



ANNE ARUNDEL WOMEN  
GIVING TOGETHER

**WELCOME**

**2018 Grant Application  
Training Session**

**January 3, 2018**

*Anne Arundel Women Giving Together, founded in 2006, supports initiatives that improve the quality of life for women and families living in Anne Arundel County and is a fund of the Community Foundation of Anne Arundel County. You may find additional information at [www.givingtogether.org](http://www.givingtogether.org).*



# Agenda

Welcome

*Betsy Chotin*

Introductions & Overview

*Sheila Onuska*

Grant Proposal Guidelines

*Caroline Purdy*

Application Details

*Sheila Onuska*

Tips for Applicants

*Melanie Teems*

On-Line Application Process & Timeframe

*Sue Pitchford*

**Questions and Answers**



# AAWGT 2018 Grant Proposal Guidelines

**Anne Arundel Women Giving Together (AAWGT)'s GRANT PROGRAM** supports 501(c)(3) organizations that provide services to *improve the quality of life for women and families in Anne Arundel County*. AAWGT invites proposals from nonprofits for our 2018 grant cycle in three broad areas:

- ✓ *education*
- ✓ *health and welfare*
- ✓ *prevention of/treatment for violence and abuse*

**GRANT AWARDS** range from a minimum of \$5,000 to a maximum of \$20,000.

## Guidelines -- cont'd

### PROGRAM/PROJECT CRITERIA:

#### **AAWGT gives priority to proposals that:**

- ✓ Best meet the AAWGT mission
- ✓ Address an important need in the county without duplication of services
- ✓ Are financially viable and maximize the impact of AAWGT funds in the community
- ✓ Provide evidence of support from and/or experience working with the targeted population
- ✓ Engage in effective collaboration/partnerships to maximize impact
- ✓ Demonstrate strong organizational capacity
- ✓ Describe and deliver measurable outcomes

## Guidelines -- cont'd

### **POLICIES AND PROCEDURES:**

#### **AAWGT does NOT fund:**

- ✓ Endowments or capital improvements
- ✓ Stand-alone event tickets or sponsorships
- ✓ Annual drives or fundraising events
- ✓ Registration and/or fees for non-program banquets, receptions, and out-of-town conferences
- ✓ Purchase or lease of vehicles
- ✓ Housing development
- ✓ Political activities/ lobbying
- ✓ Sectarian religious activities
- ✓ Organizations that discriminate by race, creed, gender, sexual orientation, age, religion, disability, or national origin

## **Guidelines -- cont'd**

**FREQUENCY OF APPLICATION:** Current grantees may reapply for programs/projects currently funded but will only be considered if they demonstrate substantial progress toward success by the application due date. Funding for an organization will be limited to three consecutive grant cycles after which the organization would become ineligible for the following two grant cycles. Organizations may submit only one application during any grant cycle year.

**LARGE ORGANIZATIONS:** AAWGT considers grant applications from organizations of all sizes for the one-year grant. Only organizations with annual operating revenues of \$500,000 or less are eligible for the Momentum Grant. In order for larger organizations to be competitive for a potential 1-year grant, they should clearly articulate why the program/project has difficulty finding funding from other sources (business revenue and/or alternate funders).

# Momentum Grant (Two-Year)

In 2018 for the first time, AAWGT is offering a single 2-year Momentum Grant as a pilot. This grant is for one year with an option to renew for a second year without re-applying. The funding is \$20,000 per year for two years.

The purpose is to allow an organization to expand upon the program/project of the single year grant. The Momentum Grant must have measurable outcomes in addition to those in the single-year grant. Second year funding is not guaranteed but dependent on progress toward the outcomes identified in the grant.

# Momentum Grant -- cont'd

## Guidelines for the Momentum Grant

1. Organizations with annual operating revenues of \$500,000 or less.
2. Organizations must apply for no more and no less than \$20,000 per year.
3. The Momentum Grant will be awarded to an organization that identifies additional or expanded outcomes for having the grant for two years rather than just one year.
4. If the Momentum Grant would give an organization four consecutive years of funding, the organization would not be eligible to apply. AAWGT policy allows three years of consecutive funding and a two-year break before re-applying.



## Momentum Grant -- cont'd

5. An organization cannot receive a Momentum Grant and a one-year grant in the same year.
6. If an organization receives a Momentum Grant, it is not eligible to apply for a separate one-year grant the second year even if the second year the programs/projects are different.

PLEASE NOTE: All applicants are applying for a 1-year grant at a minimum but may choose to apply for the Momentum Grant by completing the full Application **plus** the additional questions in Section VIII.

**ONE MOMENTUM GRANT WILL BE AWARDED.**

# Guidelines -- cont'd

## GRANT REVIEWER GUIDANCE:

- A Grant Reviewer Guidance list has been provided on the AAWGT Web Site under Application Instructions – Information Sources (last bullet).
- This document is used to guide reviewer application discussions.

## APPLICATION DEBRIEFINGS:

- AAWGT will provide conference call feedback to any applicant after grant awards have been announced in mid-May.
- Requests must be made no later than May 31, 2018 via email to [grants@givingtogether.org](mailto:grants@givingtogether.org). Please provide a phone number for your organization's contact, and the AAWGT Grants Chair will set up a debriefing conference call.



## **Application Narrative Questions**

### **Program/Project Purpose\***

Describe the issue/need your program/project addresses and why this is significant.

### **Program/Project Description\***

Describe your proposed program/project, including activities, strategies and timeline. Discuss past success if this is an existing program/project. Evidence-based methodologies are encouraged.

### **Program/Project Participants\***

Describe who will benefit, including number, age, gender of expected participants. How will participants be targeted, recruited and retained? Will participants be charged a fee and if so, how will this fee be determined? How will you address any barriers to successful participation?

*\* required*

# Application Narrative Questions -- cont'd

## **Program/Project Outcomes\***

How will your program/project affect participants and, if applicable, the community? Describe up to 3 program/project outcomes that will show you are making a difference and how they will be measured. How does your program/project address the need described above?

## **Organizational Capacity\***

Describe your organization's presence in Anne Arundel County. What prior experience does your organization have that will support your success with this program/project? How will your organization staff and manage the program/project?

*\* required*

# **Application Narrative Questions -- cont'd**

## **Program/Project Partnerships\***

What partnerships/collaborations does the organization have in Anne Arundel County that will support this program?

## **Tell Us a Story\***

Tell us a story that describes, briefly, how this program/project will “improve the quality of life” of a typical client or family. (Note: If applicable, use initials for actual clients’ names to ensure confidentiality.)

## **Optional Additional Information**

Provide any additional information that will help us better understand your application.

*\* required*

# PROGRAM BUDGET

## AAWGT Requested Funding for Application

**NAME OF ORGANIZATION**

**NAME OF PROGRAM**

**PROGRAM START DATE**

(usually July 1 of Grant Year)

**PROGRAM END DATE**

(usually June 30 of following year)

<u>Personnel Costs</u>				
Please list all participating positions	<u>Hours Worked on Program</u>	<u>Hourly Rate</u>	<u>Personnel Costs on Program</u>	<u>Amount Requested from AAWGT</u>
	0.00	\$0.00	\$0.00	
	0.00	\$0.00	\$0.00	
	0.00	\$0.00	\$0.00	
	0.00	\$0.00	\$0.00	
	0.00	\$0.00	\$0.00	
<b>Subtotal Personnel Costs</b>			\$0.00	\$0.00

<u>Other Program Costs</u>				
Please provide a detailed breakdown of other program costs.			<u>Additional Program Costs</u>	<u>Amount Requested from AAWGT</u>
<b>Subtotal Other Program Costs</b>			\$0.00	\$0.00

<b>TOTALS</b>			<b>\$0.00</b>	<b>\$0.00</b>
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**AAWGT**  
**Grant Proposal**  
**Writing Workshop**

January 3, 2018



# Preparation

- Attend trainings and read criteria thoroughly
- Research other programs
- Start early! Prepare a “Mother Grant”
- Share the tasks, involve everyone, create a timeline to meet the deadline
- Meet the deadline!
- Prepare to be competitive
- Show us you’re strong, involved, and informed

# Program/Project Purpose

- What need are you addressing?
- How has the need been determined?
- Who is served?
- Who will be affected by your program/  
project?
- To what extent does this need affect the  
community, and how will your program/  
project fulfill the need?

# Program/Project Description

- Who, What, When, Where and How?
- Is this a new or repeat program/project?
- What are the activities leading to success?
- What is the timeline?
- What are the progress indicators?
- Are there clear steps to **measure** success?
- What are the barriers?

# Program/Project Participants

- Who benefits? Provide details of participants.
- Are participants targeted, and what are the steps to assure participation?
- Who is involved in creating success?
- Who provides technical/professional input?
- What other organizations provide similar services?

# Program/Project Outcomes

- It's like an investment – what is the return?
- What are the outcomes?
- How does your program/project impact individuals?
- How does your program/project impact the community?
- How can you measure success?
- What are numerical measurements?
- What are collateral benefits?

# Organizational Capacity

- What needs does your organization meet?
- How does this program/project fulfill your mission?
- Do you have ready, willing, and able staff to carry out and oversee the program/project?
- What is your history of addressing needs?
- How are you funded; how viable are you?
- What don't we know about you?
- What's the good news...bad news??

# Program/Project Partnerships

- Are you partnering with other organizations?
- What services are provided by outside professionals/technicians?
- How will your program/project support or enhance other organizations' efforts for overall community improvement?

# Financials

- Budget Detail
- Profit and Loss Statement (Income statement)
- Balance Sheet
- 990 Filing
- Audit





## **Application Details**

### Online application

No paper submissions; No email submissions

### Application deadline

11:59PM, Wednesday, January 31, 2018

Online Applicant Tutorial: 11am Room TBD

General questions: [grants@givingtogether.org](mailto:grants@givingtogether.org)

Application Tech Help Desk:

[grantapphelp@givingtogether.org](mailto:grantapphelp@givingtogether.org)



**AAWGT Website: [www.givingtogether.org](http://www.givingtogether.org)**

**Thank you for coming!**