

Grant Writing Workshop

- Welcome and Introductions
- Sources of Funding, Lydia Towery (Foundation Center)
- Grant Writing Basics, Raye Oldham (State Library)
- Lessons Learned, Lisa Nickel and Lois Stickell (email Lisa about distance education)
- Wrap-up

Foundation Center

- <http://foundationcenter.org>
- Over 50 years old
- Mission: to facilitate philanthropy
- **Not government grants**
- Private foundations (100,000+) that give to non-profits specifically
- Not for personal/individual use, but foundations/institutions
- Over 450 cooperative collections working together
 - 15 in NC
- <http://foundationcenter.org/welcome>
 - If you come in, you'll have access to the search capabilities
 - Look at "Grantmakers" first instead of Power Search
 - Will show you who each foundation gives money to
 - Think creatively about what you want to fund since "technology" isn't specific enough to give all the best results
 - Think about who will benefit from this improvement.
 - I.e. Serve students better rather than buying more computers
 - Look under Field of Interest > Libraries (of choice)
 - Numbers in parenthesis indicates how many foundations support that particular area
 - Also look at geographic focus (always add National too!)
 - Click on "Print & Save" which will create a PDF of prospects with all details!
 - Index driven with own taxonomy
- 990s is foundations for private and non-profit foundations (IRS term)
 - On the front page, you can look up Foundation Finder and figure out who is nearby
 - Primary resource for researcher
 - Look at who was the recipient and how much was given
- Website usually leads you to their grant form + limitations
- Money decisions usually happen around board meetings
- **Pay attention to deadlines!**
- Approach manufactures of products you need to see if they'll donate
 - While the economy is soft, ask for "stuff" and volunteers instead of money
 - Build and maintain a relationship with people/foundations
- Foundation also has info on writing proposals
- Corporate giving is local, employee driven
 - Under "Search Companies"
 - Foundation Directory Online Professional
 - Also check websites of companies
 - Click on a corporation and look at their Grantmakers to see all their "mini foundations"
- Search Grants
 - Mindset: researching competitors

- See who gives them money and then apply to their funders!
 - "Field of interest" becomes subject
 - Who do they want to fund?
 - You can also narrow it down
- What you need to do:
 - Ask for what you need (this includes ALL costs like staff wages)
 - You might need to approach several funding sources to get your project done
 - **Disclose to each grantmaker who else you applied to**
 - Be competent and clear about why you need the money
- You'll be able to see their pattern of who they fund and how much so you know to ask for \$10k from one foundation instead of hoping for \$50k when a foundation has always given only \$15k
- Look up <http://govgrants.org>
 - Free webinars about grant seeking
 - Shows you where the grant money is!
- **Access point in Greensboro is at Central Library**
 - Look at Nonprofit resources
 - Bring your flash drive with you
 - Think about some searches you might want to try
 - See if UNCG already pays for it.
- I got one of my undergrad scholarships from the Asheville "Community Foundation of WNC"!!!
- Email Lydia for class handouts with instructions
- Also print books available at some satellite locations
 - Look up one by Jean Greyer (?)

Grant Writing Basics

- Have an allotment of \$4 million+
- Who can apply
 - Public libraries, community college libraries, UNC libraries
 - NC Independent Colleges and Universities (NCICU)
 - Public schools w/a qualified school library media center
 - Library/media center administrative units of public school districts qualified special libraries
 - Qualified state agency libraries
 - State Library of North Carolina
 - <http://statelibrary.ncdcr.gov/lsta/PlngGLApp10-11Mid.doc>
- What can you apply for
 - Overview of 2011-2012 programs
 - School media coordinators --cream handouts
 - All other eligible libraries --blue handout
 - 2nd page: what are the eligible libraries
 - Also online: <http://statelibrary.ncdr.gov/lsta/2011-2012Grants.htm#Overview>
 - 2 main categories:
 - Programs
 - Ex: digitization
 - Due Nov. 2nd
 - Requires LOI
 - Only 3 pages long!
 - EZ --doesn't require quite as many steps

- Due Feb. 2nd
 - You can send them a draft and have them read over it first
 - Know who are your audience is, what will you be doing for them with us!
 - Articulate it specifically!
- When to apply, spend, finish
 - Key Dates: <http://statelibrary.ncdr.gov/lsta/2011-2012Grants.htm>
 - When can you spend? July 1, 2011
 - When are you finished? on or before September 30, 2012; after report is submitted
 - Guidelines posted in late August--September 15th
 - Easy won't be posted till December
 - But you can look online to see last year's form to get an idea of what they were looking for before
 - When you get a grant, you gain additional responsibilities and have to write reports to be turned in to IMLS ultimately
- Where can you find information?
 - <http://statelibrary.ncdr.gov/lsta>
 - Contact Raye Oldham 919-807-7423
 - Raye.oldham@ncdr.gov
- How to apply
 - Basic principles apply to most applications you will write
 - Start with funding source or start with an idea--which is better?
 - The idea is best!
 - How do your users benefit?
 - However, you can also look at funding sources and what they're interested in to also inspire your projects
- Abstract
 - What is an abstract? A summary
 - "The abstract must not exceed the space available."
 - Don't annoy the reviewers of your application by trying to overcrowd the space
 - "and should only include information that is in the body of the proposal"
 - Just give the number and your answer. Don't copy the question!
 - Write the abstract last!
- Project Description & Justification
 - Describe the project you wish to carry out
 - Explain the need for this project
 - What is the extent of the current problem(s) affecting users?
 - How will the proposed expenses improve services to your users and their access to resources?
 - Have a targeted focus
 - Be specific!
 - How did you identify the problem?
- Users and Resources
 - Who is your target audience?
 - Why?
- Evaluation
 - How will you evaluate the success of this project in meeting the user needs you identified?
- <http://statelibrary.ncdr.gov/lsta/lsta.htm>
 - Look at narrative report

- Print it off and look at it while writing
- Graphs can't be added!
- Project **outcome**: How did your life change as a result of this new thing?
 - A little antidotal
 - "This many people have a new/better job since we received this funding..."
 - Survey users to see what new skills they learned
- **Output**
 - Tangible numbers
 - Door counts, etc.
- Other results
 - Can be negative
 - Just talk about the impact
 - What happened that you did not expect?
- Budget
 - What do you propose to purchase?
 - Check green paper for budgets
- Local Match
 - Maintenance funding: the federal government requires each state (who passes on the cost to receiving libraries) to match the fund X amount of dollars
 - Usually 25%
 - Make sure you can get the match in the early stages of your application!
- Budget Narrative
 - Provide a detailed description of items that will be purchased
 - Include specifications for all equipment
 - Write it in paragraph format
 - All purchases or expenses must be aligned with each other and referenced to each other.
- Why
 - Why is your project a good one?
 - Competitive process
 - Burden is on you to identify need and document/demonstrate why this will solve it

Lessons Learned

- <http://guides.library.uncc.edu/librarygrants>
- Our suggestions
 - Pick a good partner who has the time and work ethic to finish things
 - Be aware of the opportunities that exist
 - Link your idea to University or organizational goals
 -

	Big Idea
	Partnership
	Benefits
	Start Small
Institutional Responsibilities	

- Big Idea to Big Money

- Does it really match?
- Your grant idea
 - Match it with institutional and/or library goals
 - What are you getting out of it?
 - How does it contribute to the "big picture"?
 - Why should we give you this money?
 - Hint: Not just because you're poor.
- People like to back winners, so brag about your success so they'll want to support you
- Get feet wet with a smaller grant
- More manageable
- Good way to learn basics with less at stake
- More smaller grants available
 - Look at travel grants even within your own institution
 - Helps build your track record
- Time Commitment
 - It's more than you think!
 - After you *get* the grant
 - Read the rules
 - Keep all documents and records!
 - Running around time (signatures, deadlines, mailings, etc.)
 - Shopping, getting input, purchasing, reconciling
 - More than just a year
 - It takes time to get the annual funds
 - Report due after the money is all spent
 - Reports for your own organization
 - Sometimes you'll have to fight with your institution to figure out where they deposited the money and how to access it
- Partnerships
 - You can't do it alone
 - Find out who does what in your organization
 - Grants manager?
 - Signature authority?
 - Purchasing authority?
 - You need a "case manager"
 - Grants office
 - You'll need someone who can shepherd you through the whole process.
 - One person to do it all!
 - Have all your orders separate. Do NOT fold your order in with someone else
 - Ask for help from:
 - People familiar with grant writing
 - Friends/coworkers who have applied for this particular grant.
- Institutional Responsibilities
 - What is the match?
 - Does your library have the money to match?
 - Your institution
- Know thyself
 - Questions to ask yourself:
 - Do you have time to do this?

- Grants are free money but they can be time consuming
 - Don't over commit yourself and then not have the time needed
- Benefits
 - Personal satisfaction
 - Good for vitae
 - Recognition by superiors
 - New skills/accomplishments
 - Establish new contacts inside and outside your library and institution
- Failure
 - Your application is rejected
 - Consider it a learning experience
 - Ask grant agency for feedback
 - Did you follow the guidelines?
 - Don't quit
- After the grant
 - Look for opportunities to share what you've learned
 - Organize your own workshop
 - Write an article
 - Write a book chapter
 - The Frugal Librarian
 - Winning Grants
 - Help your friends
- **Contact them for an article for the LIS website!**