



Grant Guidance

Thomas-Forbes & Kester, LLC

VOLUME 3, ISSUE 2

FEB 2011

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

—Edwin
Schlossberg

INSIDE THIS ISSUE:

- Grants Tracking Tool 2
- Spring Grants Workshops 3
- Workshop Registration Form 4
- Grants Resources Reviewed 5
- Grants Questions Answered 5
- Upcoming Grant Opportunities 6

Contact us!

Cheryl Kester, CFRE
ckester@cox.net
(479) 582-1053
www.tfkgrants.com

TFK Adds Associate

We are happy to announce that Ms. Dale Bruce, LLB is joining the firm as a part-time associate. Ms. Bruce served as a Special Projects Administrator in the Grants One-Stop Office of Pima County Community College Tucson, Ariz. Dale brings a great deal of experience in grant seeking and compliance from a higher education perspective and we welcome her to our team!

2010 Census Data Released

Data from the 2010 U.S. Census is being released this spring, showing overall growth in the U.S. population and laying the groundwork for changes in political representation for states and districts.

The new data is being released on a state by state basis, with all data scheduled to be available to the public on the U.S. Census website (www.census.gov) by April 1st of this year.

The new data is a long-awaited boon for grant writers, who will now have access to the most up to date and accurate information on the target populations that their organizations serve.

While the Census does provide 5-year population estimates through the American Community Survey, these are estimates only and

often do not reflect changes in population from year to year—which is important information to have if you serve a client base (such as the Hispanic community here in Northwest Arkansas) that is changing dramatically over a short period of time.

Using Census data in your grant proposal can quantify the problem you are addressing (for instance, the percentage of adults without a college degree if you are proposing a higher education project) and give you credibility with a funder by demonstrating your knowledge of the problem.

Census data is actually useful for all fundraisers, as it can be cited in marketing materials, direct mail appeals, and sponsorship requests to make your case for services even stronger.



“If you keep your In Progress and Top Priority Prospects pages full of cultivation and proposal-writing activities, it becomes clear to everyone that your time is best spent on the most likely funder candidates.”

A Quick and Easy Proposal Tracking Tool by Cheryl L. Kester

Every grants office should have some version of an easy-to-update Status and Next Steps Report. If you are fortunate enough to have development software with a grants module, maybe you track this information in that database. I developed a manually-updated report in a word processor. The technology is not as important as the act of actually tracking the information!

The report served as an Executive Summary of the status of all grant proposals for the year, to-date and upcoming. I used it in meetings with my supervisor. If you have difficulty communicating the need for participation by the Development Director or Executive Director in the grant-seeking process, this report helps drive this point home at every meeting.

This red box lists the report’s key elements:



Status and Next Steps Report Contents

- *Responses Received Since Last Report*
- *Proposals Submitted, Awaiting Decisions*
- *Proposals In Progress*
- *Top Priority Prospects (with To-Dos)*
- *B-Level and C-Level Prospects*

Each section consists only of bullets. Such as:

- “Conservation, Food and Health Foundation” - Stoves Project, turned down

The Proposals Awaiting Decision page also uses bullets that list the funder’s name, amount of request, anticipated decision date (if known) and which project funds were requested for. This page cuts down on a lot of repeat questions about the status of a decision!

Both the Proposals in Progress and Top Priority Prospects pages help educate other team members on the vital roles they play in securing grant funds. If a foundation name reappears quarter after quarter with the same bullet stating the Executive Director is going to request a meeting, it becomes clear that your role in this proposal process is stalled until someone else does his or her part.

On your Top Priority Prospects page, be sure to keep the next steps constantly up-to-date, such as: “President visited with Mr. Chairman. Next Step: Invite foundation representatives to building groundbreaking.” This is basically your cultivation plan and helps demonstrate that you are strategically moving ever closer to preparing an actual proposal to your top prospects.

Finally, the pages for lower level prospects allow you to keep the names of less-likely funders somewhat active, especially if you have been asked to pursue them. But if you keep your In Progress and Top Prospects pages full, it’s easy to see that you don’t have a lot of time to spend on those less-likely funders.

Visit the resources section of our website at www.tfkgrants.com to download your own free Next Steps Report template

Spring Grants Workshops

- **Grantseeking 101**
Tuesday, March 8, 2011, 8:30 am - 12:30 pm
- **Grantseeking Academy, Six-Week Course**
Tuesdays, April 5–May 10, 2011, 3:00 pm–5:00 pm

You are also invited to the March 11, 2011 meeting of the Arkansas Chapter of the Grants Professional Association. I will speak at Pulaski Tech in North Little Rock on "Using the 2010 Census Data in Your Grant Proposals."

Register for that event by contacting Ricky Tompkins at rtompkins1@nwacc.edu

Grantseeking 101

Half-Day Introduction to Grantwriting

Grantseeking 101 offers a fast-paced introduction to finding and obtaining grants for nonprofits. We will discuss how to find funders, how to read their guidelines, tips for putting together strong proposal packages, and grants budgets. Grantseeking 101 will be held at Compton Gardens Conference Center (312 N. Main, Bentonville) Tuesday, March 8, 8:30 am - 12:30 pm.

Attendees receive and take with them:

- a sample outline for grant proposals
- a bibliography of grants books
- a list of research resources
- a grants glossary
- sample foundation guidelines

Registration fee: \$50*

***Priority Registration:** Priority and a discount will be given to Board Member/Staff pairs from non-profits, or two staff from municipalities/ counties. (Discounted registration of \$45/ea for Priority Registrants)

Size Limit: Class limited to 18 participants

To Register: Return the Registration Form on the next page. Questions? Call 479-582-1053.

Registration Deadline: March 4, 2011

Grantseeking Academy

Six-Week Seminar - (2 hours per week)

The Grantseeking Academy is an intensive, hands-on learning experience. You attend the Academy 2 hours per week over six weeks so you have time to digest what you're learning and begin putting it into practice back at your agency.

You receive an easy-to-read textbook, have homework, and receive one-on-one mentoring from professional grant writers. You will learn essential information about obtaining grants, and you will practice writing.

Attendees receive and take with them:

- all of the resources from Grants 101
- local foundation guidelines
- a grants notebook full of handouts
- a textbook that includes CD of sample proposals
- their own written proposal

Registration fee: \$425/ea*

*Discount of \$25/ ea for board/staff pairs

Size Limit: Class limited to 15 participants

To Register: Return the Registration Form on the next page. Questions? Call 479-582-1053.

Registration Deadline: March 28, 2011

"We received news yesterday that a local family foundation is providing the funds for a permanently endowed scholarship with our organization! We simply would not have received this grant if it were not for our workshop with Thomas-Forbes & Kester." -- **Jody Dilday, Executive Director, Single Parent Scholarship Fund of Washington County, Arkansas**

Grants Workshop Registration Form

Thomas-Forbes
& Kester, LLC

Complete Your Registration TODAY to Ensure You Have a Seat!

- **Mail-in Registration:** Send the registration form—with payment (check or money order) payable to Thomas-Forbes & Kester, LLC—to Thomas-Forbes & Kester LLC, PO Box 184, Fayetteville, AR 72702.
- **E-Mail/FAX Registration:** Complete this form and save or scan it and e-mail to Cheryl Kester at ckester@cox.net or FAX it to 479.582.1053. Your organization will be invoiced for the workshop fee. Payment due upon receipt or at the door.
- **Credit cards are NOT accepted.**
- Limited space available on a first-registered, first-served basis.
- No refunds are provided for cancellations with fewer than 24 hours' notice.
- Questions? Call 479.582.1053, or visit www.tfkgrants.com.

Registration Information

Primary Registrant/Contact Person: _____

Organization: _____ Title/Position: _____

Address: _____

City/State/Zip: _____ Phone: _____

Email Address: _____

Names of Additional Attendees from Your Organization: _____

Please check the workshop(s) you wish to attend and the number attending each: # Attending

Grantseeking 101, Tuesday, March 8, 2011, 8:30 am - 12:30 pm

Fee: \$50/ea* *Priority and Discount: Priority given to Board Member/Staff pairs from non-profits, or two staff from municipalities/counties. (Discounted registration is \$45/ea for Priority Registrants) **Registration Deadline: March 4** _____

Grantseeking Academy, Six-Week Course

Fee: \$425/ea** Academy fee includes a textbook with CD of sample proposals
Tuesdays, April 5–May 10, 2011, 3:00 pm–5:00 pm **Registration Deadline: March 28** _____

Payment Information

Total Registration Fee(s) Due: \$ _____

Payment By: Enclosed Check Payment at Door Invoice Me*

***Note:** If you wish to be invoiced, payment MUST be received prior to the event or at the event.
No one is allowed to attend without payment being received.

Resource Review: Grantstation

One of the most common questions we get asked is, “Where do I find out about funders and grant opportunities?” We have provided information in previous newsletters on Foundation Center Directory Online, which is accessible for free from many libraries and provides contact information, giving interests, and 990 tax forms for many foundations.

Another great resource that we use is [Grantstation](http://www.grantstation.com) (www.grantstation.com). This service is free if you join the Grant Professionals Association, which saves you \$599 off the usual subscription price.

Grantstation provides a searchable database of grant opportunities that allows you to search by geographic area, giving interests, and types of support. Grantstation is much more than the database, also offering useful articles, weekly newsletters, and other resources.

Grantstation’s services differ from the Foundation Center Directory in a few ways. First, Grantstation provides links to state grant opportunities, organized by state. These can be notoriously hard to find, and while this service is somewhat uneven, it is a great resource to have. Grantstation also provides information on federal grants and loans, which Foundation Center does not.

But perhaps the most useful aspect of Grantstation is that it is a “forward looking” database. Grantstation staff contact funders directly to find out what they plan to fund in the near future. This is an important service since funders change their priorities often.

Grantstation places a date on every funder entry in the database so you know how current the information is. If you are having trouble finding information on a funder, Grantstation staff will even help you track down the right information.

Grants Questions Answered

Q. I am having trouble getting the information I need from my Executive Director or program personnel in time to meet grant deadlines. How can I improve this process?

A. Grant proposals are definitely time consuming to produce and require a lot of information that you will likely need to get from the Executive Director (especially in a smaller shop) or program personnel. Our best advice is to learn to adapt to the preferred work and communication styles of your colleagues. However, it is usually very effective to kick-off the grant planning process by holding a meeting (or several) to go over program details and the budget. Emails can be overlooked in the barrage of items that come through your colleagues’ inboxes. If you need a lot of input from others, start early and take into consideration any upcoming days that the people you need to see may be out of the office. Come to meetings with an organized agenda of the information you need, requests for specific assignments and clear deadlines. Your colleagues will appreciate your organization and respect for their time.



Thomas-Forbes & Kester, LLC
Grants Consultants
Fayetteville, AR 72704
(479) 582-1053
info@tfkgrants.com
www.tfkgrants.com

We are members of and follow the
Codes of Ethics of :



Thomas-Forbes & Kester, LLC is committed to Raising Success through grant writing, training, strategic planning and program design and evaluation. The principals and associates have been employed by non-profit organizations, served as federal and private grant reviewers, and served on non-profit boards. We know you and are committed to your mission.

Please visit our website:
www.tfkgrants.com

You may request to be removed from our newsletter mailing list at any time by sending an email to ckester@cox.net.

Upcoming Grant Opportunities

The Allstate Foundation

2775 Sanders Road, F4
Northbrook, IL 60062

Email: grants@allstate.com

Grant Range: varies by focus area

Deadline: varies by focus area

Giving to projects related to teen safe driving, economic empowerment, safe and vital communities, and diversity

For more information and to apply, visit the [Allstate Foundation](http://AllstateFoundation.com) online.

Dannon Next Generation Nutrition Grants

100 Hillside Avenue
White Plains, NY 10603

DannonNutritionGrant@dannon.com

Grant Range: \$30,000

Deadline: March 29, 2011

Giving to healthy eating and nutrition education projects in New York, Ohio, Texas, and Utah

For more information and to apply, visit the [Dannon Grant Application Form](http://DannonGrantApplicationForm.com) online.

Tony Hawk Foundation Skatepark Grants

1611-A S. Melrose Drive #360
Vista, CA 92081

Tel: (760) 477-2479

Grant Range: up to \$25,000

Deadline: March 1 & October 1

Giving to build high quality public skateparks in low income areas

For more information and to apply, visit [The Tony Hawk Foundation](http://TheTonyHawkFoundation.com) online.

OVW Grants to Enhance Culturally and Linguistically Specific Services for Victims of Violence

Tel: (202) 307-6026

Email: OVW.Cultural.and.Linguistic@usdoj.gov

Grant Range: up to \$300,000

Deadline: March 15, 2011

Giving for culturally and linguistically specific services for victims of domestic violence, sexual assault, or stalking

For more information, visit the [Grant Announcement](http://GrantAnnouncement.com) on Grants.gov (CFDA # 16.016)