



The  
**COMMUNITY  
FOUNDATION**  
of the New River Valley

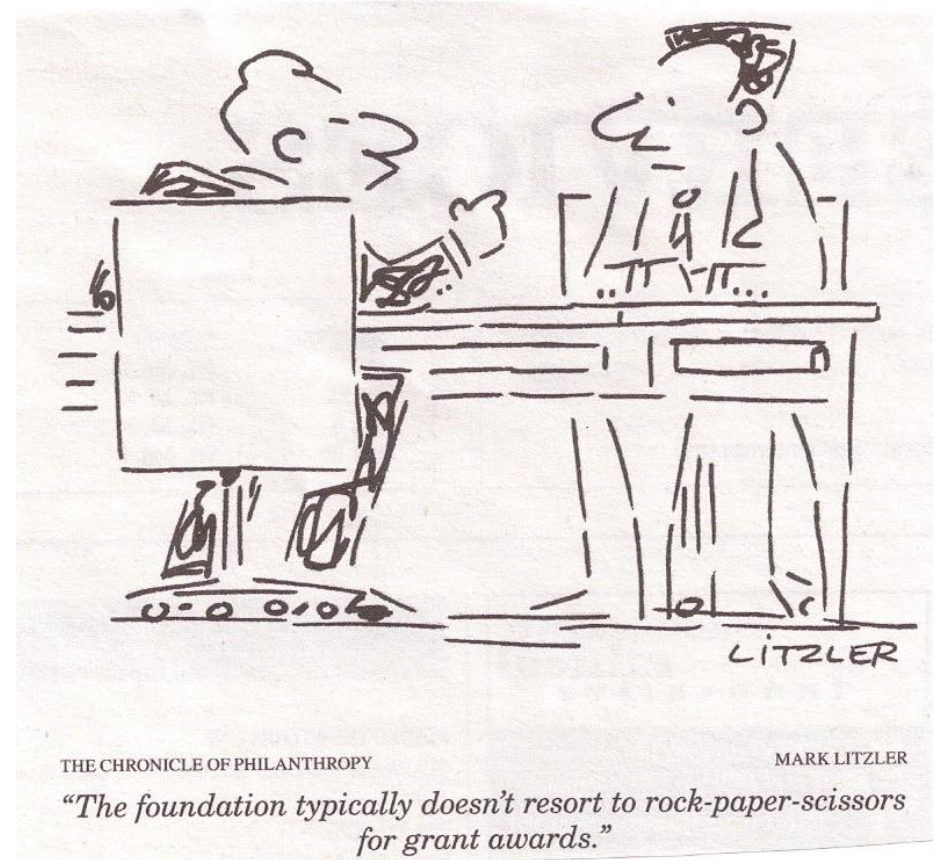
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GRANTWRITING &  
CFNRV RESPONSIVE GRANTS

# So why am I here exactly?

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- The **5 R's** of Grantwriting
- CFNRV 2021 Responsive Grant
  - Required Documentation
- Other Grant Components to Know

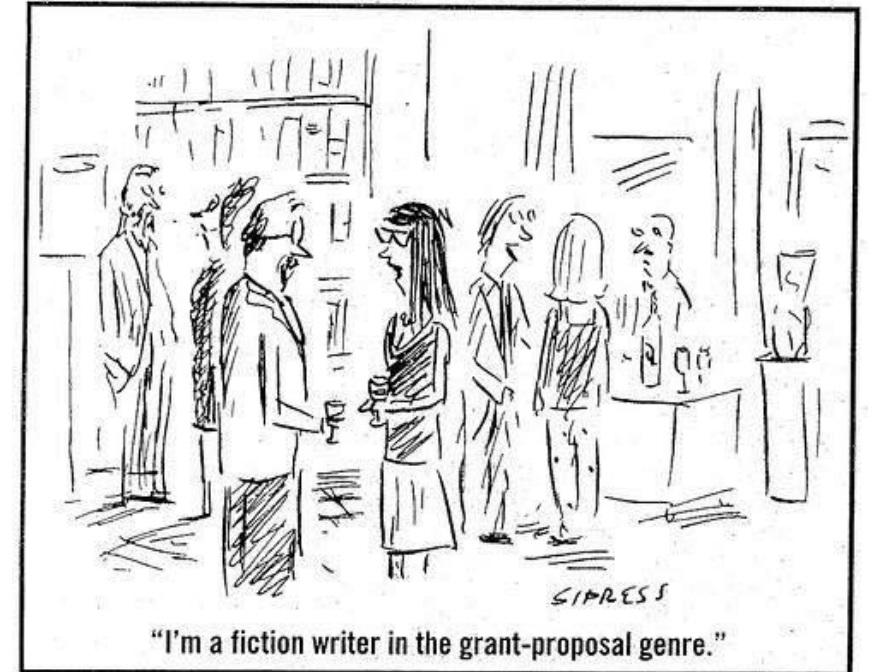


# Rethinking Grantwriting

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## Successful grantwriting requires:

- Research
- Relationship-building
- Organizational and project planning
- Critical thinking
- Storytelling
- Budget development
- Project management and evaluation



# The 5 R's of Grantwriting

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**R**esearch  
**R**elationships  
**R**espond  
**R**eward  
**R**eporting



# Getting Started - Research

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## Resources for Finding Grants

- Grants.gov
- Foundation Center (requires a subscription)
- Philanthropy News Digest
- Issue-specific sources (e.g. Grantmakers in Aging)

## Questions to Ask

- Is my organization eligible for a grant?
- When is the application deadline?
- Is there a match requirement?
- What are the components of the application and the timeline for each?
- Do we have an existing relationship with the funder?
- What types of projects have been funded in the past?

# Building Relationships

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## **With the Funder**

- Read information carefully before contacting the funder
- Understand the review process
- Understand what support the staff can and cannot provide
- Be clear and concise about your project
- Listen to their advice
- Be respectful...a sense of entitlement will turn off a funder

## **With Collaborators**

- Be clear about each collaborator's role in the project and in writing the grant
- Secure partnership agreements and/or MOUs as needed
- Ideally, have a track record of working together successfully

# Respond to the Request for Proposals (RFP)

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## Typical Formats

- Letter of Inquiry/Intent – Brief summary of your proposed project
- Full application – Required narrative, budget, etc...
- Supplementary Materials –
  - Required documentation
  - Letters of support
  - Photos
  - Bios of key project staff

# Reward Announcement

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- If you are not funded, contact the funder for comments and suggestions on how to improve the application.
- Show up for grantee celebrations (when applicable) and deposit the grant check **promptly**.





# Grantee Reporting

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## **Grant Evaluations/Progress Reports**

- Allows the applicant to reflect on the project.
- Helps the funder measure the impact of the projects and attract more grant funding.
- May require just one or multiple progress reports depending on the funder and grant timeframe.
- May require receipts for purchases and/or updated budget.

## **What if my project is delayed or off-track?**

- Don't delay submitting an evaluation because things didn't pan out as planned.
- Share your honest reflections and accomplishments.
- Call the funder for help or to request a delay in submitting the evaluation.



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**CFNRV RESPONSIVE GRANTS**  
*Apply online at [cfnrv.org](https://cfnrv.org)*

# CFNRV Responsive Grants

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## General Operating Support

### Who's Eligible:

- Organizations serving one of more of the following communities:
  - City of Radford
  - Floyd County
  - Giles County
  - Montgomery County
  - Pulaski County
  - Wythe County
- Organizations classified as a 501c(3) tax-exempt organization by the IRS or a unit of government such as a library or school.

### Amount Available:

- Up to \$4,000
- No match required

### Funds can be used for:

Funds to be used at the grantee organization's discretion

# Areas of Interest

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<b>Animals</b>	Focus on animal welfare or the pet population.
<b>Arts and Culture</b>	Spread, explore, or teach the NRV's cultural heritage or increase exposure to the arts.
<b>Civic Affairs</b>	Provide public resources/experiences, economic development, improve a sense of place, and/or enhance communication and decision making.
<b>Education</b>	<p>Seek to teach children or adults new information, meaningful skills, or ways of looking at the world with the goal of improving traditional education outcomes, job prospects, and/or professional performance.</p> <p><i>Enrichment and extracurricular activities will be prioritized over requests for classroom or curriculum-related supplies.</i></p>
<b>Environment</b>	Enhance and protect the natural world and/or people's appreciation of the natural world through advocacy, environmental protection, or sustainability efforts.

# Areas of Interest

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<b>Health</b>	Improve health and wellness through education, advocacy, or direct provision of health-care or wellness services.
<b>Poverty</b>	Alleviate the burdens of poverty or eliminate the underlying conditions of poverty. These programs are specifically targeted at those of low income to serve either as a long-term means to eliminate conditions of poverty or as a short-term effort to alleviate immediate burdens of poverty.
<b>Support, Parenting, and Care</b>	<ul style="list-style-type: none"><li>• Assist or improve the wellbeing of families through relationship building, parenting-related services, and/or improving foundations for greater emotional connection within families.</li><li>• Elderly care or services specifically tailored to the elderly</li><li>• Non-education support or services for children</li><li>• Gender-specific support or services for women, men, boys, and girls</li></ul>

# Activities Not Eligible for Funding

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- Purchases or activities that occur prior to grant decisions
- Membership/civic organizations that redistribute funds to nonprofits
- Deficit funding
- Religious activities -
  - We do support community outreach activities
  - We do not support programs that proselytize or that require clients to engage in religious instruction or activities

# Application Components – General Application

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- **Apply Online at [cfnrv.org/grants](http://cfnrv.org/grants)**
  - Check the website for the application deadline each year.
- **Components**
  - Confirmation that applicants have read the **Grant Guidelines and FAQs**
  - Primary and secondary area(s) of interest and service area(s)
  - Organization overview
  - Evidence of impact and effectiveness
  - Challenges and efforts to overcome those challenges
  - Operating budget
  - Required documents: Financial statements, IRS letter, and Board of Directors list
  - Supplemental materials and letters of support (Optional)

# General Application - Narrative Questions

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- **Organization Overview**

- Please briefly describe the mission and goals of your organization. Who do you serve? What specific community needs does your organization address and how does your organization address them?

- **Impact & Effectiveness**

- How does your organization measure its effectiveness and impact? Describe the accomplishments of your organization in the past year.



# General Application - Narrative Questions

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- **Challenges**

- What do you view as your greatest challenge(s) to sustaining your current operations?

- **Mitigation of Challenges**

- How are you addressing or planning to address the challenge(s) you noted in the previous question? We are looking for the solutions you implemented or are implementing to the problems you identified.

# Data sources that may be helpful

<b>Regional Data</b>	<b>Link</b>
<b>NRV Livability Initiative Report (2014)</b>	<a href="http://nrvlivability.org">nrvlivability.org</a>
<b>NRV Regional Commission Data Dashboard</b>	<a href="http://nrvrc.org">nrvrc.org</a>
<b>New River Community Action Low-Income Needs Assessment</b>	<a href="http://newrivercommunityaction.org/needs-assessment/">newrivercommunityaction.org/needs-assessment/</a>
<b>Carilion Clinic Community Health Assessment</b>	<a href="http://carilionclinic.org/community-health-assessments">carilionclinic.org/community-health-assessments</a>
<b>NRV Regional + Local Housing Study</b>	<a href="https://nrvrc.org/regional-housing-study/">https://nrvrc.org/regional-housing-study/</a>
<b>Other Sources Data</b>	<b>Link</b>
<b>American Community Survey</b>	<a href="http://census.gov/programs-surveys/acs/data.html">census.gov/programs-surveys/acs/data.html</a>
<b>County Health Rankings</b>	<a href="http://countyhealthrankings.org/">countyhealthrankings.org/</a>
<b>Kids Count Data Center</b>	<a href="http://datacenter.kidscount.org/">datacenter.kidscount.org/</a>

# Required Documentation – Operating Budget

- **What are we looking for?**
  - Operating budget for your current fiscal year
  - Includes revenues and expenditures
  - You can also include a budget narrative
- **Why do we ask for it?**
  - Gives a sense of the organization's main activities, priorities, and revenue streams
  - Provides evidence that the organization engages in basic organizational & financial planning
  - Helps us understand the role our funds may play in the overall budget
- Sample operating budget in the Grant Guidelines



"It's not an accounting breakthrough, Sam. It's wrong."

# Required Documentation – Financial Statement(s)

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- **What are we looking for?**

- Budget vs. Actual Report or a Profit/Loss Statement
- Do NOT submit:
  - Your audit
  - A cash flow report
  - A list of expenses
  - Your operating budget
- Submit your most recent statement with YTD information:
  - For Jan-Dec fiscal year: Submit a the current calendar year's statement
  - For July-June: Submit the previous fiscal year's statement (through June 30) so we're not just seeing July numbers
- You can attach a narrative to explain aspects of your financials as well
- Sample statements are in the Grant Guidelines

# Required Documentation – Financial Statement(s)

- **Why do we ask for it?**
  - Provides a sense of the organization's financial health and its ability to be a good steward of our grant dollars
  - Demonstrates ability to meet financial goals



**“My short-term financial goal is to survive until Tuesday.  
My long-term financial goal is to survive until Friday.”**

# Required Documentation – IRS Letter

- **What are we looking for?**
  - For 501c3 – Your IRS Determination Letter
  - For units of government – A letter on letterhead with your EIN confirming your tax-exempt status as a government unit
  - Do NOT upload a sales tax certificate
- **Why do we ask for it?**
  - Demonstrates you are eligible to receive grant funding and you are up to date on required tax filings

INTERNAL REVENUE SERVICE DISTRICT DIRECTOR P. O. BOX 2508 CINCINNATI, OH 45201	DEPARTMENT OF THE TREASURY
Date: MAY 10 1999	Employer Identification Number: 54-1740455
COMMUNITY FOUNDATION OF THE NEW RIVER VALLEY INC 50 NORTH FRANKLIN ST CHRISTIANSBURG, VA 24073	DLN: 17053086858049 Contact Person: KENNETH B BIBB ID# 31264 Contact Telephone Number: (877) 829-5500
	Our Letter Dated: August 1995
	Addendum Applies: No
Dear Applicant:	
This modifies our letter of the above date in which we stated that you would be treated as an organization that is not a private foundation until the expiration of your advance ruling period.	
Your exempt status under section 501(a) of the Internal Revenue Code as an organization described in section 501(c)(3) is still in effect. Based on the information you submitted, we have determined that you are not a private foundation within the meaning of section 509(a) of the Code.	

# Required Documentation – Board List

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- **What are we looking for?**
  - List of Board of Directors members with affiliations (e.g. job title, officer of the board)
- **Why do we ask for it?**
  - Demonstrates you have a board!
  - Communicates the size of the board, its leadership, and changes over time



***“All those who stopped paying attention about ten minutes ago, say ‘aye’.”***

# Other Items

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- **Optional Letters of Support or Supplementary Materials**
  - Letters from partners or beneficiaries of your programs
  - Brief impact reports or sample program materials
- **Photo**
  - Minimum 1MB (1,000KB) in size
  - Show people engaged in organization programs, if possible
  - Make sure you have a release form for photos of minors





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## Other Components to Know

*These are not in the CFNRV application, but may be required by other funds*

# Other Grant Components to Know

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- **Project/Program Budget**

- **What is it:** The revenues and expenses for the specific project for which you are seeking funding
- **Tips:**
  - Don't forget to include staff time and other indirect costs in your budget
  - Indicate in-kind support as well as cash contributions
  - Include a budget narrative where possible

- **Project Staff/Volunteer Bios**

- **What is it:** Brief bios of the core staff and volunteers leading your project
- **Tips:**
  - Check to see if there is a required format for these
  - Emphasize professional affiliations and credentials relevant to your project or program

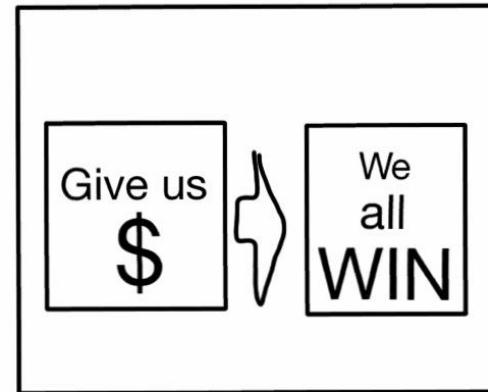
# Other Grant Components to Know

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- **Logic Model**

- **What is it:** An explanation of your program goals, activities, outputs, outcomes, and measures of success
- **Tips:**
  - Review samples from the funder
  - Think critically about your goals and whether your activities make sense for your goals
  - Make success measures realistic and meaningful

Create a "logic model"



Here is our new simplified logic model



# Other Grant Components to Know

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- **Partner Agreements/MOUs**

- **What is it:** Commitments from key partners explaining their role and capacity to fulfill the role
- **Tips:**
  - Develop a template that all partners can then adapt
  - Be clear and realistic about expectations
  - Build in opportunities for review and updating as needed



# Final Tips

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- Read, reread, and then read again the grant guidelines
- Call the funder well before the deadline with questions
- Don't assume the funder knows your organization, your program, your field, or your acronyms
  - Have someone unaffiliated with your organization read your application
- Be on the lookout for communications from the funder via email or snail mail and respond promptly



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Contact Us:  
[cfnrv@cfnrv.org](mailto:cfnrv@cfnrv.org)  
540-381-8999