COLLABORATIVE DENTAL HYGIENE PRACTICE + GRANT FUNDING

ORAL HEALTH PROMOTION
GRANT BASICS

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SO YOU WANT TO WRITE A GRANT

You are seeking funds for a specific program or project

You will create a need when you find a grant opportunity
TERMINOLOGY

- Request for Proposal (RFP)
- Unsolicited Proposal
- Proposal
- Grantee – Grantor
- Award – Notice of Award (NOA)
- Letter of Inquiry
- Letter of Intent (LOI)
- Letter of Support
- Allowable – Unallowable Costs
TERMINOLOGY

- 501(c)(3)
- Direct Costs – Indirect Costs
- Matching Funds
- Entity Identification Number (EIN)
- Catalog of Federal Domestic Assistance (CDFA)
- Cooperative Agreement
- Corporate Giving Program
- Peer Review
KNOWING YOUR ORGANIZATION

- Framing/connecting your organization to the funder

  - What makes you special?
  
  - Define your organization
    * No more than three sentences or three key points
    * Agreed upon and spoken by everyone
DO YOUR HOMEWORK

• Financials up to date
• Mission and vision
• List of Board of Directors
• IRS designation letter or fiscal agent
• Narrative on your organization
TYPES OF FUNDERS

- Foundations
- State
- Federal
- County/City/Region
- Non-profit
FINDING FUNDING OPPORTUNITIES

• Minnesota State Register (MN Bookstore)

• Federal Register

• Grants.gov
PAID OR SUBSCRIPTION SERVICES

- Foundation Directory Online
- COS Pivot
- Foundation Maps
- GrantForward
- Access Philanthropy
- Minnesota Council on Foundations
- Foundation Search
- Edutopia
RESEARCHING GRANT MAKERS

- Minnesota Council on Foundations
- The usual suspects
- Past funders
- Grant-makers in the field
- Common /mutual business interests
- Grant-makers with personal interests
- The Chronical of Philanthropy
- United Way
GRANT MAKER CRITERIA

• You are working on the right issue – We have the same interests.
• You work in the right place/location – In my geographic area of interest.
• You care for the right people – For the people I want to help most.
• You do your work the right way – In the way I like to see people helped.
• You communicate with me the right way – In language I like, I understand and I agree with.
MAKING INITIAL CONTACT

• Letter of inquiry – most common
• Telephone inquiry – acceptable
• Online application – often required
• Personal meeting – most preferred
MAKING INITIAL CONTACT: MEETING AND CONVERSATION GOALS

- Who we are
- Funder’s interests
- Permission to submit proposal
- Range of funding request allowed
- Deadlines and timelines
BUILDING RELATIONSHIPS

• Grant relationships:

1. Individual to individual – me and the funder’s contact person (program officer)
2. Individual to institution – me and the funder’s trustees
3. Institution to institution – my organization and funder’s trustees
LETTER OF INQUIRY

• The funder suggests a 2-3 page letter for the full request or opening request
  - Sell the organization and the story
  - Comprehensive (if abbreviated) overview
• You are sending a letter to a new funder who doesn’t know you very well
  - Selling the idea, cause, and people
  - Just enough information to get an “I’m interested”
MAKING THE APPLICATION

• Responding to a Request for Proposal (RFP), Request for Application, (RFA), Federal Opportunity Application (FOA), Notice of Funding Opportunity (NOFO)

• Responding to a solicitation or announcement

• WK Kellogg Foundation

• Using the Minnesota Common Grant Form
COMMUNICATION - WRITING

• Three Most Important Things to Communicate

1. The problem is real and so is the opportunity to create change.
2. The problem can be solved by us.
3. We are in harmony with all the things the funder wants us to be and to do to solve the problem.
MAKE THE ASK

• Ask for money (a specific amount, please)

• Ask for a meeting (call to set a time)

• Ask for permission to submit a full proposal

• Remember, YOU must follow up. Not them.
PROPOSAL WRITING

- Follow the instructions
- Include real life stories
- Focus on the positive
- Eliminate jargon and acronyms
- Live within the limits of the RFP.
- Summary of the proposal is valuable
- Provide a fully-detailed *Goals and Objectives Table*
PROPOSAL WRITING

• Budget
• Match (hard and soft)
• Budget narrative
• Work Plan
• Margins, font, number of pages
• Appendices
• Resumes
• Letters of support
PROPOSAL WRITING

• The Lucile Rule: It is said that at one time, the David and Lucile Packard Foundation would automatically toss out any application submitted with a spelling error. The most common misspelling was "Lucille" instead of Lucile. Using spell check wouldn't have caught this error, so know who you are writing to and remain aware when editing and proofing all your work!

• NEED – everyone needs the money. Tell them how you will best use the money.
ONLINE APPLICATION

They are built on hiring forms which means:
- Computer vetting rather than human vetting
- Differences in language and grammar
- Basic connections and concepts
  - Minnesota Common Grant Application
  - Minnesota Common Grant Report Form
  - Variety of online application formats
  - Review entire application before submitting
MINNESOTA COMMON GRANT APPLICATION

STRATEGIES FOR SUCCESSFUL GRANTSEEKING

1. **Do your research** to determine whether the foundations’ and corporations’ goals and objectives for grantmaking are consistent with your type of grant request.
2. After you do the research, find out the preferred method of contact for the grantmaker, and contact the grantmaker to secure their specific grantmaking guidelines. Many grantmakers generally like to have initial contact with you before receiving a written proposal.
3. Include a cover letter with each proposal that introduces your organization and your proposal, and makes a strategic link between your proposal and the funder’s mission and grantmaking interests.
4. Type and single-space all proposals.
5. Answer all the questions in the order listed.
6. Submit the number of copies each grantmaker requests according to their guidelines.
7. Do not include any materials other than those specifically requested at this time.

RESOURCES

- Call, write or check the website of each grantmaker to obtain a copy of their funding guidelines (for a list of MCF member grantmaker sites, visit MCF’s website at
SUBMISSION AND FOLLOW-UP

• Acknowledgement
• Rejection
• Communications and partnerships
PRACTICAL TIPS: STATE GRANTS

• Where do state grants come from?
• State Register
• How to read the State Register
  http://www.comm.media.state.mn.us/bookstore/mnbookstore.asp?page=register
• - who is eligible?
  - how much $ is available?
  - how to receive the solicitation
  - application process
  - Dun and Bradstreet (DUNS) number
  - reimburse expenses
  - reporting requirements
  - pros and cons
Department of Human Services
Mental Health Division

Notice of Request for Proposals for a Qualified Grantee to Improve and Sustain Assertive Community Treatment (ACT) Services

NOTICE IS HEREBY GIVEN that the Minnesota Department of Human Services is requesting proposals from qualified Responders to improve services available and retention of staff in Assertive Community Treatment (ACT) services through innovative strategies, not otherwise reimbursed by the per-diem ACT Medicaid rate.

Work is proposed to start July 1st 2018. For more information, or to obtain a copy of the Request for Proposal, contact:

Kacie Norlien
Department of Human Services
Mental Health Division
P.O. Box 64981
444 Lafayette Road North, St. Paul, MN 55155 0981
Phone: (651) 431-4375, Fax: (651)431-7566
kacie.norlien@state.mn.us

This is the only person designated to answer questions by potential responders regarding this request.
PRACTICAL TIPS: FEDERAL GRANTS

• Where do federal grants come from?
• www.grants.gov
• How to decipher grants.gov
  - who is eligible?
  - how many grants will they reward?
  - DUNS number
  - online application
  - reporting requirements
  - pros and cons
**Search Grants**

**Basic Search Criteria:**
- **Keyword(s):**
- **Opportunity Number:**
- **CFDA:**

**Opportunity Status:**
- Forecasted (138)
- Posted (2,099)
- Closed (2,510)
- Archived (42,581)

**Funding Instrument Type:**
- All Funding Instruments
- Cooperative Agreement (533)
- Grant (4,756)

**Sort by:** Posted Date (Descending)

**Date Range:** All Available

**1 - 25 of 2237 Matching Results:**

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<th>Opportunity Number</th>
<th>Opportunity Title</th>
<th>Agency</th>
<th>Opportunity Status</th>
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<td>18-537</td>
<td>Computer Science for All</td>
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<td>18-538</td>
<td>Cyber-Physical Systems</td>
<td>NSF</td>
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<td>PAR-18-649</td>
<td>Human-Animal Interaction (HAI) Research (R03 - Clinical Trial Optional)</td>
<td>HHS-NIH11</td>
<td>Posted</td>
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<td>03/30/2018</td>
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<td>RFA-NS-18-024</td>
<td>Lewy Body Dementia Center Without Waits (C WoW) (U54 Clinical Trial Not Allowed)</td>
<td>HHS-NIH11</td>
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<td>Human-Animal Interaction (HAI) Research (R21 - Clinical Trial Optional)</td>
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<td>BOR-UC-18-N007</td>
<td>Glen Canyon Dam Adaptive Management Program</td>
<td>DOI-BOR</td>
<td>Posted</td>
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NEXT STEPS

• Sign up with www.grants.gov
• Mark your calendar; read the State Register every Monday
• Research Foundation grants and set up your spreadsheet
• Apply for a DUNS Number
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QUESTIONS?

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