

## Rural Health Outreach Grants



The federal Health Resources and Services Administration (HRSA) has opened the FY 2012 competition for Rural Health Network Outreach grants. An opportunity to apply for these grants comes around only once every three years, so now is the time to act.

Rural Health Outreach grants are worth \$150,000 per year for an award period of three years. No matching funds are required.

The recipient must be in a rural location, as defined by the agency, and be a non-profit. However, many types of members can belong to a health network. If you have questions about how to form such a network or wonder if your existing formal or informal coalition may be eligible, give us a call.

A technical assistance call for applicants held on Sept. 29 was recorded and is available for playback by calling 1-800-229-6331. The application deadline is November 22.

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## Grants Training News

We thank the [Northwest Arkansas Chapter](#) of the Association of Fundraising Professionals for hosting Cheryl as the featured speaker for September's meeting.

Her presentation, "Grants as Part of Your Fundraising Toolbox" sparked lively discussion on the role of grants in the overall fundraising strategy. Some of her tips are presented in this issue's feature article.

We are also gearing up for the [Grant Professionals Association](#) national conference October 5-8, where Cheryl will present three workshops.

For more information about the GPA Annual Conference and to register, visit [GPA online](#).

For our Arkansas readers, several grants training opportunities are coming up, presented by the [GPA Arkansas Chapter](#):

- Grantseeking 101, Friday, Oct. 21, 1:00-4:00 pm, Fayetteville Public Library
- Proposal Review (bring a proposal for critique), Thursday, Nov. 3, 1:00-3:00 pm, Fayetteville Public Library
- MSU: The Grant Writer's Guide to Making Stuff Up, and the GPA Arkansas annual meeting, Friday, Dec. 9, Pulaski Tech, Little Rock.

For more information, visit [www.gpaarkansas.org](http://www.gpaarkansas.org)



## Incorporating Grants Into Your Organization's Fundraising Strategy

By Cheryl L. Kester, CFRE

There are many articles, books and workshops that teach how to craft grant proposals and how to steward or manage grants.

A topic that is less often addressed yet is equally as important is the best way to incorporate grants into your fundraising program. What role does a grants professional play in a development office? How does the grants effort relate to the rest of your fundraising activities? Here are some tips for getting the most benefit from your grants program.

- 1. Don't hog the grantseeking.** At some organizations, the overworked Executive Director does everything, including grants. Some organizations have a development officer, who may be responsible for all fundraising, or the Executive Director may retain responsibility for grants. Whatever your structure, the two most important things to remember are a) cross-train at least one other person in grants and b) share copies of proposals with the rest of the team.
- 2. Put grants on the team.** The grants professional should contribute to annual strategic planning and participate in development meetings. He should be kept up to date on all other fundraising. If your grants professional is quarantined in the lonely office at the end of the hall, you have a problem—she is not getting the information she needs to be successful, and the rest of your team is not benefitting from her expertise.
- 3. Put grants in the plan.** Schedule yourself to complete a reasonable number of grant proposals each year. Put these deadlines on your calendar just like you would your gala or year-end mailing. Then hold yourself accountable. If you don't ask, you don't get.
- 4. You can do it.** Grantseeking is fundraising. Most of the same principles apply. You follow the same steps: identification, cultivation, solicitation, and stewardship. Stories about the people you serve or exciting projects that motivate other donors, motivate foundations to support you.
- 5. Start small.** If you are new to grants, start with local foundations who are committed to your community and are interested in what you do. Seek out simple application processes. Success with a few small grants will give you confidence and experience for steeper competition.
- 6. Kick it up a notch.** If you have already been successful at grants, think moves management. Steadily increase the size and complexity of your requests to repeat funders. Update your prospect list at least once a year to prioritize your applications for next year.

Follow these steps to increase your grantseeking success and to strengthen your entire fundraising program in the process.

*"The grants professional should actively participate in setting fundraising goals and objectives."*

## Funder Spotlight: Bristol-Myers Squibb Foundation



**Together on Diabetes®** is a new five-year, \$100 million initiative by the Bristol-Myers Squibb Foundation to improve health outcomes of people living with Type 2 Diabetes. Funded programs will strengthen patient self-management education, supportive services and broad-based community mobilization efforts.

The Foundation's mission is to reduce health disparities. Thus, this initiative targets adult populations disproportionately affected by Type 2 Diabetes: African-Americans, Latinos, or rural, low-income, or senior populations.

**Collaborations:** Typically, programs funded through this competition have the capacity to demonstrate impact beyond one small community. Collaborative partnerships are preferred and often consist of a health care organization, a university, and community groups.

**Deadlines:** 2011 deadlines were April 15 and August 1. Information about the 2012 competition will be posted in January on the Foundation's website.

For more information about the Foundation's programs and application procedures, visit <http://www.bms.com/foundation>.

*The foundation announces a themed RFP every November during National Diabetes Month. The 2010 theme was African-American women, with grants of \$300,000 over two years.*

## Your Grants Questions Answered

**Q. How is grantseeking like other types of fundraising?**

**A:** Grantseeking is similar in many ways to other fundraising strategies. A knowledgeable grants professional will employ the same basic techniques that other fundraisers use, such as identifying the personal interests of the donor (funder) and matching those interests to the organization's programs, cultivating a relationship, crafting a compelling message, and requesting a gift at the appropriate time. After a gift, the grants professional will keep the funder updated on the progress of the program with an eye toward a future gift—the same strategy as would be used for an individual who supports an organization's program.

Grants do differ a bit from other types of fundraising in that funders typically demand more accountability on the spending of their gifts and require more formal evaluation of whether your services are successful. They sometimes add an administrative burden or require grantees to attend multiple meetings or events. Foundations offer fewer opportunities for visits since many will not allow any contact until after the grant is awarded. And the written grant request may be more complicated than a personal ask.

Still, the skills of successful grants professionals and successful major gifts officers or planned giving officers are strikingly similar. They "listen the gift" and are masters at crafting an appeal that best fits the donor's interests.

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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 healthcare organizations. We know you and are committed to your mission.

Please visit our website for more information: [www.kestergroup.com](http://www.kestergroup.com).

You may request a free subscription to or unsubscribe from this newsletter at any time by sending an email to [cheryl@kestergroup.com](mailto:cheryl@kestergroup.com).

## Upcoming Grant Opportunities

### **State Farm Project Ignition**

Deadline: November 15, 2011

Giving Range: \$2,000

*Project Ignition grants for public high schools and teachers address teen driver safety through service-learning. Twenty-five schools will receive \$2,000 grants to support implementation of safe driving campaigns in January-April, 2012.*

Download PDF application form at  
[www.sfprojectignition.com](http://www.sfprojectignition.com)

### **BJ's Charitable Foundation**

PO Box 9614

Natick, MA 01760

Tel: (508) 651-7400

Deadline: October 7 and January 6

Grant Range: \$10,000-\$290,000

*Giving for programs in hunger prevention, self-sufficiency, healthcare, and education in communities where BJ's Clubs are located.*

For more information, visit

<http://www.bjs.com/charity>

### **Verizon Foundation**

Deadline: October 16, 2011

Giving range: varies

*Giving for projects in education, literacy, domestic violence prevention, healthcare/accessibility, and Internet safety in areas of company operations.*

To determine eligibility, for more information and to apply, visit:

<http://foundation.verizon.com/grant/guidelines.shtml>

### **National Center for Safe Routes to School Mini Grant Program**

[info@saferoutesinfo.org](mailto:info@saferoutesinfo.org)

Deadline: October 19

Giving range: \$1,000

*Giving to increase safe walking and/or bicycling to school.*

For more information and to apply, visit <http://>

[www.saferoutesinfo.org/funding-portal/mini-grants](http://www.saferoutesinfo.org/funding-portal/mini-grants)