



# Grant Guidance

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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 [World Vision](#) Appalachia for recently receiving a [21st Century Community Learning Centers](#) grant from the [West Virginia Department of Education](#)! This grant will support youth services such as tutoring, service learning, enrichment activities, and anti-drug programming for high-poverty students in Barbour County, West Virginia. Congrats!

## Donald W. Reynolds Foundation No Longer Awarding Capital Grants

The Donald W. Reynolds Foundation has long been known for its capital grant awards. The Foundation has funded many capital projects in Arkansas, Nevada, and Oklahoma, including the Donald W. Reynolds Razorback Stadium on the campus of the University of Arkansas and the Donald W. Reynolds Performing Arts Center on the campus of the University of Oklahoma.

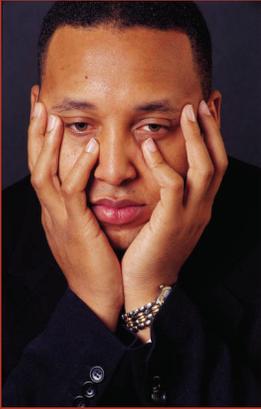
In the past 15 years, the Foundation has issued over \$393 million in capital grants.

However, as of June 1, 2009, the Foundation announced that it will no longer fund capital projects, or accept letters of inquiry or

applications for general Capital Grants or Planning Grants. The Foundation says that the decision is not a reflection of the work that has been done by previous capital grant recipients, but is rather aimed at moving “more strategically into focused grant making that further supports...current grant recipients and expands...targeted special initiatives.”

The end of the capital grants Program means that nearly all grant proposals to the Foundation will now be by invitation only.

For more information on the Foundation’s current initiatives, visit the [Donald W. Reynolds Foundation](#) online.



**Many foundations prefer to make grants that are smaller than requested. Their alternative is to say “no” to more applicants, and they hate to do that. Accept grant awards that are smaller than hoped for as a sign of success, especially in today’s economy.**

## Making Do With Less Than You Need

By Cheryl L. Kester

The first time you get a “yes” to your proposal from a foundation who gives you a grant that’s smaller than you requested can be a shock. Maybe your proposal was for \$35,000, but they only make a grant of \$27,500.

This is more common than you might imagine. It’s one way foundations can try to spread their money among as many quality applicants as possible. Their other alternative is to just say “no” to more applicants, and they hate to do that.

Some are even admitting this might happen and are inviting you to plan how you might adapt right at the application stage. Their application form might have a questions like, “What would be the impact on your project if you are awarded less than requested?”

### Being Prepared to Adapt

1. *Present as exact a budget as possible (no padding).*
2. *Be prepared to explain how you can reduce services or trim around the edges.*
3. *Be creative and willing to negotiate.*

It’s tempting to reply with the obvious—“We need all of the money we asked for!” However, that puts the foundation in an all or nothing position. What you must do is convince the foundation that you are a good planner, your budget is reasonable, but you are creative enough and committed enough to the project to find a way to implement a less-than-perfect project if you don’t receive all of the funds requested.

You can say something like, “While we are confident that our budget is carefully planned and conservative, if we received an award that is less than our request, we would have to adjust some of our proposed objectives. We would have to {serve fewer meals, or give fewer vaccines, or reduce the number of workshops taught}.” Of course, you fill in here the details that make sense for your project.

In most cases, some funds are better than no funds. It’s a rare instance in which a smaller grant would mean that no part of a project at all can move forward. So, be positive. Be grateful for the grant you got and cut creatively!

## We Recommend Upcoming Teleclass

We recommend an upcoming teleclass on August 28 as a timely and informative course on development plans, which are even more critical as the economy places strain on nonprofit fundraising.

The presenter is a well-respected leader in non-profit fundraising, author and speaker. Get a group together today to learn about fundraising plans.

This teleclass is offered through [CharityChannel.com](http://CharityChannel.com), a great resource for nonprofits, with articles, forums, and online classes.

### The Development Plan: The Foundation of Success

Presented by Linda Lysakowski,  
ACFRE

**Date:** Friday, August 28, 2009

**Time:** 12:30-2:00pm CST

**Format:** Online webinar

**Cost:** \$77 per site (as many people as want may attend)

[Register](#) for this webinar at  
[CharityChannel.com](http://CharityChannel.com)

## Grants Questions Answered

**Q.** I'm creating my project budget to present to potential funders. What is the difference between Direct Costs and Indirect Costs?

**A.** Direct Costs are costs that can be directly attributed to your proposed project—for instance, personnel who will run the project (don't forget fringe benefits!), supplies used specifically for the project, travel related to the project, etc. Indirect Costs are costs that your organization will incur that are less measurable and not tied directly to the project—for instance, increase in utilities, additional accounting measures, space that is also used for other purposes, etc. Most funders will not allow you to include indirect costs in your request, while others will place a limit on the percentage of your budget that may be indirect costs. Read each funder's guidelines carefully, and make sure your organization is aware that it will likely foot the bill for indirect costs if your project is funded.

Have a question?  
Send it to Melanie  
to include in next  
month's newsletter!

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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

### **Walgreens Corporate Giving**

200 Wilmot Road  
Deerfield, IL 60015  
Deadline: none

*Giving in the areas of access to health & wellness, pharmacy education, community outreach, and disaster relief*

To apply, visit [Walgreens Corporate Giving Online](#).

### **MetLife Foundation**

1095 Avenue of the Americas  
40th Floor  
New York, NY 10036

Deadline: none

Grant range: \$5,000—\$1,000,000

*Giving in the areas of Health, Education, Civic Affairs, and Culture*

For more information, visit [MetLife Foundation online](#).

### **Google Grants In-Kind Advertising**

Deadline: none

Grant Range: up to \$10,000 per month in in-kind advertising

*Offering in-kind online advertising through Google AdWords to nonprofits*

To apply, visit [Google Grants online](#).

### **Barbara Bush Foundation for Family Literacy**

1201 15th Street NW, Suite 420  
Washington, DC 20005

Deadline: September 14, 2009

Grant Range: up to \$65,000

*Supporting development of literacy skills for adult primary care givers and their children*

Download the application package at [The Barbara Bush Foundation online](#).