



Grant Guidance

Thomas-Forbes & Kester, LLC

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“The skill of writing is to create a context in which other people can think.”

—Edwin Schlossberg

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Walmart State Giving Programs Now Open!

Each year, the Walmart State Giving Program awards grants throughout the nation to nonprofits in a variety of fields. This year’s cycle just opened to support projects in education, workforce development/economic opportunity, health & wellness, and environmental sustainability. See page 3 of this newsletter for more details!

For Our Arkansas Subscribers: Join Us in the Arkansas Chapter of the American Association of Grant Professionals!

We have long been members of the [American Association of Grant Professionals \(AAGP\)](#). AAGP is a national organization that offers professional development and networking to grant professionals nationwide. Each year we attend the AAGP National Conference, where our colleagues rave about the benefits of being a member of a local chapter in their area, where they receive professional development and local networking.

We were always envious of this and wished we had a similar resource in Arkansas. Well—good news! This year, a group of local grants professionals has formed an **Arkansas Chapter** of AAGP!

The Arkansas Chapter of AAGP will offer quarterly trainings throughout the state (the first in April 2010) on topics such as grants management, federal grantwriting, logic models, goals & objectives, funder panels, audits, grants monitoring, stewardship, funder presentations, and more. In addition, these trainings will offer chances to network with other grants professionals throughout the state.

While these workshops and networking will be open to AAGP members and non-members alike, they will be offered at a **significantly reduced cost to AAGP members**. In addition, members will receive all the great [benefits](#) that AAGP offers, including discounted registration at the AAGP National Conference.

We hope you will join us to hone your skills, learn from other grants professionals, and become part of our state grants community!

To join the Arkansas Chapter of the American Association of Grant Professionals, please [Join AAGP National](#) and send your Arkansas chapter dues of \$25 with your national registration.

Even if you cannot join us as a member, we hope you will consider joining us as a guest at our upcoming workshops. A schedule of these will be coming out soon—keep an eye out for announcements in this newsletter. We hope to see you there!



“Recast your initiative over and over again into sub-projects that will appeal to a diverse range of prospective nonprofit, governmental, and corporate contributors.”

Redefining Bricks & Mortar Projects to Generate More Funds

By Cheryl L. Kester

Many growing organizations find themselves in perpetual capital campaigns. However, the list of funders capable of making large grants to capital projects is pretty short. Here are some strategies to help you generate new funding sources to sustain today’s trend of never-ending campaigns.

The key here is to remember that capital projects usually consist of more than just construction. First, focus on the programs and services that will be provided in the new facility and solicit funders with interests in those areas. If you operate a youth outreach program that will be improved by use of the new facility, seek funders with an interest in youth programming or the needs you address.

Second, create environmental mini-projects or a research project around the new facility. Take steps to appeal to funders with an environmental focus, such as incorporating energy efficient climate control or lighting, expanding a recy-



Fundable Aspects of Construction Projects

1. *Programs or services housed in facility*
2. *Environmentally friendly aspects of facility*
3. *Research components or projects*
4. *Landscaping projects*
5. *Furnishings for new facility*
6. *Community use of or needs met by facility*
7. *Innovative aspects of facility that may serve as a model for others*

cling program, building an environmentally friendly parking area, or landscaping with native plants. In adding these things to your building construction, a range of local, state, and maybe even federal funding becomes available to you. If you add research elements, then your funding universe expands again.

The key is the ability to look beyond the obvious construction needs once you have exhausted your list of funders willing to support capital projects, and to recast your initiative over and over again into sub-projects that will appeal to a diverse range of prospective non-profit, governmental, and corporate contributors. More than likely, you’ll catch the major gifts officers stealing your stuff because these recast projects will expand their prospect universe as well.

(This article is condensed from an article by the same title published by *Grants & Foundation Review* at CharityChannel.com, August 27, 2008)

Walmart State Giving Program Now Open

The Walmart State Giving Program makes awards each year across the country through state grants that are selected by an advisory council in each state. While Northwest Arkansas applicants may submit proposals year-round, in 2010 all other applicants must submit between February 1 and August 20 for consideration.

The Foundation's fiscal year runs from February 1 to January 31 each year. State advisory councils make awards in several cycles throughout the year, and cease making awards when their state's allocated funding runs out. So, we advise applying early to ensure that your state still has funds to award. You can also re-apply within the same February 1—August 20 period if you are not funded in the first cycle.

Areas of Interest: Education, Workforce Development/Economic Opportunity, Health & Wellness, and Environmental Sustainability

Award Range: Grants must be a minimum of \$25,000. There is no maximum.

Deadline: Northwest Arkansas applicants may submit year-round. Applicants in all other states and the rest of Arkansas must submit between February 1 and August 20, 2010. Applications are reviewed in multiple cycles during this period and any state's funding may run out before the August 20 deadline. Applicants may re-apply during this time period if not funded in the first review cycle.

Application Process: Applicants must apply online through the Walmart State Giving Program website.

URL: <http://walmartstores.com/CommunityGiving/8168.aspx>

Grants Questions Answered

Q. How can I use volunteer time to meet the match requirements of a grant program?

A. Many funders require that you provide a "match" to the funds you are requesting from their organization (for instance, the applicant must provide 10% of the total project budget). While some funders require a cash match, many will allow in-kind expenses (non-monetary or donated resources) to count for the match. In this case, organizations with many volunteers can place a dollar value on the number of volunteer hours spent on the project and use it to meet the required match. The [Independent Sector](#) determined in 2008 that 1 hour of volunteer time is worth \$20.25. This means that if you expect your organization's volunteers to contribute 50 hours of time to your project, you can list that as \$1,012.50 toward your match. Many organizations with little cash resources rely upon a great deal of volunteer labor that they can leverage in this way to garner grant funds. Even if the funder you are applying to does not require matching funds, listing the value of your volunteer hours is useful in illustrating your organization's commitment to the project as well as the commitment of your community to the services you provide and their involvement at your organization.



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Codes of Ethics of :



Thomas-Forbes & Kester, LLC is committed to serving non-profits through grant writing, training, strategic planning and program design and evaluation. The principles and associates have been employed by non-profit organizations, been volunteers and served on non-profit boards. We know you and are committed to your mission.

Please visit our website for more information: www.tfkgrants.com.

You may request to be removed from our newsletter mailing list at any time by sending an email to melanie@tfkgrants.com.

Upcoming Grant Opportunities

A. O. Smith Foundation

Contact: Mr. Edward J. O'Connor

P. O. Box 245008

Milwaukee, WI 53224-9508

Grant range: \$250—\$184,000

Deadline: October 30

Giving to higher education, health & medical research, and civic, cultural, and social welfare projects

For more details, visit the [A. O. Smith Foundation](#) online.

Sara Lee Foundation

3500 Lacey Road

Downers Grove, IL 60515-5424

Tel: (630) 598-8459

Grant range: \$490—\$300,000

Deadline: none

Giving to hunger, women's self-sufficiency, and Chicago cultural programs

For more details, visit the [Sara Lee Foundation](#) online.

Campbell Soup Foundation

[http://www.campbellsoupcompany.com/](http://www.campbellsoupcompany.com/Foundation.aspx)

[Foundation.aspx](http://www.campbellsoupcompany.com/Foundation.aspx)

community_relations@campbellsoup.com

Grant range: \$200—\$225,000

Deadline: none

Giving for hunger relief, wellness, education, and community revitalization in areas of company operations

For more details, visit the [Campbell Soup Foundation](#) online.

Dominion Foundation

(Please see the [Foundation's website](#) for contact information in various states)

Grant range: \$1,000—\$15,000

Deadline: none

Giving for civic & community development, culture & the arts, education, the environment, and health & human services in areas of company operation

For more details, visit the [Dominion Foundation](#) online.