

How to Engage with Funders

Elaine E. Katz, Kessler Foundation

Julia Stoumbos, The Henry & Marilyn Taub Foundation

Today's Agenda

Identify

Identify key components of successful proposals

Learn

Learn how funders select, review, accept proposals and measure grant effectiveness

Understand

Understand how funders work and collaborate with their grantees

Tell Me About Yourself

- Person with a disability
- Family member
- Caregiver
- Non-profit staff member
- Other



What is Your Experience with Grants?



NEW TO
GRANTMAKING



WRITTEN A GRANT



WRITTEN AND
RECEIVED A GRANT

Advice for Organizations Approaching Foundations for the First Time

- Visit website, read funding guidelines
- Do your homework
 - Concept/Program match –make sure fit is right
- Match foundation's preferred method for contact
 - Phone
 - Email
 - Letter of Inquiry
- Informational interview – learn more about their processes & grantmaking
- Learn about priorities/needs of program officer

Connecting with Funders

- Without grant seeking
- Networking
- Using other referral sources / funders
- Social media



Crafting a Compelling Proposal

- 1) Identify the problem and opportunity
- 2) Understand the work required
- 3) Read application and requirements
- 4) Write summary statement



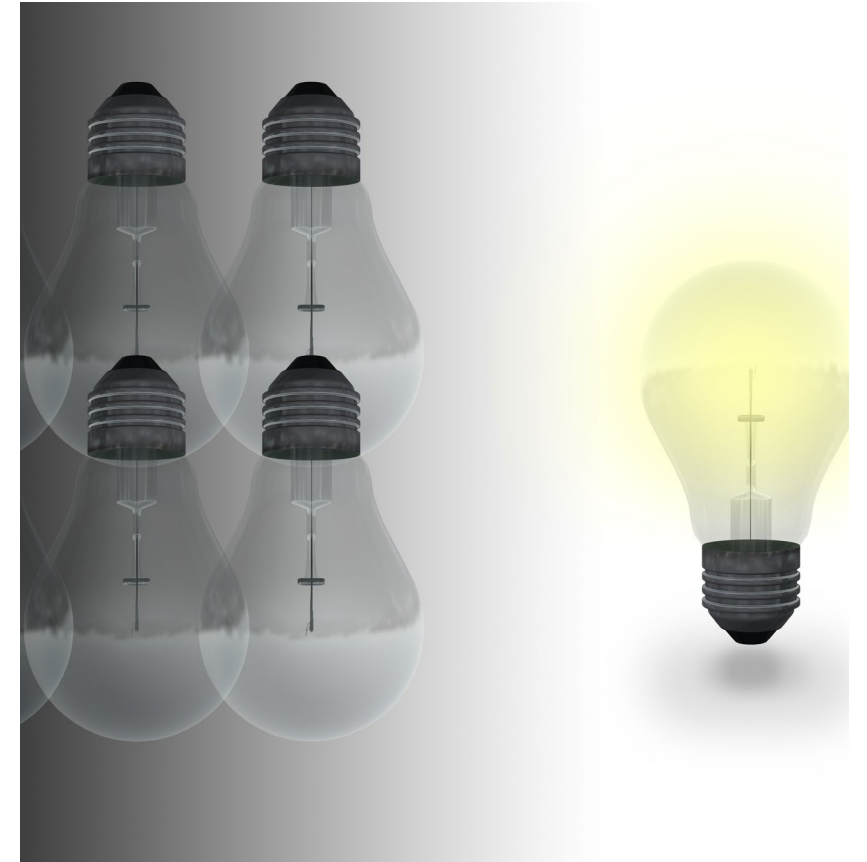
Crafting a Compelling Proposal...cont.

- 5) Create an outline
- 6) Develop logic model/outputs & outcomes, if required
- 7) Develop budget and justification
- 8) Get your PR house in order



What Makes a Proposal Stand Out For Funders?

- Well-written, concise
- Goals match, answers proposal questions
- Conveys expertise
- Potential for wider impact
- Pops
- Strengthens organization in sustainable way
- Likely to lead to replicable model over time





Checked & Verified

- Document / staff / internal review
- Q & A for clarification
- Funding approval for allocation
 - CEO / discretionary
 - Grants committee
 - Board of directors

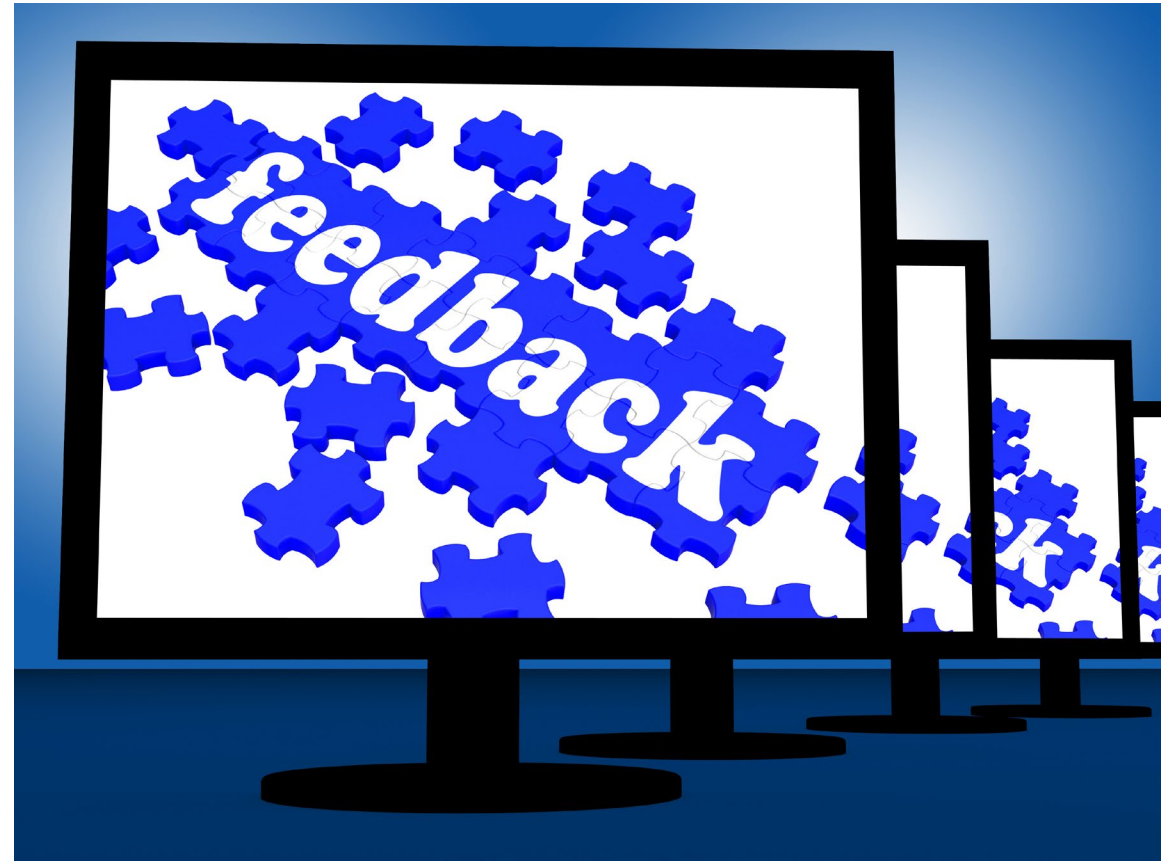
Getting Beyond the Words: Why Should We Fund You?

- Moving work of funder and grantee organization forward
- “So what?” factor – Who will be better off?
- Can applicant do the work?
(within capacity of team)
- Digging deeper – what’s the real story?



Grant Decisions: The Turn Down

- Opportunity for discussion
- Call with specific questions
- Business decision
- Playing the odds



What is Grant Evaluation?



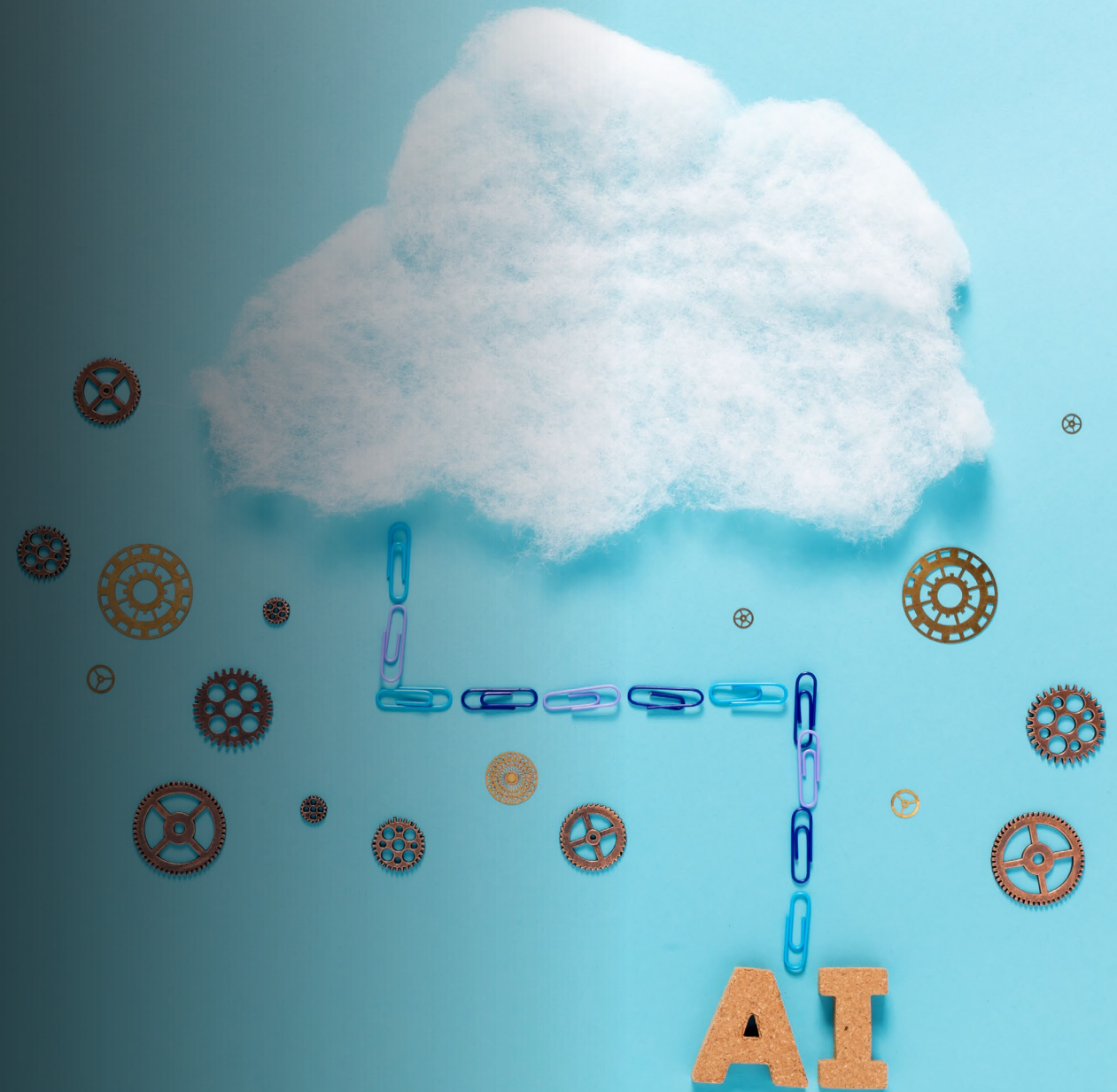
Productivity

Effectiveness

Quality

Timeliness

Artificial Intelligence – The Elephant in the Room



Finding Grant Opportunities

List Serve Examples:

- Candid - <https://foundationcenter.org>
- The Grantsmanship Center – <https://www.tgci.com>
- GrantsWatch.com
- GrantStation.com
- Newmobility.com

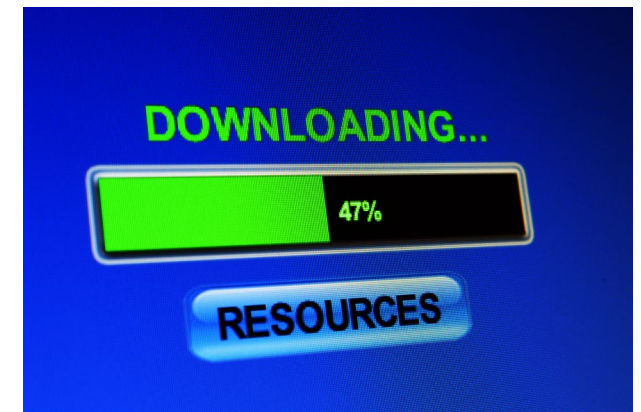
Disability Specific Foundations:

- Craig H. Nielsen Foundation (SCI) - open
- Christopher & Dana Reeve Foundation (SCI & mobility) –open
- With Foundation – open
- Ruderman Family Foundation (invitation only)
- Mitubishi Electric (invitation)

- Essel Foundation/Zero Project (international)



Resources



*Winning Grants Step By Step:
The Complete Workbook for Planning, Develop and Writing Successful Proposals*
Tori O'Neill-McElrath

Candid – www.candid.org

YouTube Videos - Foundation Center (now Candid)

Local Universities such as NYU and Rutgers offer grant writing courses. For example, Rutgers Office of Continuing Professional Education, Improving Your Grant Writing Skills



Elaine Katz

Ekatz@kesslerfoundation.org

www.kesslerfoundation.org



Julia Stoumbos

jstoumbos@taubfoundation.org

www.taubfoundation.org