



# 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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## Congratulations!

Congratulations to the Sabine Volunteer Fire Department in Kilgore, Texas, which has received an [Assistance to Firefighters Grant](#) in the amount of \$108,472 from the [Federal Emergency Management Agency \(FEMA\)](#). This grant will fund acquisition of Personal Protective Equipment that meets National Fire Protection Association standards and will be safer for the station’s 19 volunteer firefighters as they protect lives and property across hundreds of square miles in east Texas.

## For Our Arkansas Subscribers: Join Us **THIS FRIDAY** for an AAGP Teleclass: “Tackling Tough Times”

The [American Association of Grant Professionals](#) Arkansas Chapter is presenting an upcoming CharityUniversity teleclass:

### Tackling Tough Times: Are You Positioned and Grant-Ready?

Presented by Linda Gatten Butler, MSW, ACSW, LISW-S  
Friday, March 19, 2010  
12:30-2:00pm Central

This live, 90-minute teleclass offers the beginning to advanced grant professionals discussion, techniques and suggestions to prepare for difficult fundraising times.

You will learn the “3 Rs of grant seeking” as fundraising, how to position your organization differently for tough times, how to create a “Checklist for Success” that provides a process to engage prospects, and a process with tips, and approaches to deal with issues like project and budget development and funding research.

Please click [here](#) to for more details.

While the cost for this national teleclass is normally \$77 for AAGP members and \$119 for non-members, the **AAGP Arkansas Chapter** is pleased to provide access to this teleclass **FREE for AAGP members and \$15 for guests!**

**Date:** Friday, March 19, 2010

**Time:** Networking—noon; class—12:30

**Location:** [Circle of Life Hospice](#), Springdale, Arkansas (Resource Conference Room)

**RSVP:** [melanie@tfkgrants.com](mailto:melanie@tfkgrants.com)

If you cannot join us in person but would like to attend the teleclass, you may attend from any location by [registering on the AAGP website](#) (each location pays the registration fee).

Linda is an engaging speaker who really knows her stuff—we are sure you will enjoy it! We hope to see you there!

Sponsored by : TFK

## Contact us!

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## Making Your Letter of Intent Shine

By Cheryl L. Kester



*“Personalize each letter to the personality and interests of the foundation or corporation.”*

Letters of Intent introduce you to funders and can earn you permission to submit full proposals for funding. Letters of Intent therefore are a very important first step in cultivating a private or corporate funder. Here are some tips to make your LOI stand out amongst the hundreds of other LOIs foundations and corporations receive.

1. **Follow the directions.** If you are given guidance for your LOI, be sure to follow the directions. Answer all questions in the order they are asked. Use sub-headings that mirror the questions in the guidance to make information easy to find.
2. **Do not use form letters.** If you have a lot of LOIs on your plate, it can be tempting to just change the headings and send the same letter out to several funders. Resist this urge! Personalize each letter to the personality and interests of the foundation or corporation.
3. **Be specific, clear, and direct.** Do not make your readers wade through a bunch of soft-selling. They know you want money. Get to the point and be very specific about what you are asking their funds to support. Even if you are asking for general operating funds, paint a picture of how those funds will be used daily to improve the lives of the people you serve.
4. **For corporations, involve volunteers and describe your acknowledgment plans.** If someone from a corporation volunteers at your organization either at the programmatic or board level, you will be more likely to interest that corporation in supporting you. Also, corporations need to know how you will acknowledge their gift and how they will get good PR from joining you in your work. Describe a generous acknowledgment plan that include press releases, photo opportunities, mention on web pages and newsletters, etc.
5. **Tell a personal story.** If you can, tell a story about a client of your organization whose life was changed by your services. Incorporating this among other data on your impact on the community can really make your LOI memorable to funders.
6. **Connect the dots between the funder’s mission and your work.** Describe how partnering with you will help the foundation or corporation fulfill its mission. Do you serve a population the funder wants to reach? Do you provide services that work toward the same goal as the funder seeks? Paint a picture of your organization as an ideal partner in effecting change.

## Resource Review: *Give a Little* by Wendy Smith

*Give a Little* by Wendy Smith (pub. 2009) is a great new resource on the impact that small gifts make in the fight against poverty around the world. In a time in which big foundations are making headlines with gifts to alleviate poverty in developing countries and the American Recovery and Reinvestment Act is breaking records in federal grant making at home, *Give a Little* reminds us of the basic truth about philanthropy in America—that the most money that makes the most change comes from the most people, who all give a little.

For instance, did you know that in 2007, the American people gave \$229 billion to charity? According to *Give a Little*, that is 21 times as much as Wal-Mart's profits and 114.5 times as much as the total giving by the Bill & Melinda Gates Foundation in the same year.

Smith breaks down the direct impact of small gifts: A \$10 malaria net protects the health of a child in Malawi, saves her family's resources from being spent on caring for her illness, allows her parents more time to work, improves the family's economy, and strengthens her community as a result. A \$33 micro-irrigation pump allows a Kenyan farmer to irrigate his land, triple or quadruple his crop, improve nutrition in his community through better quality food, and give his children a good education to ensure their future prosperity.

Throughout the book, Smith tells stories she has gathered about the direct impact of even the smallest gifts, reminding us that in the U.S., dimes once eradicated one of the worst diseases in human history. With this precedent, she shows us what an enormous amount we are really giving when we choose to "give a little."

## Grants Questions Answered

Q. What is a SMART objective?

A. Even the most experienced grant writers find writing strong objectives a challenging part of the grant writing process. Many funders request "SMART objectives." These are objectives that are Specific, Measurable, Attainable, Realistic, and Time-bound. It is good practice to always keep this acronym in mind as a guide for crafting objectives, even for funders who do not specifically request that you use it. Always use numbers in your objectives—for instance, aim to increase the instance of something in a certain geographic or demographic area by a certain percentage by a certain date. This makes the objective specific, measurable, and time-bound. Be sure that your objective is attainable and realistic. Remember that you are going to have to report on progress toward your objectives. Don't overpromise. Do not confuse a SMART objective with a goal. For example, your goal might be: "To reduce the rate of heart disease in our service area." However, this is not SMART. One SMART objective under this goal might be: "Increase the number of people receiving health screenings in our service area by 10% by December 2011."



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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](http://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](mailto:melanie@tfkgrants.com).

## Upcoming Grant Opportunities

### **Women Helping Others (WHO) Foundation**

P.O. Box 816029  
Dallas, TX 75381-6029  
1-800-WHO-4-ONE

[who@beauticontrol.com](mailto:who@beauticontrol.com)

Grant range: \$1,000—\$60,000

Deadline: September 5, 2010 (applications accepted starting at the end of March)

*Giving to projects serving the needs of women and children.*

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

### **The Corning Incorporated Foundation**

Ms. Karen C. Martin, Associate Director  
Corning Incorporated Foundation  
MP-BH-07

Corning, NY 14831

Grant range: \$250—\$550,000

Deadline: none

*Giving to educational, cultural, community service, and national organizations in areas of company operations.*

For more details, [Corning Foundation](#) online.

### **Food Lion Charitable Foundation**

Food Lion Charitable Foundation  
P.O. Box 1330

Salisbury, NC 28145-1330

Grant range: \$300—\$100,000

Deadline: none

*Giving to programs to eliminate hunger and feed the hungry (areas of company operations)*

For more details, visit the [Food Lion Charitable Foundation](#) online.

### **The Baxter International Foundation**

Baxter International Inc.

One Baxter Parkway  
Deerfield, IL 60015-4633

[fdninfo@baxter.com](mailto:fdninfo@baxter.com)

Grant range: \$200—\$3,000

Deadline: April 13, July 13, & Sept 29

*Giving for health programs, including mental health, substance abuse, domestic violence, child abuse, and sexual assault in areas of company operations.*

For more details, visit [The Baxter International Foundation](#) online.