



Grants and Proposal Writing

LIFE University, March 31, 2016

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National Network of Libraries of Medicine (NN/LM)

- NN/LM, formerly Regional Medical Library Program
- Established in the Medical Library Assistance Act (1965)
- Mission
 - Provide health professionals and the general public with equal access to biomedical information
- Coordinated by the National Library of Medicine
- 8 Regional Offices
 - Support Network members to achieve NN/LM mission
 - 5-year contracts

National Library of Medicine

Part of the National Institutes of Health, NLM is the provider of PubMed.gov, MedlinePlus.gov, and many other health information resources

<http://www.nlm.nih.gov>



When Should You Apply for Grants?

- When you want to start a new project, or expand an existing project, and financial costs are involved
- When these costs cannot be covered in your current budget
- When you know of a granting agency that makes awards to pay for the types of costs you envision
- When you know that you meet the eligibility standards for such awards
- When you are able to commit the needed time and energy to the grant-writing process

Source: Community Tool Box under **Creative Commons BY-NC-SA 3.0 US**



Agenda

- Common mistakes
- Locating funding
- The proposal
- The budget
- Finishing touches

Ten Common Mistakes



Common Mistakes

1. Poor writing
2. No project planning
3. Inaccurate costs
4. Typos
5. Buzzwords
6. Budget \neq Narrative
7. Last minute writing
8. Assuming reviewers are experts
9. Ignoring instructions
10. Idea \neq purpose of award

Locating Funding



The “Lingo”

- RFP: Request for Proposals
- RFA: Request for Applications
- CFA: Call for Applications
- Letter of intent
- Letter of application



“Love” Connection

- What types of projects is the funder interested in?
- Look for buzzwords or phrases:
 - Program Areas
 - Initiatives
 - Scope



Who are the Funders?

- Government (Federal, State and Local)
- Foundations
 - Private Foundations
 - Corporate Foundations
 - Community Foundations
- Associations
- Businesses



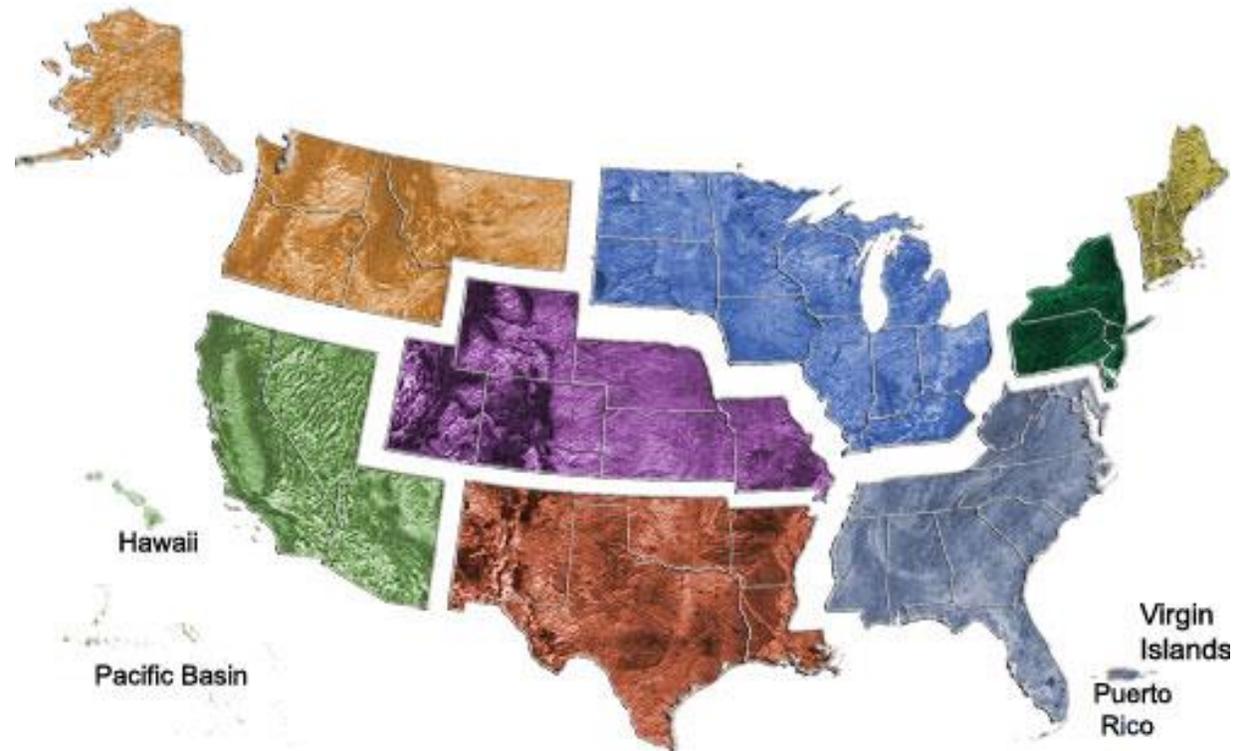
Finding the Funders

- Government Funding
 - National Network of Libraries of Medicine
 - National Library of Medicine
 - Grants.gov
- Foundation Center
 - Foundations and corporate giving
 - Network of local “cooperating collections”
- Funding listings



National Network of Libraries of Medicine

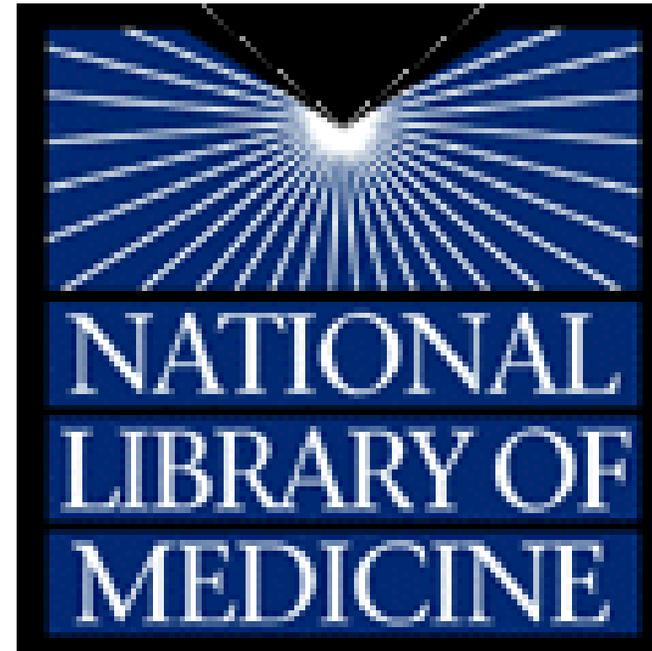
<http://nnlm.gov/sea>



National Library of Medicine

<http://www.nlm.nih.gov/grants.html>

- Research
- Outreach
- Training/Career Development



Outreach Projects

- [HIV/AIDS Community Information Outreach](#) Open now!
- [Disaster Information Collaboration](#)

Grants.gov



Search by:

- Keyword
 - Category
 - Agency
 - Eligibility
-
- Note: not all federal funding is “grants” — subscribe to agency of interest’s list serv/feeds for other opportunities.

Foundation Center

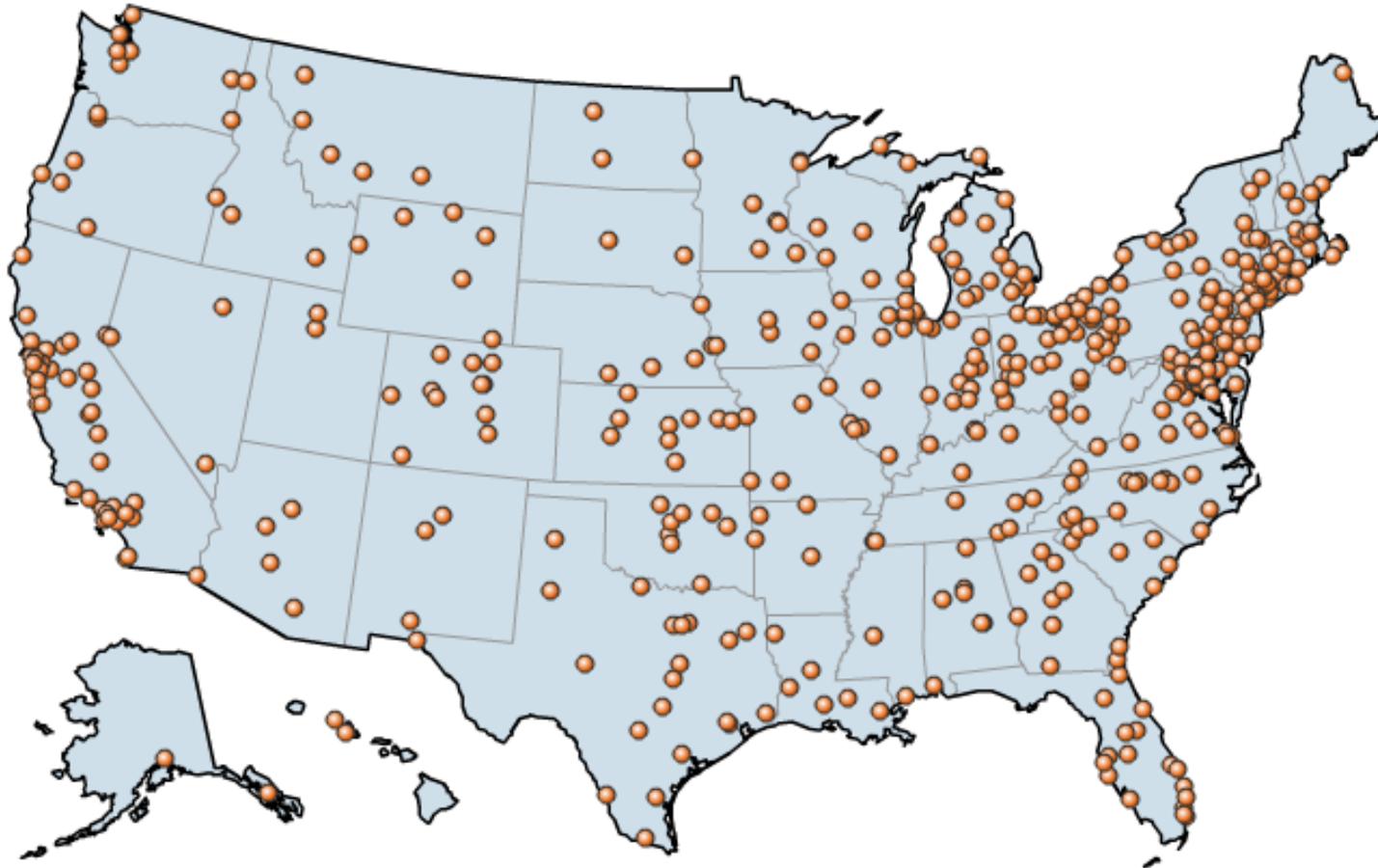
<http://foundationcenter.org/>

- Search for foundations by name and state
 - See tax documents
 - <http://foundationcenter.org/findfunders/>
- Advice for Grant Seekers
 - Proposal Writing Short Course:
<http://foundationcenter.org/getstarted/tutorials/shortcourse/index.html>
 - Proposal examples: <http://grantspace.org/tools/sample-documents>
- Funding Information Network
 - Over 450 locations nationwide (more than ½ public libraries)
 - Access to Foundation Directory Online and other resources
 - Staffed

Funding Information Network

<http://grantspace.org/find-us>

<http://foundationcenter.org/fin/infographic.pdf>



Locations near Marietta

Foundation Center – Atlanta

- 133 Peachtree Street NE
Lobby Suite 350
Atlanta, GA 30303-1804
Tel. 404-880-0094
- **Hours**
- Tuesday-Thursday
10:00am-5:00pm

<http://foundationcenter.org/atlanta/>

Atlanta-Fulton Public Library: Central Library

- One Margaret Mitchell Square
Atlanta, GA 30303
404-730-1700

<http://www.afpls.org/books-materials/grant-resources>



Philanthropy News Digest

- From Foundation Center
- Sign up for alerts based on interests
- <http://philanthropynewsdigest.org/rfps>

DONE

African Americans / Blacks	<input type="checkbox"/>
Aging	<input type="checkbox"/>
Agriculture / Food	<input type="checkbox"/>
Animal Welfare	<input type="checkbox"/>
Arts / Culture	<input type="checkbox"/>
Asians / Pacific Islanders	<input type="checkbox"/>
Athletics / Sports	<input type="checkbox"/>
Children / Youth	<input type="checkbox"/>
Civil / Human Rights	<input type="checkbox"/>
Civil Society	<input type="checkbox"/>
Community Improvement / Development	<input type="checkbox"/>
Disabilities	<input type="checkbox"/>

Georgia Foundations



The Coca-Cola Company
Community Requests

Online Application
Submit your request for community support >

Apply Now >

ROBERT W. WOODRUFF FOUNDATION

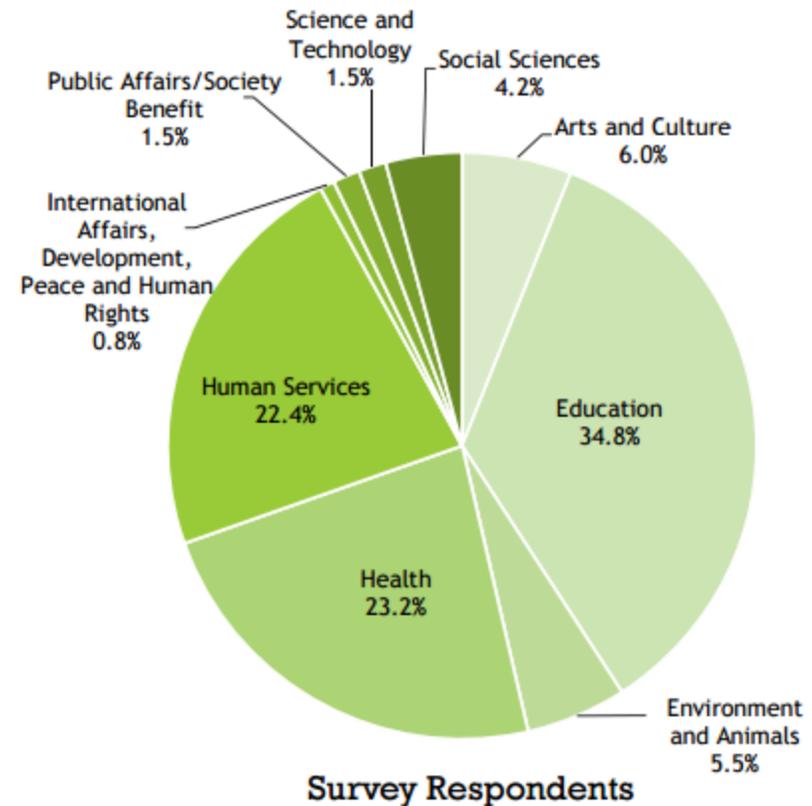


Georgia Giving

- About 1500 foundations
- 77.2 % of money stays in Georgia (compared to 85% in AL, 55.1% in CA and 40.8% in NY)

Source: [Georgia Grantmakers Alliance](#) (2014)

GIVING BY SUBJECT



- Find funding by state
- Includes inactive funding for planning
- No limited to rural, but check individual awards for eligibility.



Formerly the
Rural Assistance Center



↓ MORE ON GEORGIA

- Introduction
- Publications
- Organizations
- Websites & Tools
- Maps
- Funding & Opportunities**
- News
- Events
- Models and Innovations
- About This Guide

Rural Health > Topics & States > State Guides

Georgia Funding & Opportunities

Sort By: [Name](#) | [Date](#) Hide Inactive Funding

Narrow by topic

Services Planning Research in the Appalachian Region to Address Adverse Health Consequences Associated with Increased Opioid Injection Drug Use

Provides funding for services planning research grants to develop an understanding of the patterns, causes and effects of opioid injection drug use, Hepatitis C Virus (HCV), HIV infection risk, and other adverse health consequences of drug use in Appalachia.

Geographic coverage: Appalachian Region

Application Deadline: Apr 28, 2016

Sponsors: Appalachian Regional Commission, National Institute on Drug Abuse, National Institutes of Health

Georgia SHAPE Grants

Grants for schools programs that address physical activity and nutrition for children in Georgia.

Geographic coverage: Georgia

Application Deadline: May 2, 2016

Sponsor: Georgia Department of Public Health

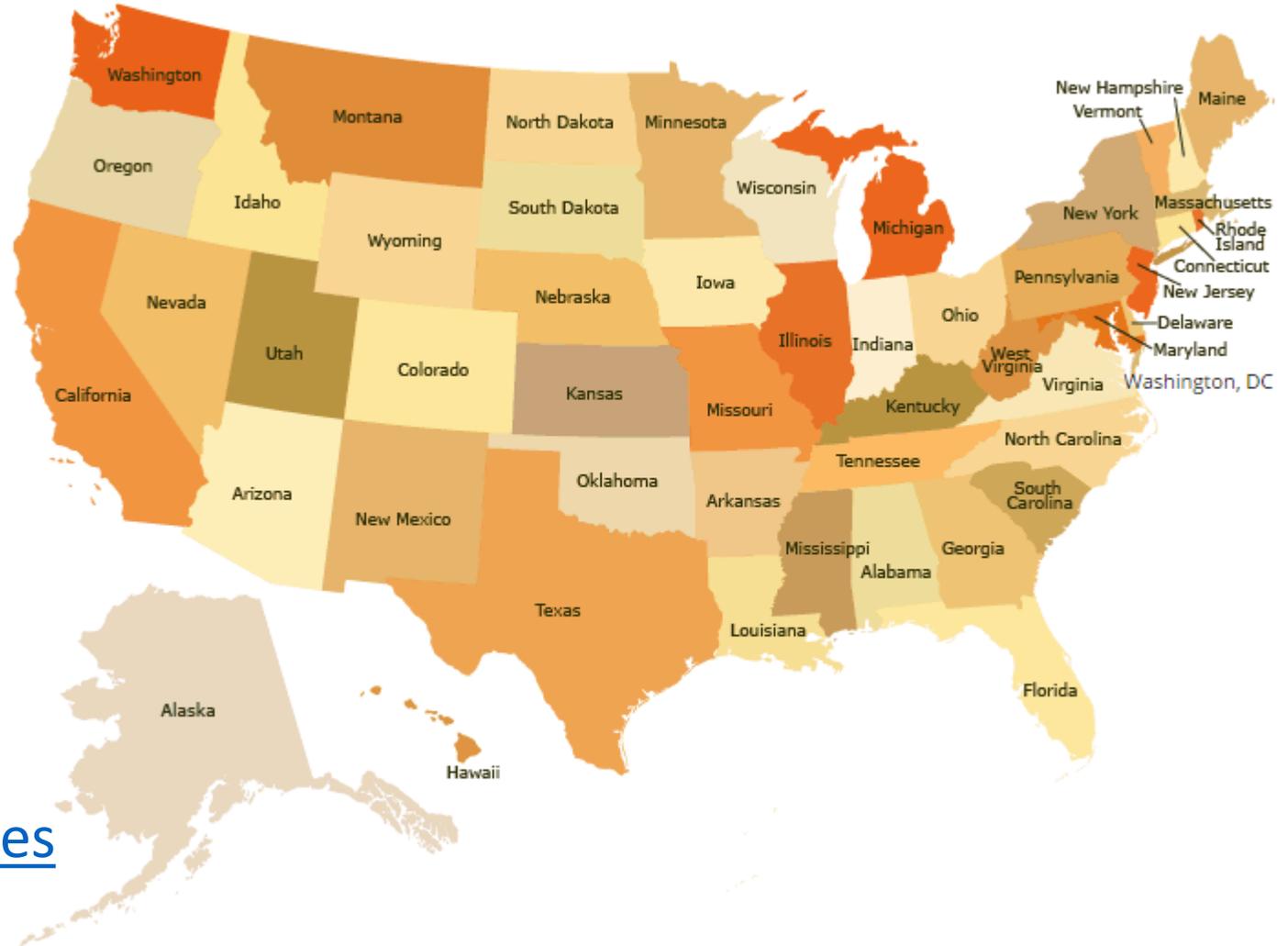
Rural Health Information Hub

<https://www.ruralhealthinfo.org/>

The Grantsmanship Center

Find by State

- Top grantmaking foundations
- Community foundations
- Corporate giving programs



<https://www.tgci.com/funding-sources>

Finding funding tips

- Pick funders that fund projects/institutions like yours.
- Check:
 - Program areas
 - Requirements
 - Due dates
 - Eligibility
- Use the Foundation Center's prospect worksheets to evaluate potential funders: <http://foundationcenter.org/findfunders/wrksheet/>
- Subscribe to potential funders' list serves/feeds to hear about funding opportunities.

Before you apply...

- Find out your institution's policies about applying for external funding:
 - Development Office
 - Grants Office
 - Institutional Advancement
 - Office of Research
 - Institutional Foundation
- Get approval from:
 - Your boss
 - The person who would sign the contract
 - Any person/department who you need to implement the funded proposal

Utilize any grant writing resources from your funding agency



- Grants.gov:
<http://1.usa.gov/1qeAOHr>
- NN/LM SE/A:
<http://nnlm.gov/sea/funding>
- NCCIH:
<http://1.usa.gov/1MQcnF7>

Great tips for finding funding and deciding to apply

Applying for a Grant: The General Approach

<http://bit.ly/1IFvUFY>

COMMUNITY TOOL BOX

Things to Remember

- Start early
- Review the RFP written guidelines
- Get partners identified
- Pay attention to deadlines



Before you app

- Find out your institution's policies about applying for external funding:
 - [Office of Sponsored Research & Scholarly Activity \(OSRSA\)](#)

Get approval from:

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Prep Work



Before Starting to Write

- Gather background information
- Identify project needs
- Identify partners
- Sketch a rough draft of the budget
- Determine who will write the proposal



Think of Your Reviewers



- Avoid excessive “wordiness” and jargon
- Use format/terms from RFP
- Have someone else read the proposal

Sections of the Proposal



- Summary
- Statement of Need
- Project Description
- Budget
- Organizational Information

Summary Statement

- Your project in a nutshell
- Answer: who, what, how, how much
- Also known as an executive summary
- Tell a story—get the reviewer's interest

Identification of Need



- How do you know?
- How will your project address that need?
- How do you know that is the right approach to solving the problem?
- How do you know your organization is the one to fix it?

Description of the Community

- Geographic area that defines the community
- Intended beneficiaries of the project and their relevant characteristics Community assets, challenges, and needs.
- Other recent and current efforts in the community to address the problem/ goal.
- Source: <http://ctb.ku.edu/en/writing-grant-application>

Target Population



- Census Bureau: <http://www.census.gov>
- Fedstats: <http://www.fedstats.gov/>
- PhPartners: http://phpartners.org/health_stats.html

What research has been done before?

- LIFE University Library Resources
- [ClinicalTrials.gov](#)
- [NIH RePorter](#)
- [National Science Foundation](#)

Planning and Evaluating Health Information Outreach Projects



- Free series from NN/LM
- Booklet 1: Getting Started With Community-Based Outreach
- Booklet 2: Planning Outcomes-Based Outreach Projects
- Booklet 3: Collecting and Analyzing Evaluation Data

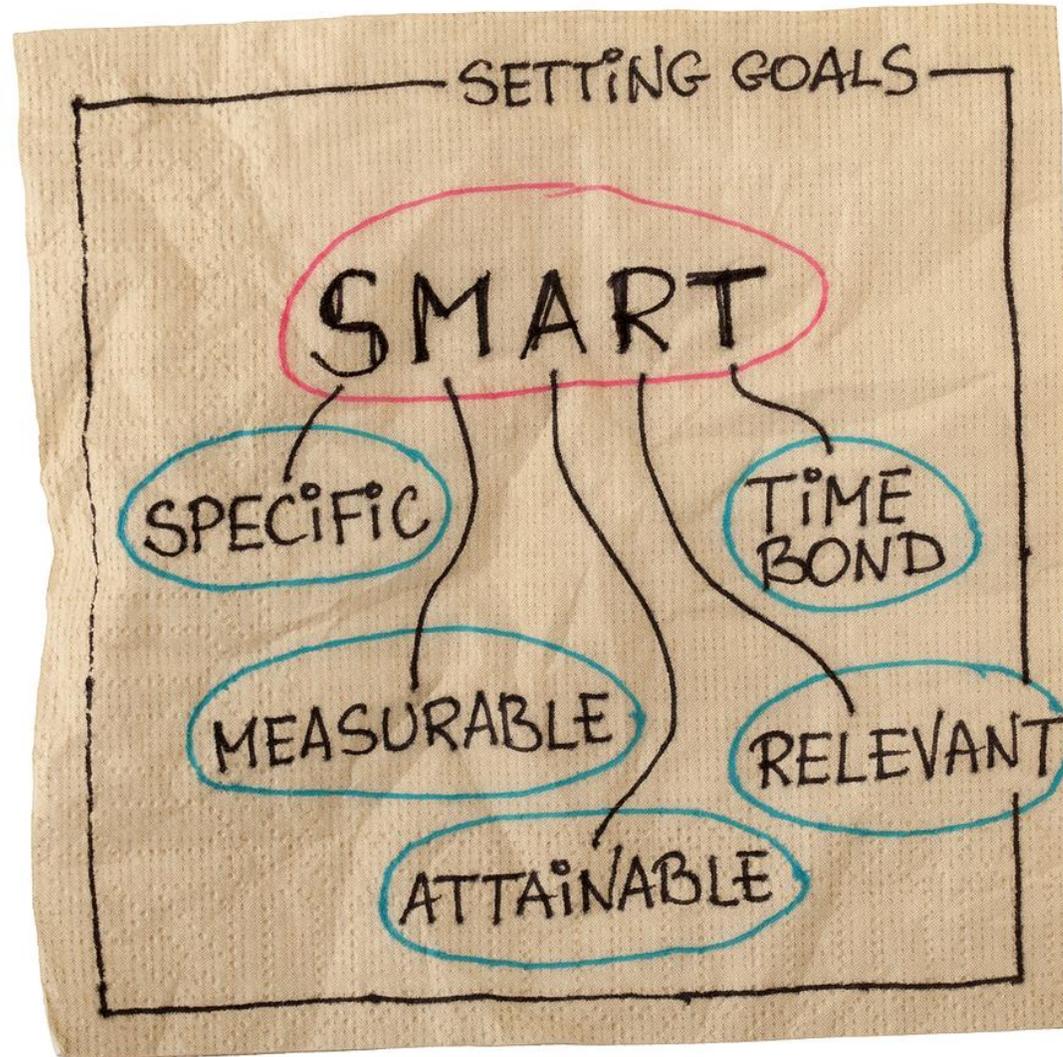
<http://nnlm.gov/evaluation/guides.html>

Goals and Objectives: Goals



- Goal: broad statement of the result of change
- General aka “Mushy”
- Ideally what will happen?

Goals and Objectives: Objectives



SMART Objectives Examples

- By the 12th month of the project period, establish and operate a peer mentoring program for 45 middle school students that results in 40 students completing the school year with no unexcused absences or disciplinary actions in the final 6 months of the year. [Source](#)
- By year two of the project, LEA staff will have trained 75% of health education teachers in the school district on the selected scientifically based health education curriculum. [Source](#)

SMART Objectives Examples, cont.

Objective	SMART Objective
We'll train community members using the curriculum.	By the third year of the grant period, program staff will have trained 80% of school nurses on the selected train-the-trainer curriculum.
Participants will understand the importance of smoking cessation.	By the end of the event, 90% of participants will be able to identify at least three techniques that can lead to successful smoking cessation.
Reduce smoking rates.	By 2020, the rate of smoking in the seven-county area will decrease by 25%.

Source: [MN Department of Health](#)

Project Plan

- Specific activities to achieve the objectives
- Describe
 - What
 - How
 - How long
 - Project staff
- Details, details

- **Good Resource** Project Planning and Development Participant Manual from Administration for Native Americans (pdf):

<http://1.usa.gov/1ExGv3Y>

Evaluation

- Establish baseline data first
- Determine the success of project
- Evaluate each goal and objective
- Outreach and Evaluation Research Center (OERC) <http://nnlm.gov/evaluation>

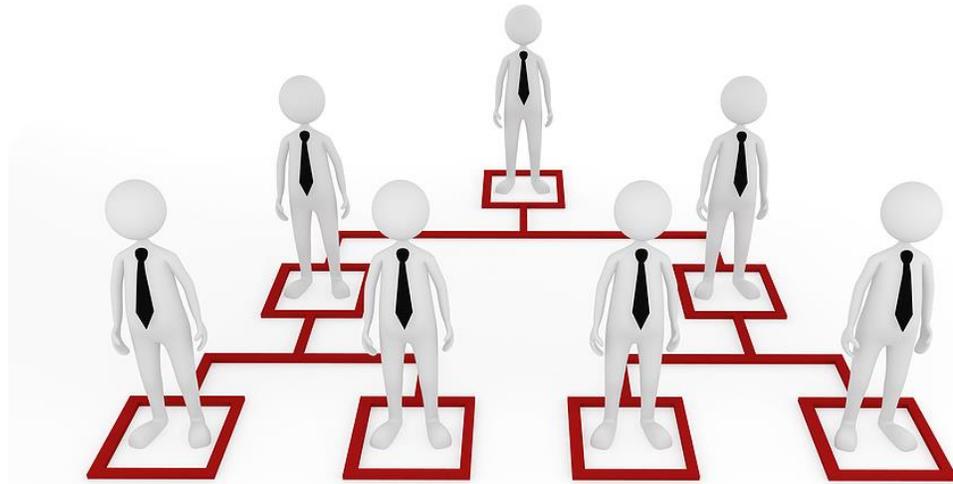


Continuation of Activities

- Will the project continue?
- What will be done with the information?



Organization Information



Number of Employees

Mission

Date Founded

Read RFP carefully!

- How funding will be distributed
- Allowable expenses?
 - Indirect Costs
 - Personnel
 - Equipment
 - Travel
 - Giveaways
- Technology requirements

Figure out what you need

- Highlight each item in the narrative that will appear in the budget
- Every item that appears in the budget must be described in the narrative
- Break down each item into parts; be intuitive



Equipment	\$1000
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Equipment	
Dell computer Model #	\$900
Remote Mouse	\$100

Be realistic and complete

- Ensure that the RFP allows for funding of the items included in your narrative
- Include everything you will need
- Contact funder with questions



Indirect Costs

- Costs not readily identifiable with a particular cost objective, but necessary to the operation of the institution
- “Overhead”
- Usually a percentage of total grant
- Do not need to itemize
- Some grants do not allow or cap the level of IDC



Budget Guidelines: Example

- Funding will be processed on a cost reimbursement basis.

Allowable expenses include:

- Personnel (may include professional or support personnel for the project)
- Travel (may include air travel, ground transportation, parking, hotel, per diem for meals)
- Equipment (may include rental or purchase of equipment)
- Purchase of collection materials is permitted, but *must not exceed* 5% of the budget
- Supplies (may include paper, pens, software, display items)
- Communications (may include postage, parcel and other delivery services, and telephone/data line charges)
- Reproduction (may include costs for printing/photocopying of project related materials)
- Other costs (may include honoraria, exhibit fees, or any other items that do not fit into one of the other lines. Provide a breakdown of what has been included in this category.)
- Indirect costs (IDC) up to 10% are allowed for this award. It is recommended that due to low funding level, IDC be kept to a minimum.

- Expenses are not allowed for:

- Food

Budget Guidelines: Technology example

If mobile technology or computer hardware is proposed, please include the following as part of your cost proposal:

- For technology or computer hardware purchases under \$3,000 – submit catalog pricing
- For technology or computer hardware purchases \$3,000 or more per item – submit three (3) vendor quotes (valid preferably for 60 days, minimum of 30 days). Quotes may include General Service Administration (GSA) price lists. Reference: <http://www.gsa.gov>.
- For personal appeal items such as cameras, MP3 Players, Smartphones, and laptop computers the proposal must address the following:
 - **Purpose:** There is a legitimate purpose for the items, and use of the items by the awardee will be managed in accordance with institutional policy.
 - **Appropriate Use:** Items will not be used in a way that would discredit the NN/LM, the National Library of Medicine and the National Institutes of Health or the applicable Institution.
 - **Cost Effective:** Must demonstrate requested items are cost effective and appropriate. For example, will generic brands satisfy the minimum requirements? If not, the proposal/request must describe 1) why it is necessary to purchase branded products, 2) benefits in brand name products. How will items further the mission of the NN/LM and achieve the objectives of the contract?
- Vendor quotes are necessary to determine price reasonable for purchase of \$3,000 or more. The absence of competitive quotes must be documented and justified.

Don't forget anything

- In-kind costs
- Specifications
- Quotes
- Hourly Rates
- Salary breakdowns
- Travel
 - Miles per gallon
 - Per diem

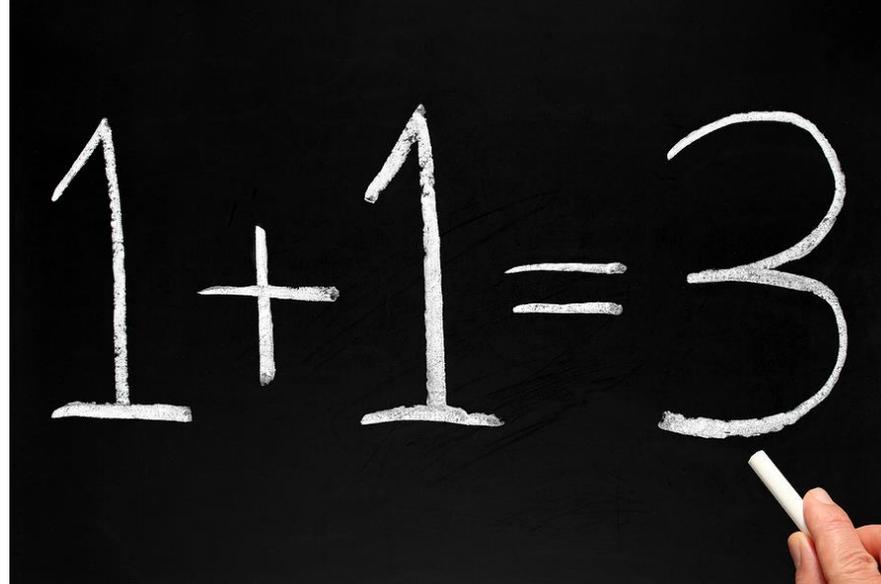


Budgeting Resources

- Proposal Budgeting Basics (Foundation Center): <http://bit.ly/1QXISs3>

Final Budget Thoughts

- Ensure that your figures add up correctly
- Ensure that your proposed budget does not surpass the total funding amount
- Make sure your budget matches narrative!



Appendices

- A marketing or dissemination plan schematic
 - A project staffing flow chart
 - A time line chart of proposed activities
 - An evaluation instrument (e.g., a survey that will be used)
 - Any existing educational or printed materials to be used
 - Biosketches or curriculum vitae of key project personnel, including Advisory Board members and any consultants already identified
 - Letters of Support / Participation
-
- Source: [The Community Tool Box](#) licensed under CC BY 3.0

Letters of Support

- Unique—no “cut and paste”
- One page
- Indicate support of the project
- Describe existing partnership
- State what the organization will put into the project and how they will benefit

Putting it Together

- Include a table of contents
- Do not bind the proposal
- Don't forget the appendices
- Limit number of files
- Proofread!



A Good Proposal versus A Funded Proposal

Good

- Explains problem
- Has a lot of information, but isn't organized
- Not enough information on collaborations, staff, or objective
- Gaps in response to the review criteria
- Final review by creator

Source: [HRSA](#)

Funded

- Explains problem and what the organization plans on doing to fix it
- Has a lot of information, but the proposal flows and is easy to read and understand
- Describes current/planned collaborations, provides information on staff needed, clearly defines objective
- Responds to all the review criteria
- Reviewed by several people

If you don't get funded:

- Review the comments from the reviewers
- Ask for feedback if you do not get comments
- Have an internal debrief
- Fix the fixable problems
- Maintain a good relationship with the funder. Do not burn bridges!
- Don't get discouraged! Rejection happens.

If you get funded:

- Congratulations!
- Review reporting and other requirements of the grant
- Get started as quickly as possible
- Be a good partner: keep funders “in the loop” for any changes or insurmountable challenges
- Promote your funding to internal and external stakeholders (with permission of your funder)

A strong proposal has:

- Well organized proposal sections
- Well researched and documented statement of the problem
- Creative or innovative strategies for addressing the need / problem
- Feasible goals and objectives
- Measurable objectives
- A sound evaluation plan

Source: [The Community Tool Box](#) licensed under CC BY 3.0

Assignment: Due March 13

- Think of a project for which you would might like to pursue funding (or make one up 😊)
- Describe your project in 100 words or fewer.
- Who would be the intended beneficiaries of the project?
- List 2 sources of information you could use to learn more about the needs or demographics of your beneficiary group?
- Develop one SMART objective for your project.
- What is one way you could evaluate the success of your project? Why would that be an appropriate method?
- Identify one potential funder for a project like yours. Why do you think they might be a good fit?

Worksheet: <http://1.usa.gov/1QE3h5i>

QUESTIONS?



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Thank You!

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Atlantic Region

[http://nnlm.gov/mar/
flewkate@pitt.edu](http://nnlm.gov/mar/flewkate@pitt.edu)

Slides: <http://nnlm.gov/mar/training/presentations>



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