

Behavioral Health is Essential To Health



Prevention Works



Treatment is Effective



People Recover



Writing for Money

An Introduction to Grant and Proposal Writing



What Does it All Mean?

- 501 © 3
- Budget
- Direct costs
- Indirect costs
- Executive Summary
- Matching Funds
- Proposals
- Letter of Intent
- Outcomes
- Key Personnel
- RFP
- FOA

Looking for \$\$: Where Are You?

Funding A Specific Program

- Clearly identified scope of program
- Operating costs have been determined
- Goal of program is straightforward to describe
- Clear need for funding

General Funding Exploration

- General operating expenses
- Flexible spending \$\$
- Several projects in need of funding, with no specific priority
- Ongoing
- Open to opportunity

Funding a Specific Program

- Why does this program need to exist?
- What problem does this program address?
- What data supports this program?
 - Internal data collected from previous work
 - External data and research that supports this type of program
- What additional capacity do you need to successfully offer this program?

Determining Fit

- What type of organization do they fund?
- What type of project do they fund?
- What issues are they interested in?
- What is the size of their typical grant award?
- How long a period will they provide funding for?
- What other requirements do they have, and can you meet them?

Organizational Documents

- Corporate Capability Statement
- Capacity Statement
- Financial Statements
- Board of Directors Contact and Affiliations
- Key Personnel Bios and Resumes
- References/Letters of Support

Funding Exploration

- Starts with HOMEWORK!
 - Where to search:
 - Internet
 - Directories
 - Databases
 - Publications (books, newspapers)
 - E-mail newsletters
 - Government websites: local, state, national

How to Approach Searching

- Key Terms
 - Example: Peer Support → Mentoring
- Geography
- Create a Process
- Dig beneath the surface
 - USDA funds youth programming (ex: 4-H)

Key Considerations in Process

- Each grant application will have specific instructions and formats
- Don't lose out because of technicalities
- Write grant proposals for the reviewers
- Have external eyes edit proposals
- Beware last minute submissions!

Resources

- [Foundation Center](#)
- [Grant Gopher](#)
- [Youth Service America](#)
- [GuideStar](#)
- [National Directory of Corporate Giving](#)
- [Council on Foundations – Publications](#)