Professional Development Webinar Series:
Grant-writing 101
November 15, 2018
Roll Call

Bakersfield
Channel Islands
Chico
Dominguez Hills
East Bay
Fresno
Fullerton
Humboldt
Long Beach
Los Angeles
Maritime
Monterey Bay

Northridge
Pomona
Sacramento
San Bernardino
San Diego
San Francisco
San Jose
San Luis Obispo
San Marcos
Sonoma
Sonoma
Stanislaus
Meeting Agenda

• Roll Call

• Speaker Introduction

• Presenter: Sergei Shkurkin
  • Q & A

• CO Updates
True Management Services provides non-profits and local government with assistance in development of social safety net projects and securing the financial resources for making those projects a reality.

- 30 years’ successful grant writing experience
- Developed shelters, rehab centers, housing
- Development work in Eastern Europe and Africa
- Organizational Development and staff training
- Currently developing Supportive Housing
- Alumni of CSU East Bay (c/o ‘80 – B.A. Psychology)
- Fun fact: Was a pop star in Africa at age 18
Grant-writing: Submitting Proposals that get Funded

Presented by Sergei Shkurkin
True Management Services
Let’s start with the basics…

WHY?

WHAT?

WHO?

HOW MUCH?
What needs to be done before you write?
Define the Issue

• Make sure you understand what you are addressing & the population you are serving
• Supporting research, your own program information, Internet, press and publications
• Goals, outcomes and objectives, what good will it do
• Budget
Be Detailed

- Staffing, recruitment
- Facilities required
- Equipment
- Outside services
- Demands on existing staff and infrastructure
What Does Success Look Like?

• Goals vs. outcomes vs. objectives
• Get to a point in the human condition
• How can this result be measured
• When will you know that you succeeded
• How long with this success last
Budget

• What value can you bring to the project
• What will you need the funder to pay for
• Involving your organization’s fiscal
• Getting outside experts evaluation
Finding a Funder
What They Say… What They Do

- Annual reports
- List of grants on web site
- Press releases
- Internet Foundation Center
What to Look For?

- Mission, areas of giving
- Geography
- Past Grantees
- Change in mission direction
Relationships

- Past funders
- Professional relationships
- Social & faith – based orgs
- Getting the meeting
Types of Funders

• Private Foundation
• Federal Government
• State Government
• Company giving program
Understanding and Completing the Application
The Grant Team

- Content specialist
- Writer analyst
- Document master
- Proof
- Fiscal
- Cyber
- Team captain
Timeline

• Develop internal deadline different than the funders ("buy insurance")
• Develop additional deadlines for various sections and roles
• Schedule tasks external to the group first
• Take into account other work, holidays, vacations
Don’t Forget the Attachments

• The “Drop-Dead” list
• What do we need to get from who and when
• Letters
• Signatures
• Certifications, assurances
• Motions and actions from elected, Board of Supervisors, City Council
Requirements

• Page number
• Font
• Order of documents
• Insurance
• Number of copies
• Due date
Rationale & Problem statement

- Use your own information, files, and research
- Find the right study
- Connect to the program and to the outcomes
Program Description

• Tied in to the rationale
• Step by step how the program will work, outreach
• Staff positions and functions
• Partners and collaborators
Agency Description and Qualifications

• Include experience that’s both general and specific to the proposed program
• History with partners and collaborators
• Program specific staff experience
Outcomes Goals and Objectives

- The difference between goals, objectives and outcomes
- How to arrive at outcomes that are measurable
- Evaluation design
Budgets

• Tying the budget to the program plan
• Budget justification
• The issue of match and creating it
Follow-up After Submission

- Timing
- Contact, make sure they can reach you
- Response for more information
Review of the elements of a grant proposal

• Development of the program
• The problem statement or rationale
• The program description
• The agency: capacity, experience, staff resume
• The outcomes and evaluation
• The budget
Example: Food Insecurity
Example #2

WHY?
WHAT?
WHO?
HOW MUCH?
Wrap - Up

• Remember, why, what, who, how much… Always in that order!

• Your why, or rationale, is the foundation of your proposal. If that is strong the rest will build naturally!

• Find the right funding partner… they should be glad you found them!

• Use a team and OWN the calendar!

• Turn it in early!
Contact Information

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Discussion / Q & A
CO Updates

- Post-webinar Evaluation
- Hunger & Homelessness Awareness Week is **NOW**!
- Next SB 85 Reporting
  - January 31, 2019
- CalFresh Outreach Day
  - February 27, 2019
- Taskforce Meetings
  - 3 meetings minimum
- CSU BNI Facebook Group
- Grant Opportunities Posting **SOON!**
CO Updates

The next webinar is scheduled for
Thursday, Jan. 24th
@ 2:00pm

~ Topic ~
Civic Engagement:
Getting your Campus Involved
Thank You!

www.calstate.edu/basicneeds