

## **GRANT WRITING OPPORTUNITIES**

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### **The "Big Picture" Who Supplies the Funding?**

**Public or Governmental Organizations partnering with private sector organizations, Foundations & Corporations to meet the needs of the Community**

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### **The "Big Picture" Who Supplies the Funding?**

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|-------------------|--------------------|
| ▶ Public Funders  | ▶ Private Funders  |
| ▷ Federal Sources | ▷ Foundations      |
| ▷ State Sources   | ▷ Corporations     |
| ▷ County Sources  | ▷ Local Businesses |
| ▷ Local Sources   | ▷ Individuals      |
|                   | ▷ Others           |

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## What is a Private/Public Partnership?

- ▶ Private/Public
- ▶ Public/Public
  
- ▶ Community Foundations in New Jersey
  - ▷ Community Foundation of NJ- [www.cfnj.org](http://www.cfnj.org)
  - ▷ Princeton Community Foundation, Inc. - [www.pacf.org](http://www.pacf.org)
  - ▷ Salem Health & Wellness Foundation- [fdncenter.org](http://fdncenter.org)
  - ▷ Summit Area Public Foundation- PO Box 867-Summit, NJ 07902
  - ▷ The Westfield Foundation- [www.westfieldnj.com](http://www.westfieldnj.com)
  
- ▶ Finding a way municipalities can accept restricted gifts  
(Dedicated by Rider Trust Fund)

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## Tool Kit

### Getting Ready Phase

#### Community Needs Assessment

- ▷ What do you need money for?
- ▷ Include research on businesses and not-for-profits in your geographic location and what services they provide so that you can partner/collaborate with them to get what you need for the community

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## Tool Kit

### Research is the key!:

#### You need to find out about the funders:

1. Where do they give (geographic restrictions)
2. What are their areas of interest (health, environment, etc.)
3. What type of support do they provide (planning money, project support, building funds, etc.)
4. What is the amount of their average grant
5. Timeline
6. Target population

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**Tool Kit**

**Key Words :**

If you are trying to find funds to develop a new set of recreation trails in your area you might select key words that reflect the outcome of the project such as:

- ▶ Recreation
- ▶ Trails
- ▶ Bicycling
- ▶ Parks
- ▶ Hiking
- ▶ Community Development

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**Tool kit**

If you are trying to identify funds for creating a comprehensive community and economic development plan you might choose:

- ▶Community Development
- ▶Economic Development
- ▶Sustainable Development
- ▶Healthy Community

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**Tool Kit**

**Resources to find the funds:**

- ▶ [www.grantstation.com](http://www.grantstation.com)
- ▶ The Foundation Center
- ▶ Grants.gov
- ▶ Guidestar.com
- ▶ [www.njslom.org](http://www.njslom.org) (Grant Resource Center)
- ▶ Public Libraries
- ▶ Corporate Websites
- ▶ Google

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### **Tool Kit**

- ▶ Who is on your Dream Team?
- ▶ Develop relationships with funders
- ▶ Have essential documents in place
- ▶ Secure a grant application & guidelines
- ▶ E-grants get registered in advance
- ▶ Write the grant and submit on time
- ▶ If funded, develop a grant management system
- ▶ Say "Thank You"
- ▶ Publicize "Wish List"

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### **How to Attract a Funder**

- ▶ Tell Human Interest Stories
  - ▷ Children
  - ▷ Obesity
  - ▷ Quality of Life
  - ▷ Diversity
  - ▷ Under-Served
- ▶ Buzz Words
  - ▷ Collaboration
  - ▷ Replicable
  - ▷ Innovative
  - ▷ Unique
  - ▷ New
  - ▷ Groundbreaking
- ▶ Measure ROI

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### **How to make the ASK?**

- ▶ How do you finance your project and/or get money from non-traditional funders?
- ▶ How do you compete and or cooperate with competition for this money?
- ▶ How do you get past "NO" because you are a municipality?

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**Social Giving**

- ▶ There are many philanthropic organizations that are now focusing their attention on improving the quality of life of a community.
  - ▷ Wegman's
  - ▷ Walmart
  - ▷ Wakefern (ShopRite)
- ▶ Many organizations are setting policies that require a commitment to the community

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**You need to bury the ASK...**

- ▶ Do you need new sidewalks?
- ▶ Do you want to decrease congestion in your town?
- ▶ Do you want to improve parking?
- ▶ Do you want more walking trails?

How would you position the ASK for these items in a proposal?

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**Suggestions:**

- ▶ Prove that you have a significant need or problem in your proposal.
- ▶ Work what you need into the solution.
- ▶ Tailor your proposal. You can't send the same proposal to Kellogg's grant person that you would send to the NFL.

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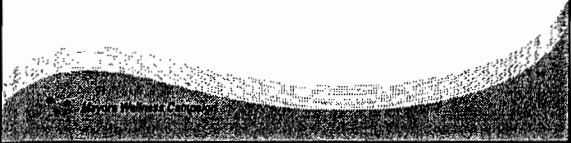
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**Do you want new sidewalks?**

You can't write a grant for new sidewalks, but you can apply for a grant that includes sidewalk improvement.



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 *Mayors Wellness Campaign*  
*Put your community in motion*

**Safe Routes to School**



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**2007 Safe Routes To School**

The NJ Department of Transportation recently awarded \$4.15 million in Safe Routes to School (SRTS) grants to 29 communities across the state. NJDOT received a total of 274 proposals for \$75 million in the program's first round of SRTS funding grants.

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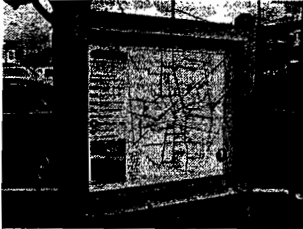
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*Do you want to decrease congestion?*

## Town Walking Map



Walk Metuchen - encouraging people to get out and walk in their communities by highlighting routes residential areas to the train station linking, downtown, parks and schools

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### **Success Stories**

#### **Linden, NJ**

Linden, NJ has used the Dedicated by Rider Trust Fund to secure funds from Conoco Phillips, Walmart, Merck, and individual donations to fund projects such as, fitness center, recreational programs, police and fire equipment, etc.

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### **Success Stories**

#### **Geraldine R. Dodge Foundation**

The foundation gave \$65,000 to Morristown parking Authority, toward the "green" office building on Maple Avenue. The four-story building was designed to standards set by the U.S. Green Building Council, a nonprofit organization educating the public on how to design and construct environmentally efficient structures. The building plan includes a "bio wall" - a wall of plants used to filter air circulating in the building - and a green roof, which absorbs storm-water runoff and filters into a tank for later use.

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**Success Stories**

Lacey Township, NJ

Lacey Township and its local Rotary Club, have made significant improvements in the town, including \$60,000 toward the completion of a new park, and \$12,000 toward an electronic sign announcing town events.

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**Success Stories**

Garfield, NJ

Garfield's health department has made significant improvements in the town this year. They received a SRTS grant. They also were chosen as the Hometown Huddle town as well as a \$25,000 grant for park equipment.

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**Success Stories**

Wharton, NJ

Wharton Borough, was the recipient of \$337,000 for a Safe Routes to School Pilot Program. This municipality has eliminated it's bussing budget by implementing this program.

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## **New Opportunities**

### ▶ My Hometown Helper Grants to Improve Communities Across the United States...

Hamburger Helper, has announced its 2007 "My Hometown Helper" grant program that helps local groups make a difference in their own community by building a new playground, or expanding town sidewalks - can apply for a one time grant to help fund their project.

One needs to submit an essay of 250 words or less describing how the grant would help with their community project. Award amounts will range from \$500 to \$15,000 each and all requests for funding must be sponsored by a municipality or a public school.

Last year the program gave away more than \$100,000 in total grants and helped communities install lights for a football field, cleaned up a local river, and purchased ambulance equipment, among other great projects.

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## **New Opportunities**

▶ KaBOOM - creates outdoor physical spaces for the youth through the participation and leadership of outside partners and communities - they give up to \$60,000.

▶ HOPSports - a training system that merges technology and media to create innovative physical activity for youth - \$25,000.

▶ Approach the NFL - the NFL performs community outreach called "Hometown Huddle". The players will go out and work on a project and contribute \$5,000.

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## **New Opportunities**

▶ General Mills - Focus on improving nutrition and fitness. Last year they gave out 3 million for nutrition and fitness programs.

The average nutrition grant was \$10,000. Many school programs were funded.

The average fitness grant was \$15,000. The largest fitness grant was \$100,000. Many grants went to equipment purchases and YMCA's.

Applications are accepted all year long.

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**Thank You !**

**Bohse & Associates, Inc.**  
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