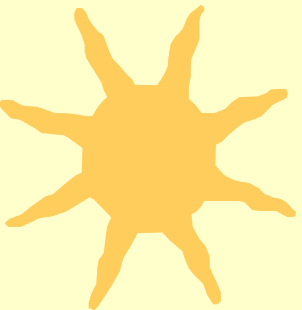
★ Preparation

★ Principles



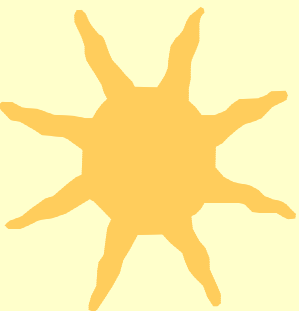
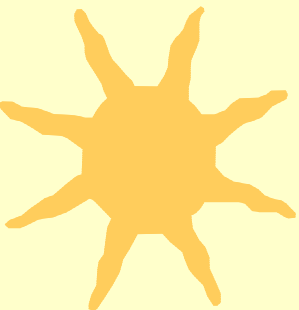
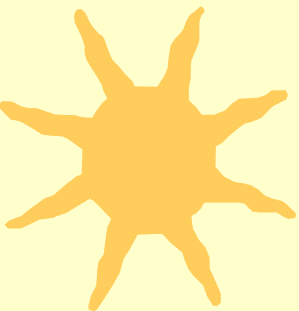
★ Possibilities

★ Q & A





Preparation



- ★ Research the problem
 - National and local statistics
 - “funneling”
 - graphics
- ★ Determine what others are doing
 - innovation
- ★ Obtain input from those being served and those providing the service
- ★ Collect “soft” data
- ★ Fill your “buckets”

National and local statistics

Example: Parolee education project

“... The growth of California's prison population has been astounding, even by US standards. In 1976 California had just 19,600 inmates and it spent six times more on higher education than prisons. Since 1980 California has built 23 prisons and only one new university...”

National and local statistics (funneling)

“...California currently incarcerates more than 160,000 people. Its prison system is the **third largest in the world** behind China and the United States as a whole. More people are held in jail in California than in France, Germany, Japan, the Netherlands and Singapore combined. More young black and Latino men are in prison than are attending college....”



Prison Industry Has a Lock on Davis
By Van Jones, Altnet, Posted, July 16, 2003

Geographic Distribution of SBPP Contracts



Input from those being served

Example: COPC proposal

“... Our university enjoys a close relationship with the XX Public Housing ~~Projects~~ where we have established a Computer Learning center and a Health Education program...”

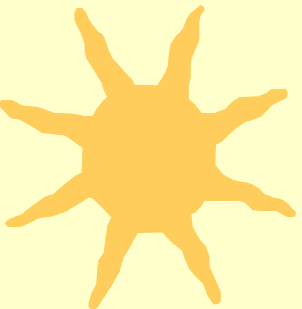
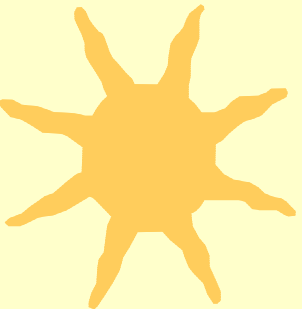
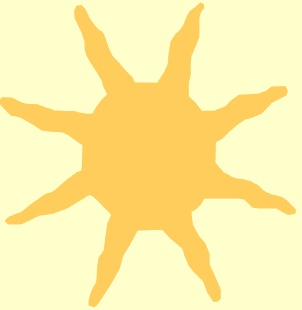
“Soft” Data

Example: Let’s Read Together Program

“...At first, Alice, a single mother of four, voiced unhappiness with the selection of ‘Black Boy’ by Richard Wright as part of the reading list. ‘I never saw anything like that when I was growing up!’ she said. ‘But then I sat down and started to read the book right along with my son. And, you know what? We both learned a lot from it!... ”



Exercise I - Research

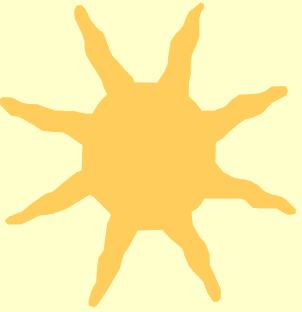


- Choose a problem area for grant funding
- Search the internet for statistics (funnel)
- Create (or describe) a graphic
- Tell a “soft” story (can be fictitious for this exercise only!)

10 minutes time limit

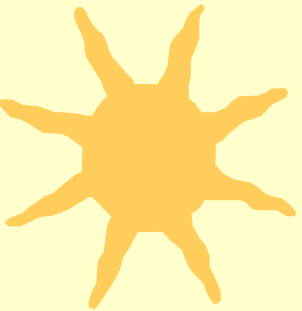


Principles



★ Know Thy Funder

★ Sell your strengths

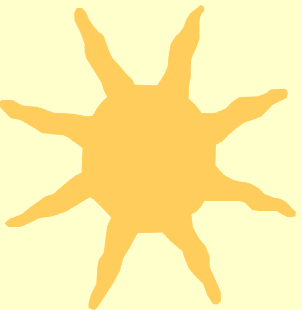


★ Problem – Objectives – Methods

– lack of “solution” is not the problem

★ Separate **Outputs** from **Outcomes**

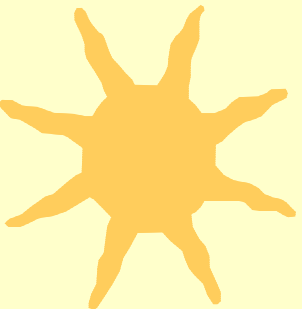
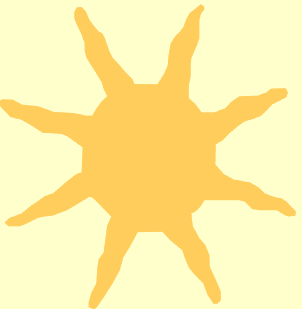
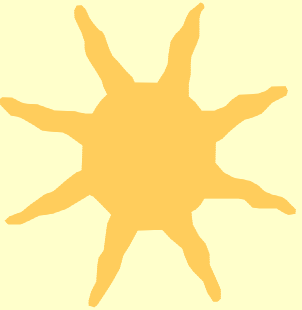
– Logic models



★ Swallow your pride



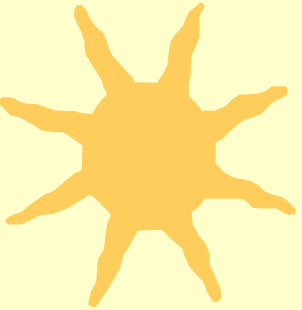
Principle – Sell your strengths



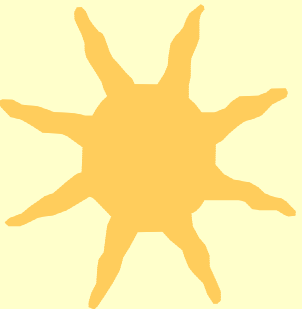
“...without this funding, this program regardless of all the good that it does, will have to close its doors...”



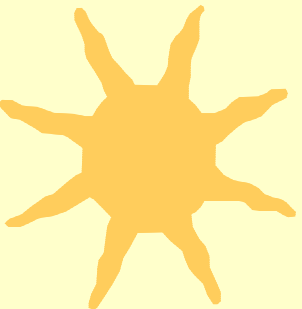
Principle - P.O.M.



➤ Clearly identify the **problem**



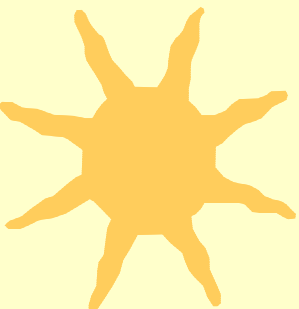
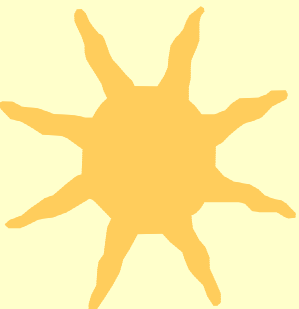
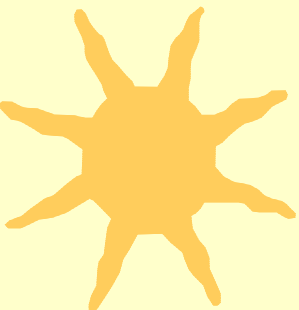
➤ State the **objectives** as reducing the problem



➤ Develop **methods** to produce outputs that impact the objectives



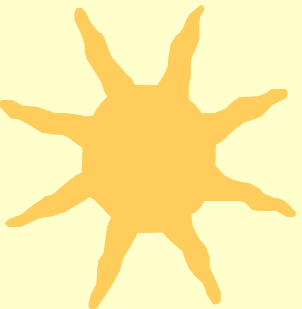
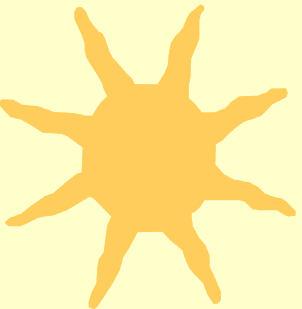
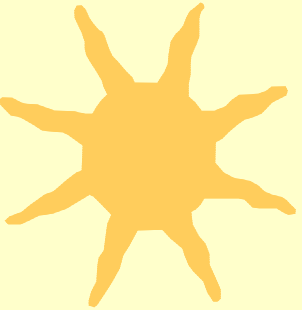
*Principle – lack of solution is **not** the problem*



“...The problem for youth in this community is that there is no place to gather in the evenings. We propose to address this problem by building a youth center where they can gather...”



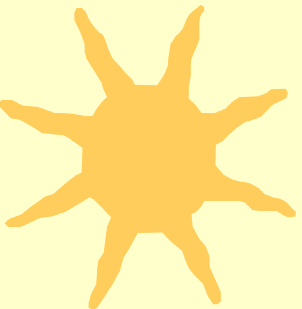
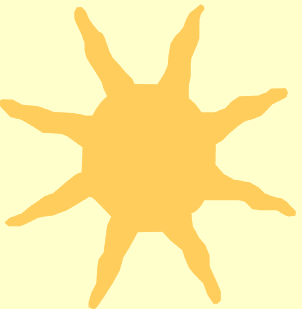
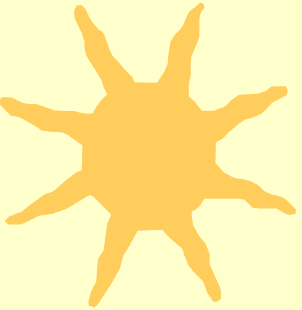
*Principle – lack of solution is **not** the problem*



“...The problem for youth in this community is that there is **no place to gather in the evenings**. We propose to address this problem by building a youth **center where they can gather...**”



Principle – Strong Introductory Summary (TGCI)



- One sentence identifies applicant
- One sentence on credibility of applicant
- One sentence on the problem
- One sentence on objectives
- One sentence on methodology



Exercise II – Summary Statement

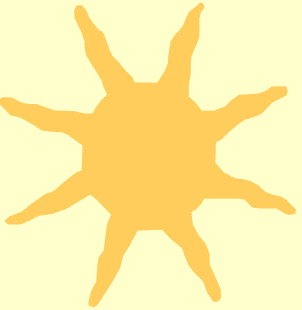
Using your project from Exercise I

- One sentence identifies applicant
- One sentence on credibility of applicant
- One sentence on the problem
- One sentence on objectives
- One sentence on methodology

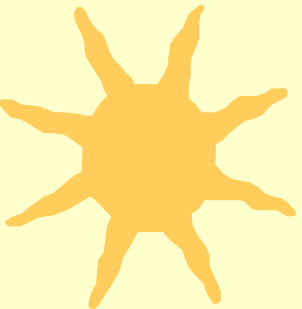
10 minute time limit



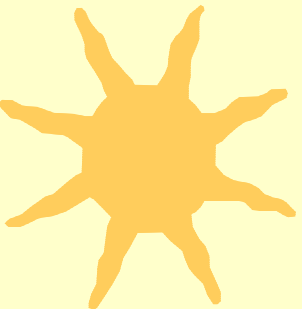
Principle – Separate outputs from outcomes



“...The objective of this program is for 25 welfare recipients to complete the computer training courses each month...”



“...The ultimate goal of the program is for them to find meaningful employment...”

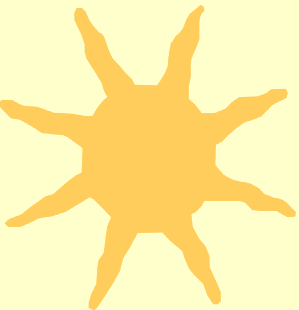
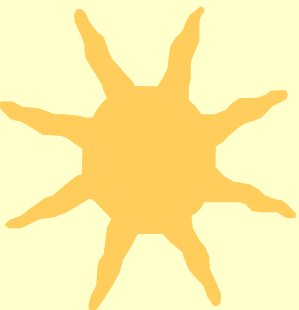
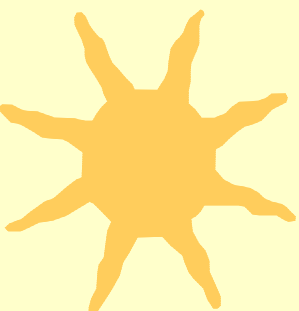


There is a shift in the ways that CBO funders and communities measure success. "Simply measuring the number of organizational outputs (houses, counseling sessions, events, and so on) is no longer adequate. Now we need to answer the 'so what' question. What outcomes have occurred because of your work?"

- Martin Johnson (Executive Director of the Isles Community Development Corporation, Trenton, NJ)



Step 1: Create a Logic Model



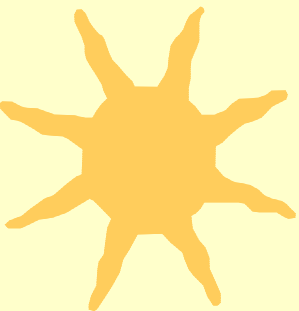
LOGIC MODEL CONCEPTS

- ◆ **INPUTS:** resources dedicated to or consumed by the project
- ◆ **ACTIVITIES:** what is done with the inputs to fulfill project objectives
- ◆ **OUTPUTS:** what is produced as a direct result of project activities
- ◆ **OUTCOMES:** benefits or changes for clients during or after project activities

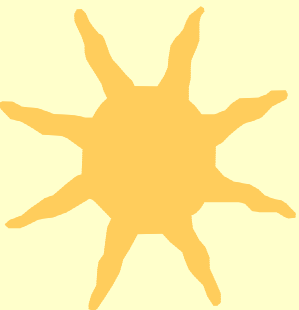
Source: United Way of America



Inputs

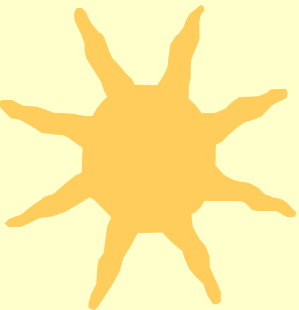


“Resources dedicated to or consumed by the project”



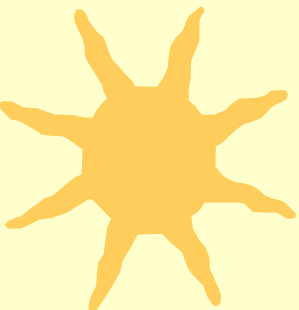
Examples

- Funding
- Staff and volunteers
- Facilities
- Partners

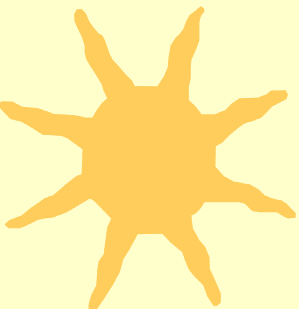




Activities

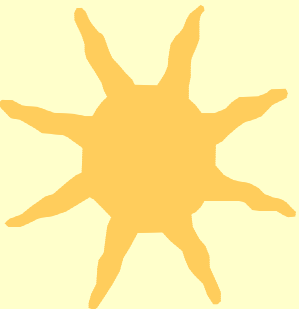


“What is done with the inputs to fulfill project objectives”



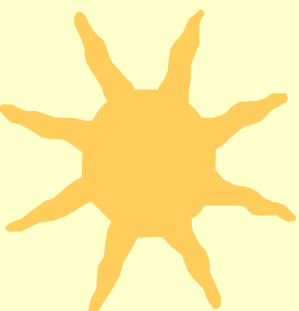
Examples

- Develop and present independent living skills training.
- Administer health coordination services.
- Conduct individual client assessments.
- Document progress of clients.

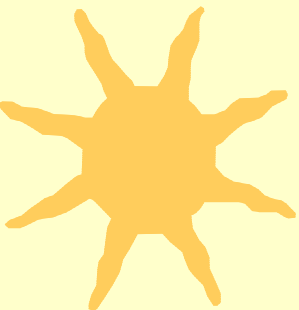




Outputs

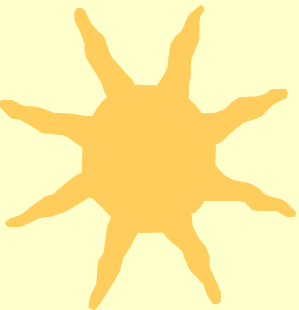


“What is produced as a direct result of project activities”



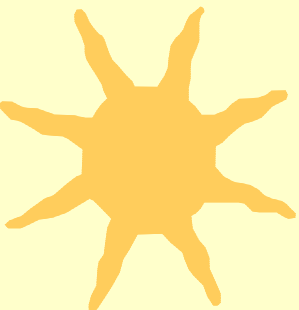
Examples

- Clients attend independent living skills training.
- Clients receive healthcare services.
- Clients are assessed within 2 weeks.
- Clients have complete case files.

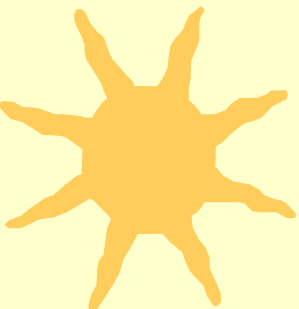




Outcomes

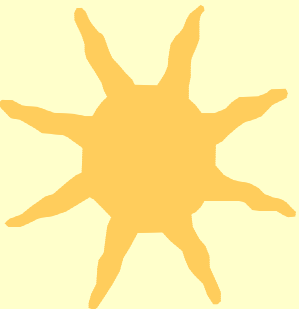


“Benefits or changes for participants during or after project activities”



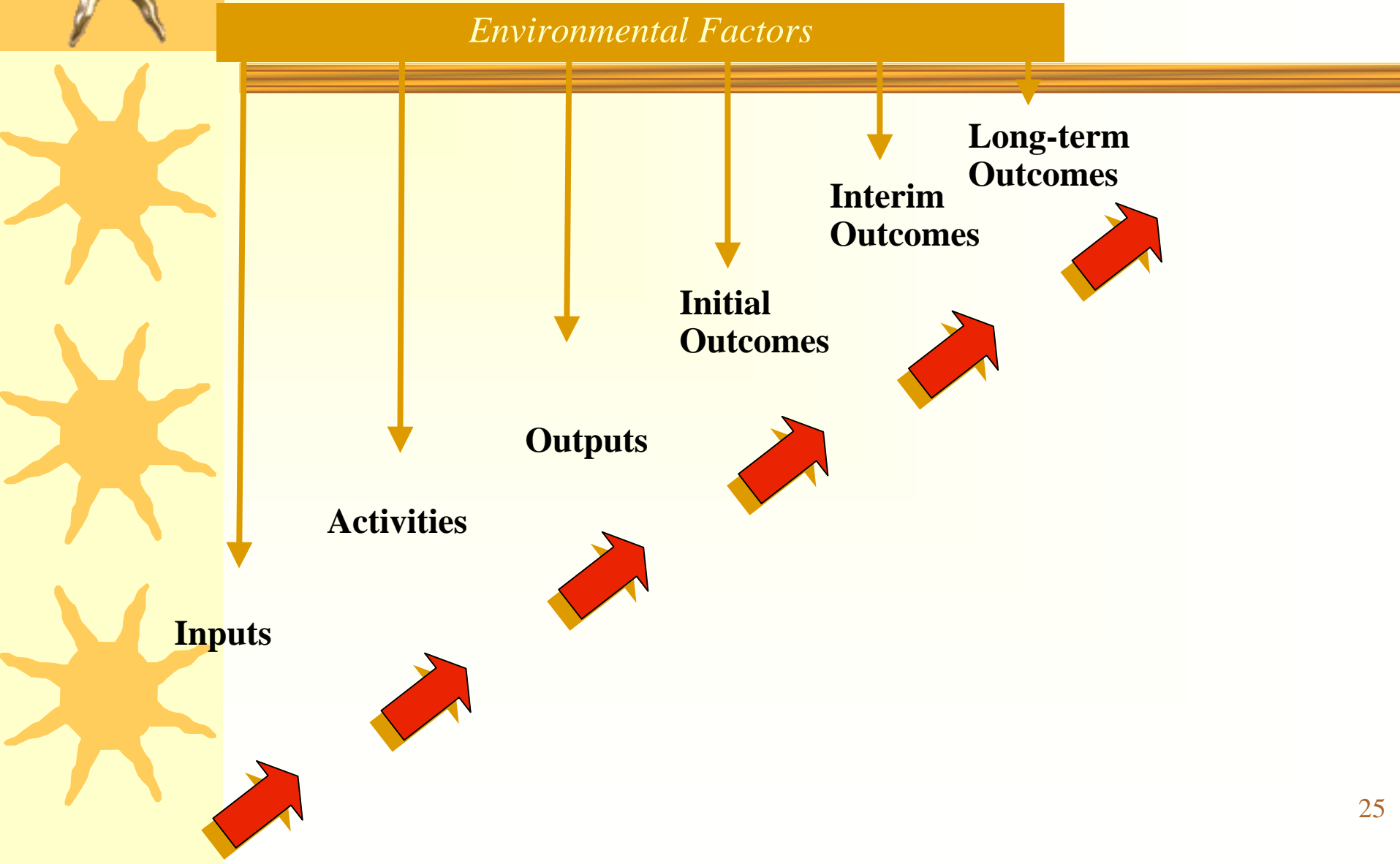
Examples

- Clients remain in their homes.
- Clients have improved health.
- Clients receive appropriate services.





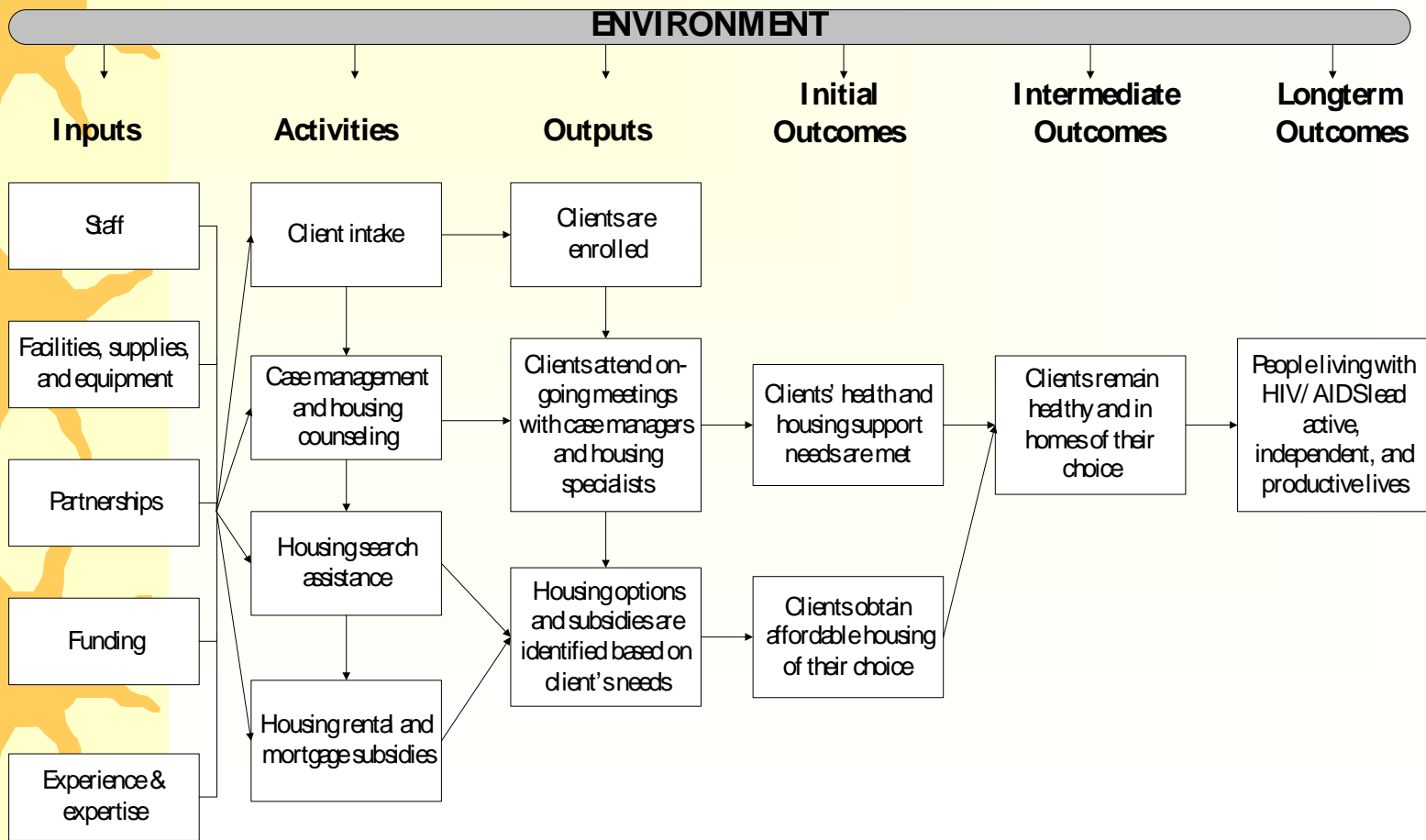
The Conceptual Chain





Housing Assistance Program Logic Model

Housing Assistance Program





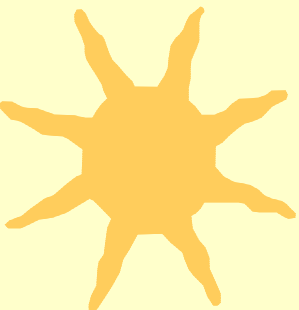
Action Plan Example

Activity: *Develop Housing Search Assistance Program*

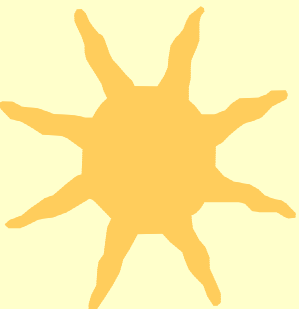
WHEN (Due dates)	WHAT	WHO	STATUS/ NOTES
Develop housing database			
January 31, 2005	<ul style="list-style-type: none">Identify available housing units	Housing Specialist	Completed 1/ 26
February 15	<ul style="list-style-type: none">Input information into database	Project Assistant	Completed 2/ 5
February 26	<ul style="list-style-type: none">Set up facilities (i.e. offices and computers)	Project Assistant	
March 1	<ul style="list-style-type: none">Review / approval	Executive Director	E.D. vacation 3/ 5 – 3/ 19
March 1 thru April 30	<ul style="list-style-type: none">Update as needed	Project Assistant	Ongoing



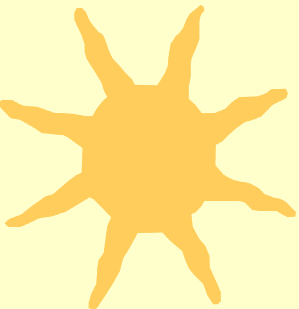
Step 3: Measure and Monitor



Steps in Gathering Evidence



1. Determine the logic model elements you will measure
2. Describe the elements and identify indicators
3. Develop a data collection and management strategy
4. Implement the strategy





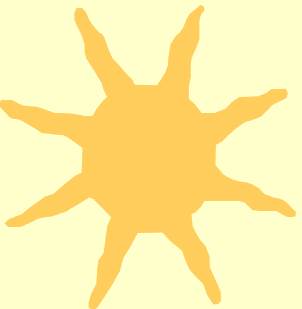
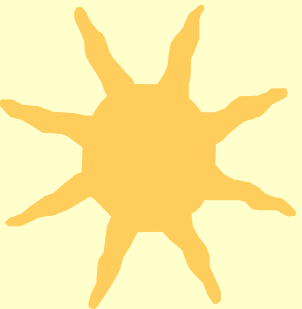
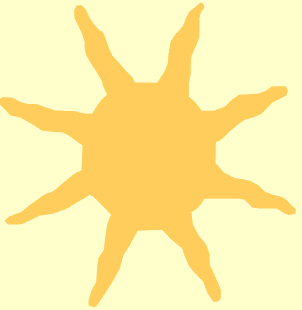
Indicators and Targets

Logic Model Elements: Clients obtain affordable housing of their choice

Indicators	Baseline Date 1/ 1/ 03 to 12/ 31/ 03	1Q04 1/ 1/ 04 to 3/ 31/ 04	2Q04 1/ 1/ 04 to 6/ 31/ 04	3Q04 1/ 1/ 04 to 9/ 30/ 04	4Q04 1/ 1/ 04 to 12/ 31/ 04	One-Year Target for 12/ 31/ 04
# of clients who are placed in housing	60					70
# of clients who are placed in housing that matches their criteria	50					65
# of clients who submit lease/ housing agreement	45					55



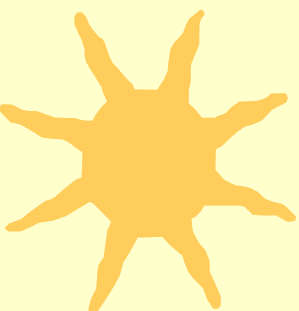
Possibilities



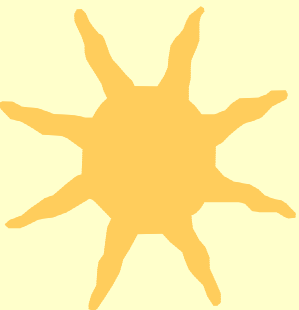
- ★ What is the minimum amount for which you could accomplish at least part of your project?
- ★ What constraints exist on your campus for making this happen?
- ★ What is the time window for building and running your program?
- ★ Who are likely funders???



Exercise III – Search for Funders

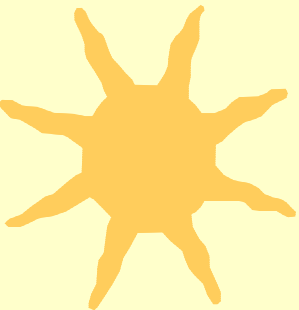


Using your project from Exercise I and II



- Search TGCI (or other sources) and locate potential funder

[TGCI Database of Funders \(http://www.tgcialumni.com\)](http://www.tgcialumni.com)



- Contact funder with question about viability of your proposal

10 minute time limit

Final Q & A

geisman@calstate.edu