



## Congratulations!

Congratulations to Grace Episcopal Church in Siloam Springs, Arkansas, for their two grants in support of their summer meals program. A \$2,400 grant from the Arkansas Hunger Alliance/Share our Strength covered the purchase of food, and a grant of \$2,100 from the Diocese of Arkansas' Keller Fund for Mission will allow the church to purchase a commercial refrigerator in support of summer meals for children.

The Keller Fund likes to make up to 50% of its grants outside Arkansas and any non-profit or social service agency is eligible to apply. The next competition will be in Spring 2014. Contact Cheryl if you would like an application or more information.

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## Make Sure You Use "Charting Impact" from GuideStar

I know, none of us needs another job to do. Especially if that job takes us away from writing proposals.

But you need to know about GuideStar's Charting Impact project. It makes vital information about your organization accessible to foundations who may be considering your proposal.

If you have not already visited GuideStar and supplemented the basic information they provide the public about your organization by completing your profile, that's your first step. Go to [guidestar.org](http://guidestar.org).

More than 22,000 people EVERY DAY visit GuideStar to learn more about organizations they may support. Savvy visitors will even review your tax return to see how much you pay your executives and what you spend on programs.

Once you've completed your basic profile, it's time to move on to Charting Impact at [chartingimpact.org](http://chartingimpact.org). Charting

Impact asks you to respond to five questions about your non-profit:

1. What is your organization aiming to accomplish?
2. What are your strategies for making this happen?
3. What are your capabilities for doing this?
4. How will your organization know if you are making progress?
5. What have and haven't you accomplished so far?

Many foundations are supporting this effort, so you should expect that they will review your Charting Impact and GuideStar profiles when they are making funding decisions.

Thank you to the former CEO of GuideStar for speaking at the GPA Conference and presenting Charting Impact. One grant from a foundation who reviewed our Charting Impact will make the effort worthwhile!

### Contact us!

The Kester Group, LLC  
Cheryl L. Kester, CFRE  
(479) 582-1053  
[cheryl@kestergroup.com](mailto:cheryl@kestergroup.com)  
[www.kestergroup.com](http://www.kestergroup.com)

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## Invest in Us!

### By Cheryl L. Kester, CFRE

Your grant proposals should consistently send one message, loud and clear, to all of your funder prospects. No, it's not, "we really need your money." It's not, "see how great the need is in our community?" It's not even "look at the impact your grant will make in our community."

No. Your grant proposals should shout from every section: "Pick me, pick me! We are the best choice for your grant dollars."

Some funders come right out and ask you to answer questions about your organization's capacity to deliver the proposed services. They want to know how qualified your staff are, how stable your leadership is. They want to know that you have launched new programs in the past that have been successful.

Sometimes, they want you to assure them that you have enough space or time or financial resources to deliver all that you have promised.



#### ***Convincing Others to Invest in Your Organization***

1. *You must share previous successes—this is no time for modesty!*
2. *Complete public profiles such as GuideStar's. Donors check these.*
3. *Invest in surveys or other evidence that your clients/ students/ patients, etc. received excellent services from your team.*
4. *Use the language of success and competence.*

This is not the same as your Organizational Profile, even though your profile should also send a consistent theme of competence and professionalism.

But, when we are forced to describe our project in 2000 characters or less and the funder never comes out and asks how capable we are, what should we do? Tell them anyway.

It is essential to make space to describe your organization's earlier successes and any awards or recognitions you have received. Drop names. Mention other foundations or major donors who have supported your work. In our region, if a local foundation knows you have received United Way support, they know you have a Logic Model, good demographic data and survived a site visit.

Sometimes the funder is asking about your financial procedures to ensure that you have appropriate checks and balances to properly manage and account for grant funds, or they may want to know that your board of directors is independent and not made up of your three family members.



***Name drop.  
Make sure to  
mention  
other  
foundations  
who have  
invested in  
your  
organization.***



One of the best ways to demonstrate that your organization is the right one in which funders should invest to achieve their goals is hard evidence of previous success.

Even if you are on a very tight budget and have been unable to perform an extensive evaluation of previous efforts, any organization can afford to send out a web-based survey to recipients of its programs. Just be sure to be thoughtful about the questions you ask so that you elicit more than just “satisfaction,” but real results.

If the space in which to make your case is extremely limited, you may have to content yourself with working in adjectives or short phrases to create the aura of competency.

Possible samples include, “our qualified staff,” “previously successful programs,” “highly-rated client services.” But, never send out a proposal that doesn’t scream, “Invest in us!”

***Give us your suggestions on squeezing in a message that says “Invest in Us!” at our blog [kestergroup.com/blog](http://kestergroup.com/blog)***

***No matter what the size of your budget, anyone can afford a web survey.***

***Tell us what you think at [kestergroup.com](http://kestergroup.com)***

## Grants Questions Answered

**Q: How do I put a dollar amount on the value of in-kind contributions in my grant budget?**

A: The good news is that you have lots of freedom here. Use your judgment about what things cost but be reasonable. Never, ever pad the values, because that will jump out at reviewers.

Some funders come right out and ask “what is the applicant contributing to this project?” Others want evidence that you have support from other donors or partners. For years, one of our clients received two offices rent-free in an older building. We reported the fair market value of 12-months of rent in the annual budget.

In an a request for a grant to exhibit at a conference, a client counted the value of the time of the employee who would travel to the conference, as well as the value of existing promotional items she would be giving away (like pens, bags, etc.) as part of the applicant’s contribution.

If your project is based on a collaboration or has an advisory group, you may ascribe value to the time contributed to your project by the experts you have gathered in the room. You can either ask the partners to make this valuation or you can use the value of a volunteer hour as determined by Independent Sector at [http://independentsector.org/volunteer\\_time](http://independentsector.org/volunteer_time).

The Kester Group, LLC  
Grants Consultants  
Fayetteville, AR 72704  
(479) 582-1053  
[info@kestergroup.com](mailto:info@kestergroup.com)  
[www.kestergroup.com](http://www.kestergroup.com)

We are members of and adhere to the Codes of Ethics of:



The Kester Group, LLC has helped clients raise more than \$55.9 million in grants and contracts. The principals and associates have been employed by non-profits, schools, colleges, arts and healthare organizations. We know you and are committed to your mission.

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You may unsubscribe from the newsletter at any time by sending an email to [cheryl@kestergroup.com](mailto:cheryl@kestergroup.com).

## Upcoming Grant Opportunities

### Grants to Improve Agriculture Education

<http://tinyurl.com/748rm57>

Tel: (202) 720-1973

Email: [SPEC@nifa.usda.gov](mailto:SPEC@nifa.usda.gov)

Deadline: January 18, 2013

Grant Size: \$300,000 each (25% match reqd.)

*The USDA seeks to promote and strengthen agriscience and agribusiness education in secondary, two-year postsecondary and higher education settings.*

### Fiskars' Project Orange Thumb Grants for Community Gardens and Makeovers

<http://tinyurl.com/2d6we57>

Tel: (866) 384-5661

Email: [orangethumb@fiskars.com](mailto:orangethumb@fiskars.com)

Deadline: December 15th, 2012

Grant Size: 10 Grants of \$3,500 and Fiskars items  
*The project provides tools, materials, and support to help communities reach their goals for neighborhood beautification, community collaboration, and healthy, sustainable food sources.*

### Cardinal Health Foundation E3 Grants for Healthcare Institutions

<http://tinyurl.com/9nrbqxv>

Contact: [communityrelations@cardinalhealth.com](mailto:communityrelations@cardinalhealth.com)

Deadline: December 7, 2012

Grant Size: Approx. 25 \$15,000-\$35,000 grants  
Cardinal Health develops and supports programs that help healthcare providers implement best practices that can truly transform patient care.

### Laura Bush Foundation for America's Libraries

<http://www.laurabushfoundation.org/>

Contact: [lbf.application@gmail.com](mailto:lbf.application@gmail.com)

Deadline: December 1, 2012

Grant Size: Up to \$5,000

*The Foundation makes grants to update, extend, and diversify the book collections of libraries at schools where 80% of the student body qualify for the Free or Reduced Lunch (FRL) program.*