# CHIPO Coalition Call

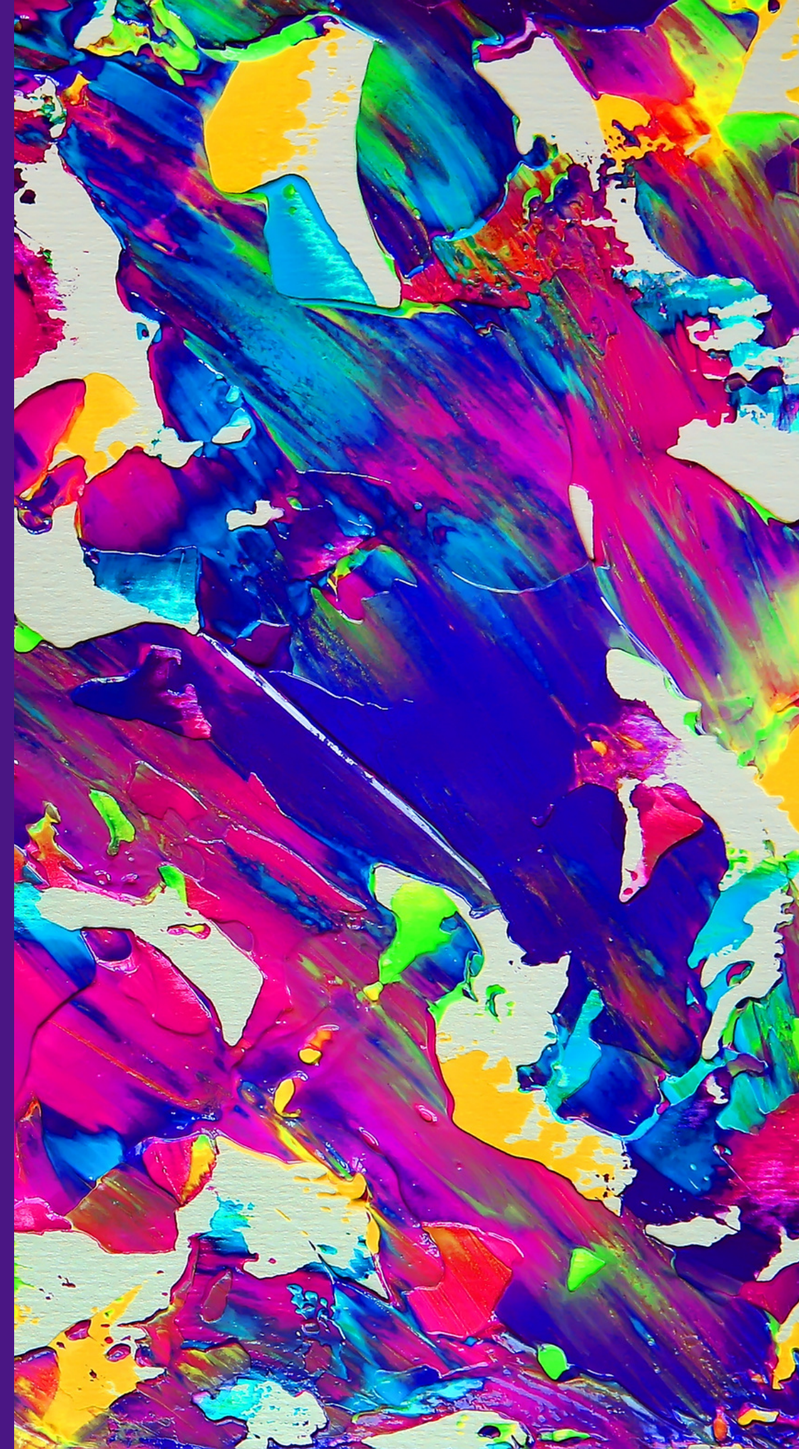
MAY 9TH, 2022

- WELCOME & INTROS
- GENERAL UPDATES
  - PROVIDING FEEDBACK ON SCREENING GUIDELINES
  - UPDATING PARTNER ORGS ON WEBSITE
  - SURVEY AVAILABLE TO REQUEST COMMUNITY EDUCATION MATERIALS

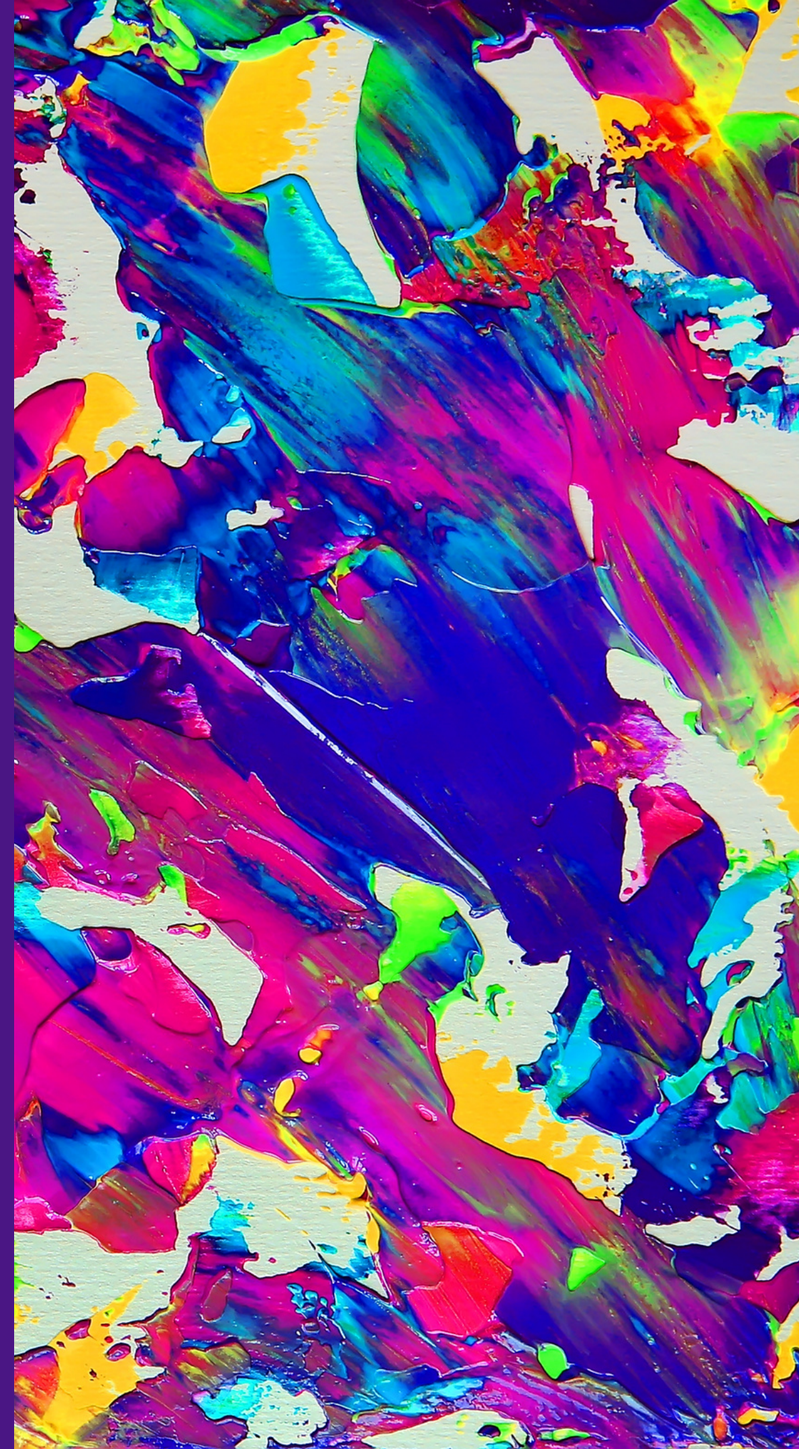
COALITION AGAINST HEPATITIS FOR PEOPLE OF AFRICAN ORIGIN

CHIPO

# JOIN MONTHLY HBU STATE ADVOCACY CALLS

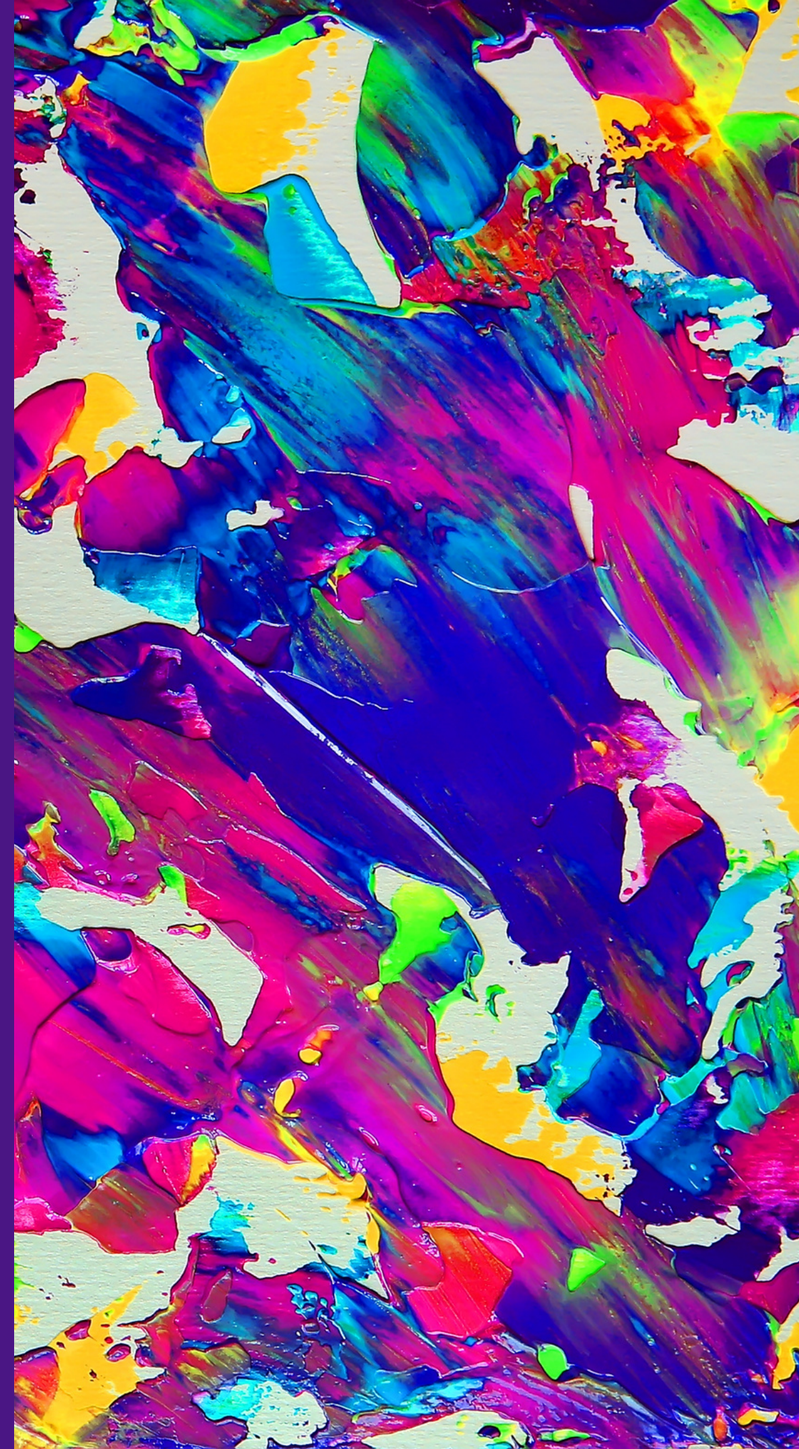


# GRANT WRITING 101



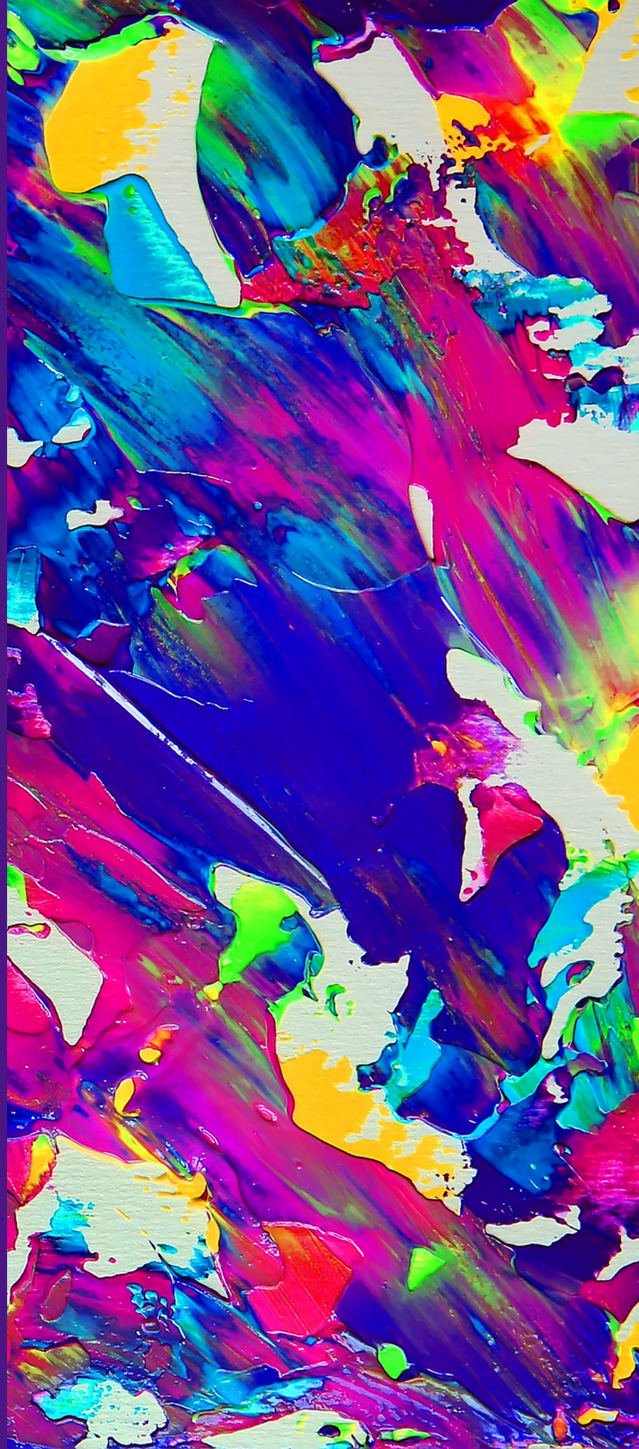
# WHAT WE WILL COVER TODAY!

- FINDING FUNDING
- CHOOSING A GRANT
- PLANNING
- COMPONENTS OF THE PROPOSAL
- SMART OBJECTIVES
- APPLYING
- BUDGET



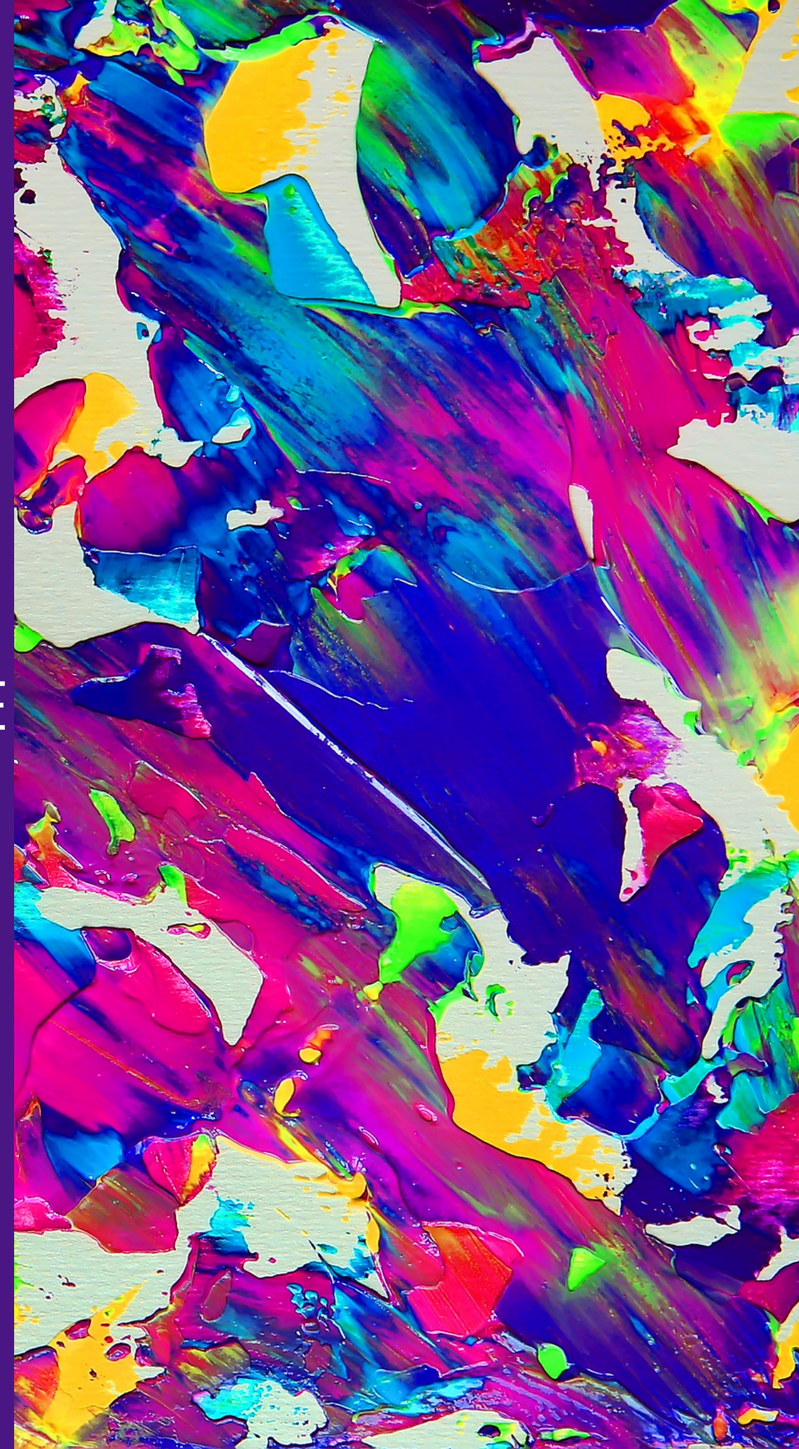
# SIX STEPS FOR DEVELOPING A GRANT

1. ORGANIZATIONAL ASSESSMENT AND READINESS
2. RESEARCHING FUNDING RESOURCES
   A. TYPES OF FUNDING
   B. RESOURCES
   C. CHOOSING A GRANT - DETERMINING FIT
3. PLANNING
   A. DEVELOPING A ROBUST FUNDING PLAN
   B. OVERVIEW OF COMPONENTS OF THE GRANT PROPOSAL
   C. PLANNING THE GRANT APPLICATION

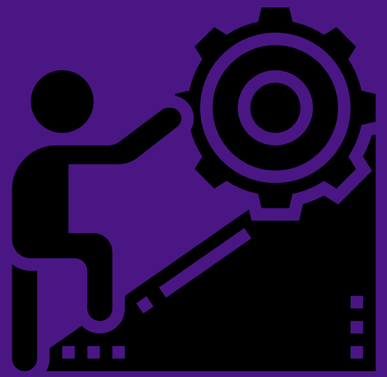


# SIX STEPS FOR DEVELOPING A GRANT (CONTINUED)

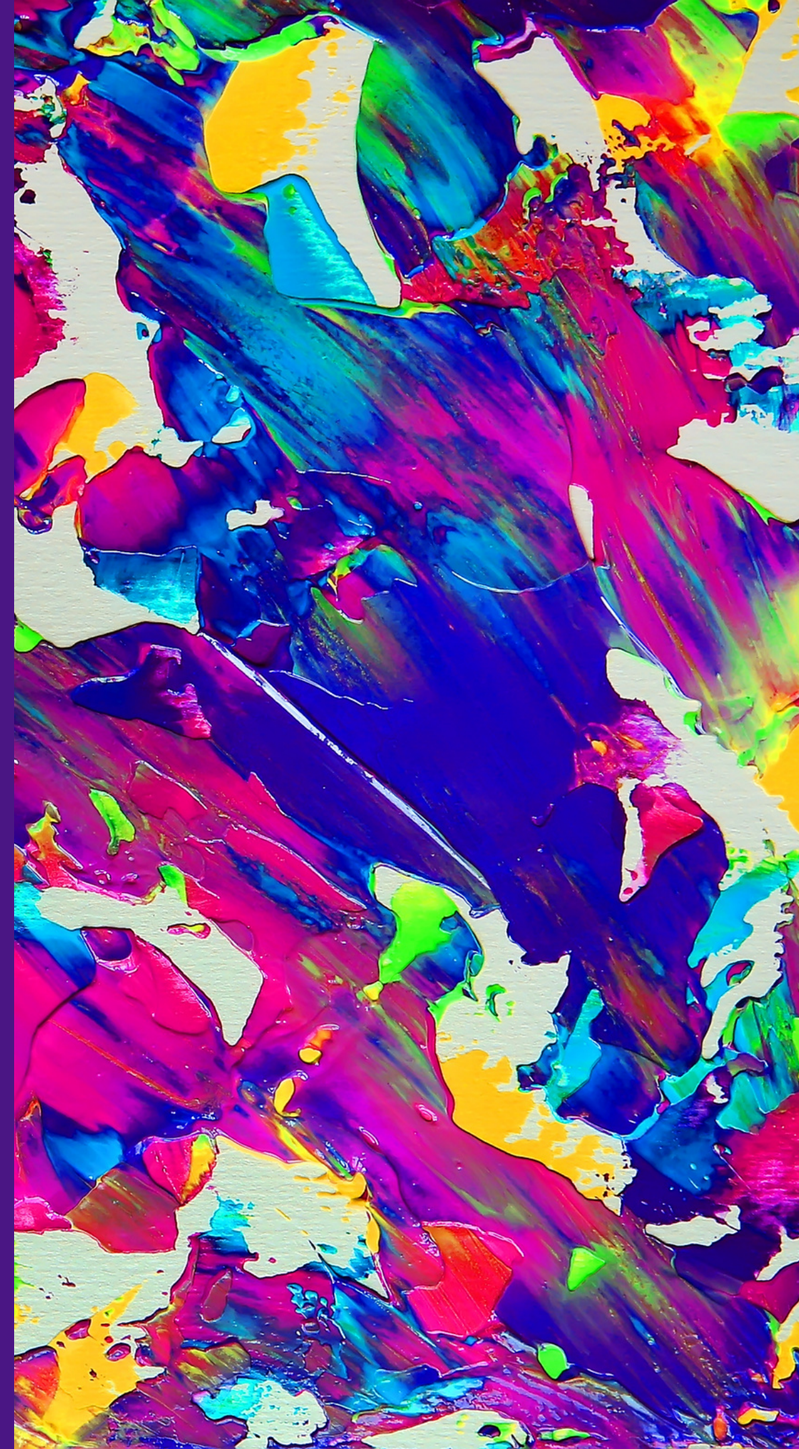
4. GRANT PROPOSAL DEVELOPMENT
    A. GOALS AND SMART OBJECTIVES
    B. NEEDS STATEMENT
    C. ORGANIZATION AND STAFF EXPERIENCE
    D. DEVELOPING AN INTERVENTION PLAN
    E. PROGRAM DESIGN
    F. LOGIC MODELS
    G. BUDGET
5. CONTINUOUS EVALUATION
    A. CREATING AN EVALUATION PLAN
    B. GRANT PROPOSAL QUALITY ASSURANCE
6. RENEWAL OF ENDING OF GRANTS



# COMMON CHALLENGES TO WRITING PROPOSALS



- ESTABLISHING AN EFFECTIVE NEEDS OR PROBLEM STATEMENT
- CLARIFYING OUTCOMES
- “FIT” WITH FUNDERS' PRIORITIES
- SUSTAINABILITY PLAN
- CAPTURING, SHARING, AND LEARNING FROM RESULTS
- DEVELOPING RELATIONSHIPS WITH PROSPECTIVE FUNDERS

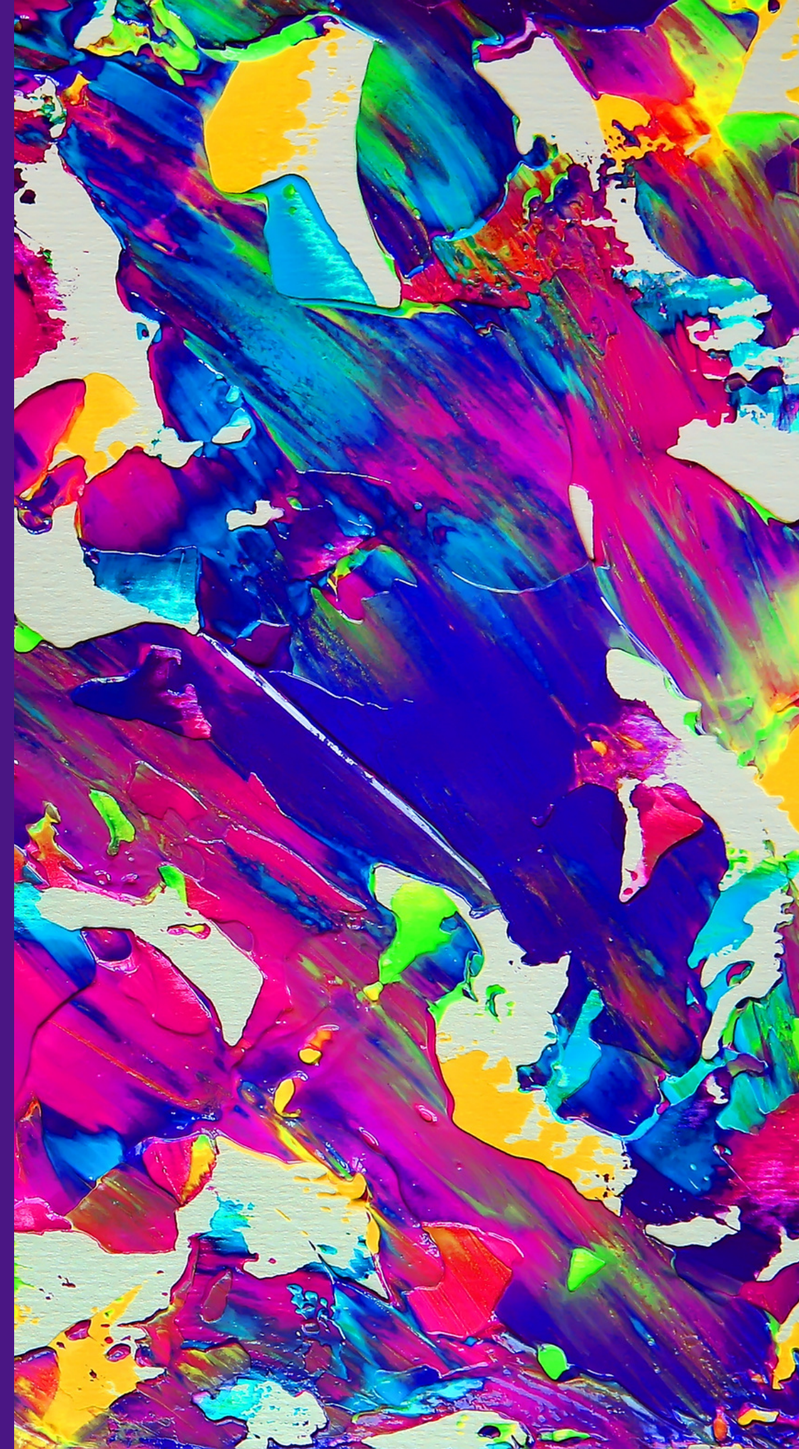


# ORGANIZATIONAL ASSESSMENT KEY QUESTIONS

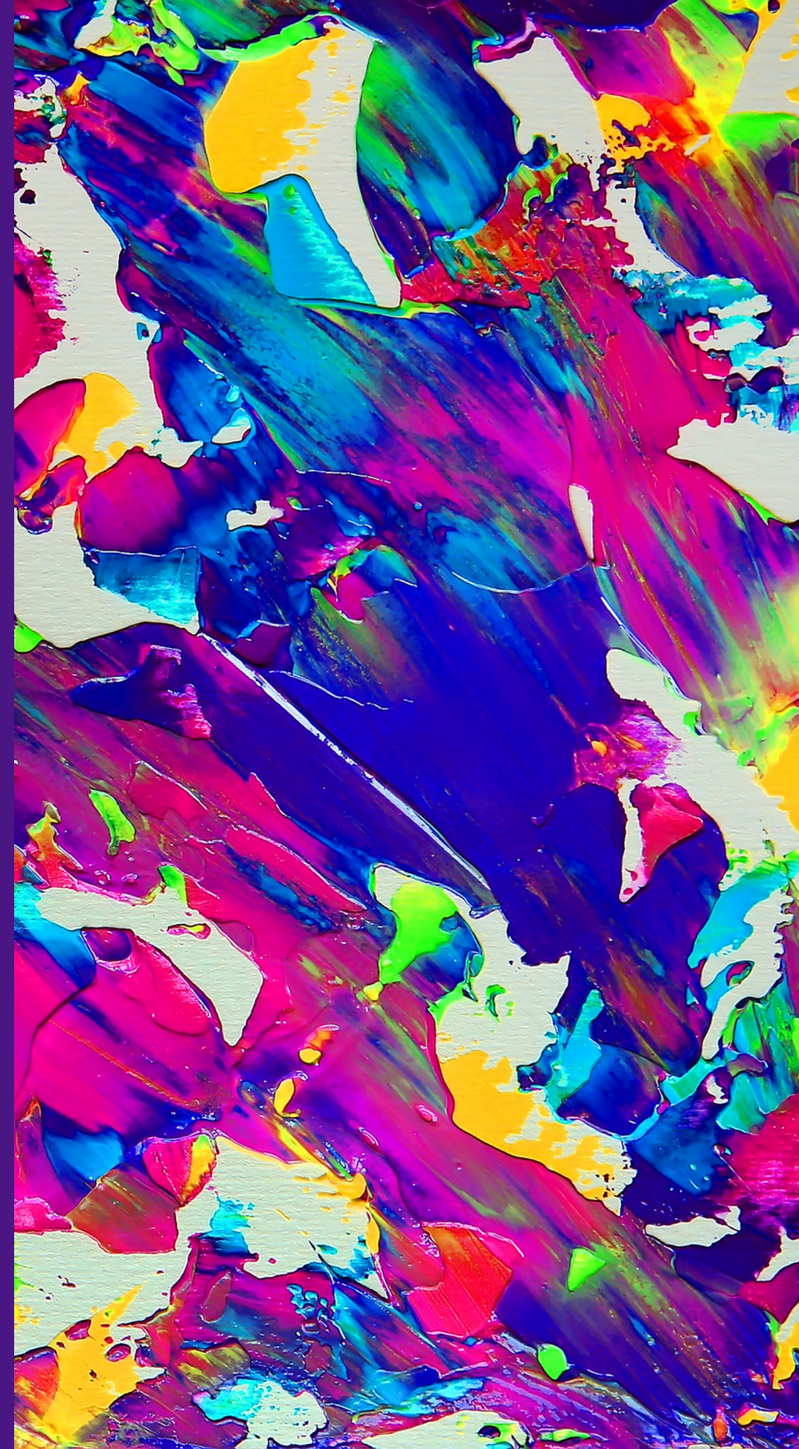
Why are you providing your current services?

WHAT PROGRAMS ARE IN GREATEST DANGER OF LOSING FUNDING? OR WHAT NEW PROGRAMS WOULD YOU LIKE TO FUND?

How well are your current programs able to accomplish their goals?

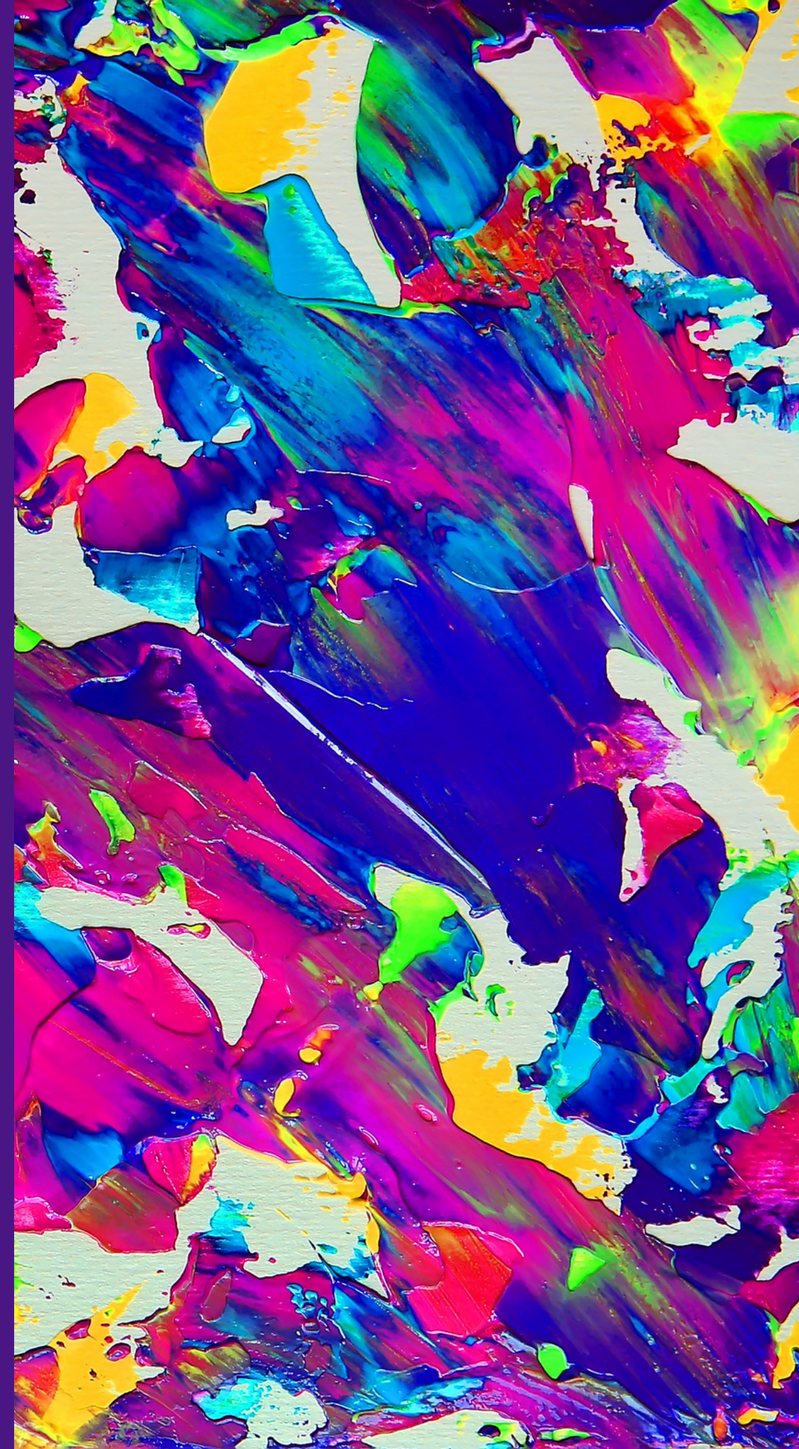


# RESEARCHING FUNDING SOURCES



# DIFFERENT TYPES OF FUNDING SOURCES

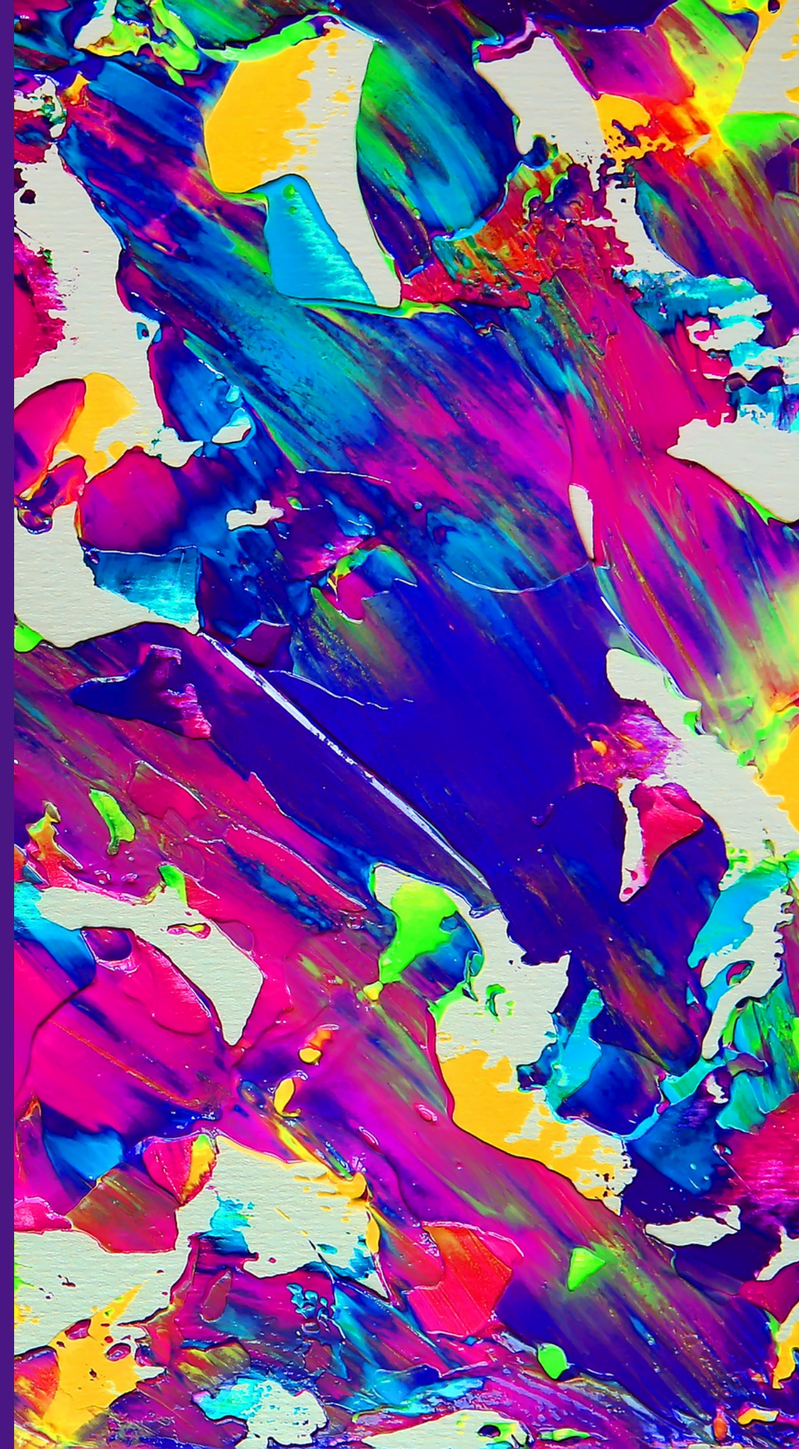
- GOVERNMENT FUNDING:
  - USAID
  - CENTERS FOR DISEASE CONTROL AND PREVENTION (CDC)
  - STATE DEPARTMENTS OF HEALTH
  - HEALTH RESOURCES SERVICES ADMINISTRATION (HRSA)
  - OFFICE OF MINORITY HEALTH (OMH)
  - SUBSTANCE ABUSE AND MENTAL HEALTH SERVICES ADMINISTRATION (SAMHSA)
- CORPORATIONS: BANKS, HOSPITALS, COMPUTER COMPANIES
- FOUNDATIONS: FAMILY PHILANTHROPISTS
- SERVICE CLUBS: LIONS, ROTARY, SHRINERS
- HEALTH ASSOCIATIONS: AMERICAN CANCER SOCIETY
- INDUSTRY



# ASSESSING FUNDING SOURCES

FOR EACH POTENTIAL FUNDING SOURCE ASSESS:

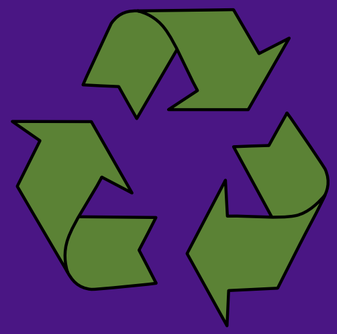
- WHAT ARE THEIR FUNDING OBJECTIVES?
- WHAT HAVE THEY FUNDED IN THE PAST?
- WHAT ARE THEIR FUNDING GUIDELINES?
- ARE THEIR FUNDING PRIORITIES IN ALIGNMENT WITH YOUR MISSION?
- DOES YOUR AGENCY MEET THE ELIGIBILITY REQUIREMENTS?
- DO YOU HAVE EXPERIENCE?

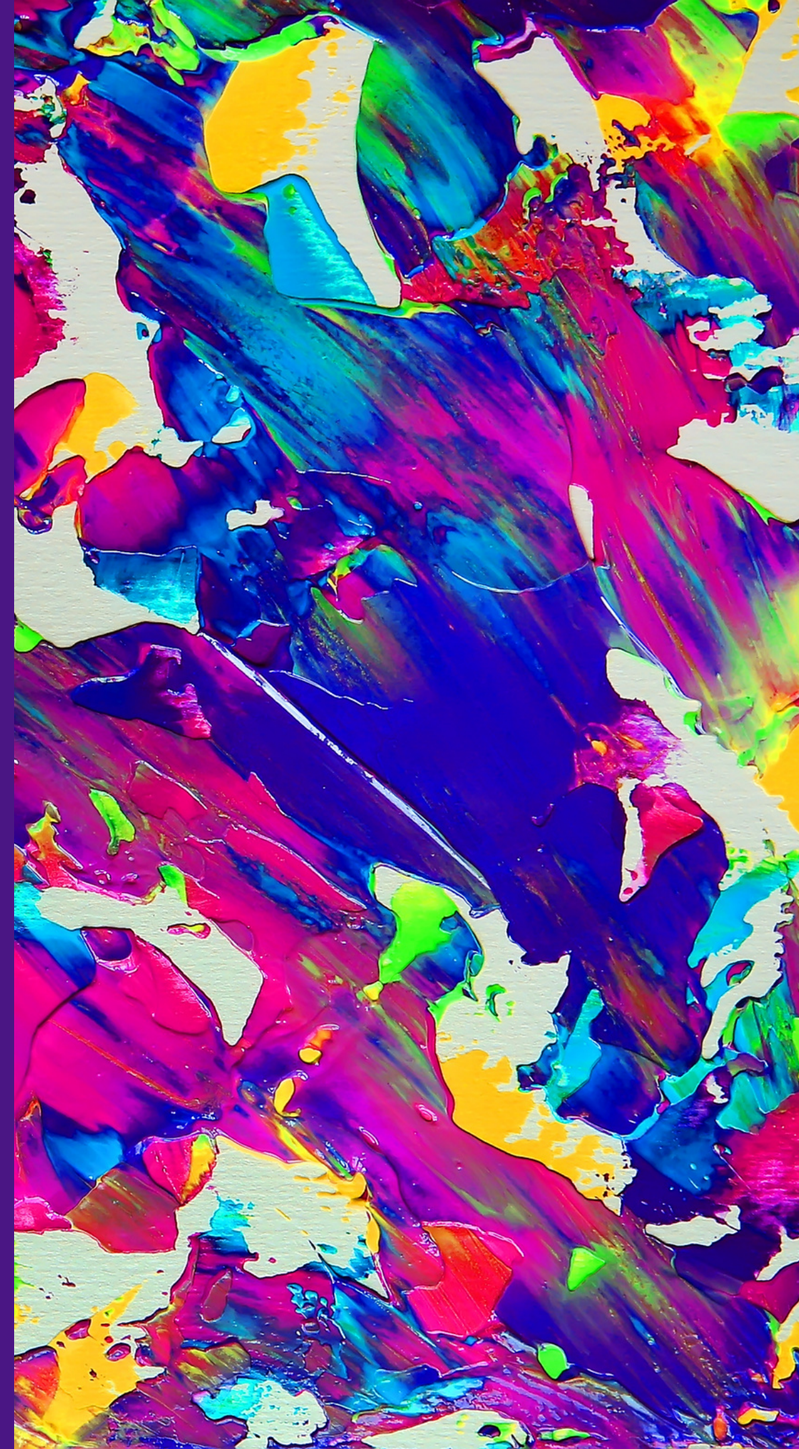


# HOW DO FUNDERS THINK?

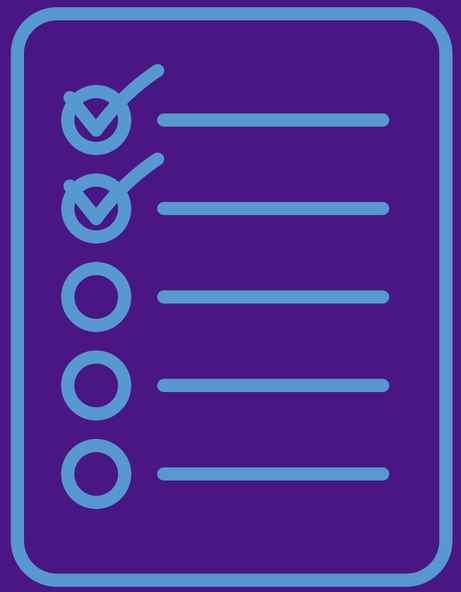
1.EXPERIENCE
2.INFRASTRUCTURE
3.SUSTAINABILITY

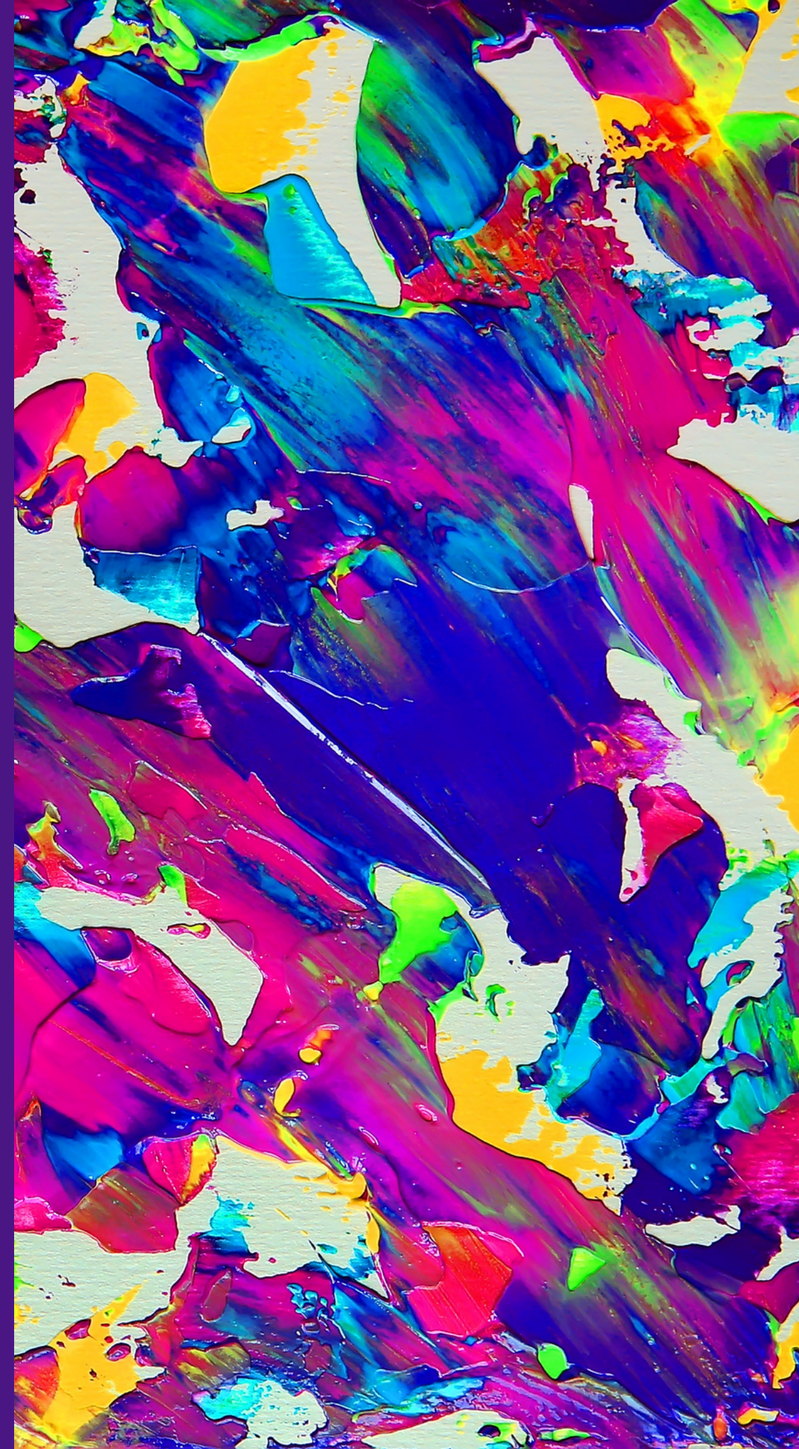
*ALL OF THESE ELEMENTS SHOULD BE REFLECTED IN YOUR PROPOSAL*





# PLANNING



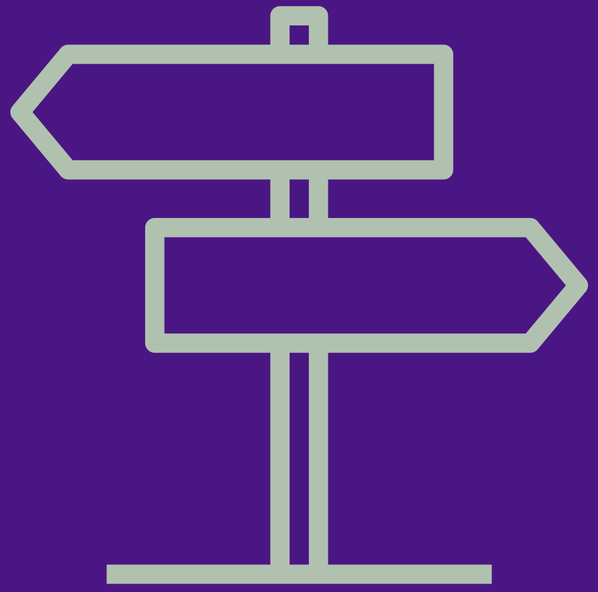


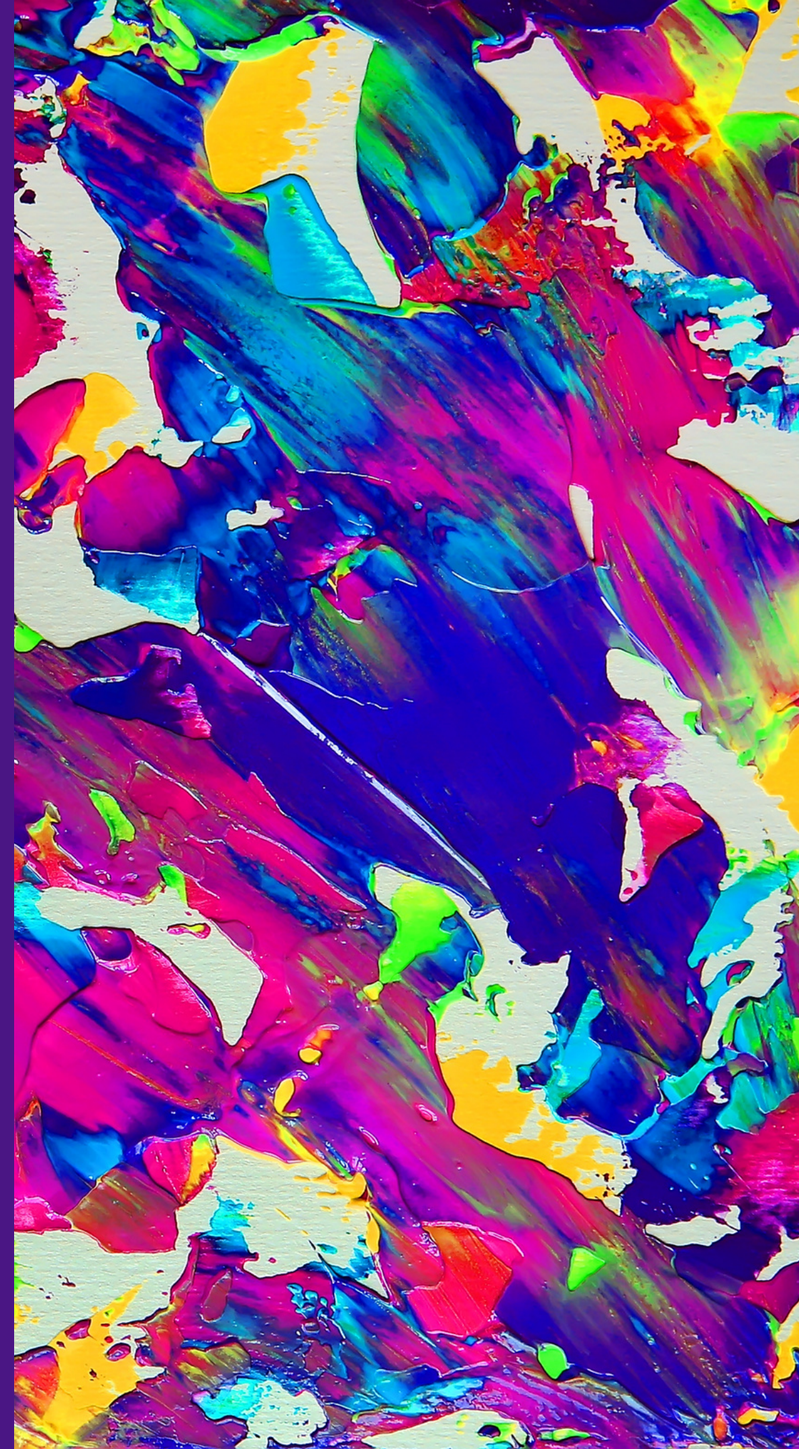
# DECIDING TO APPLY

Great fit - APPLY!

Poor fit - PASS

# RFP OR LOI?



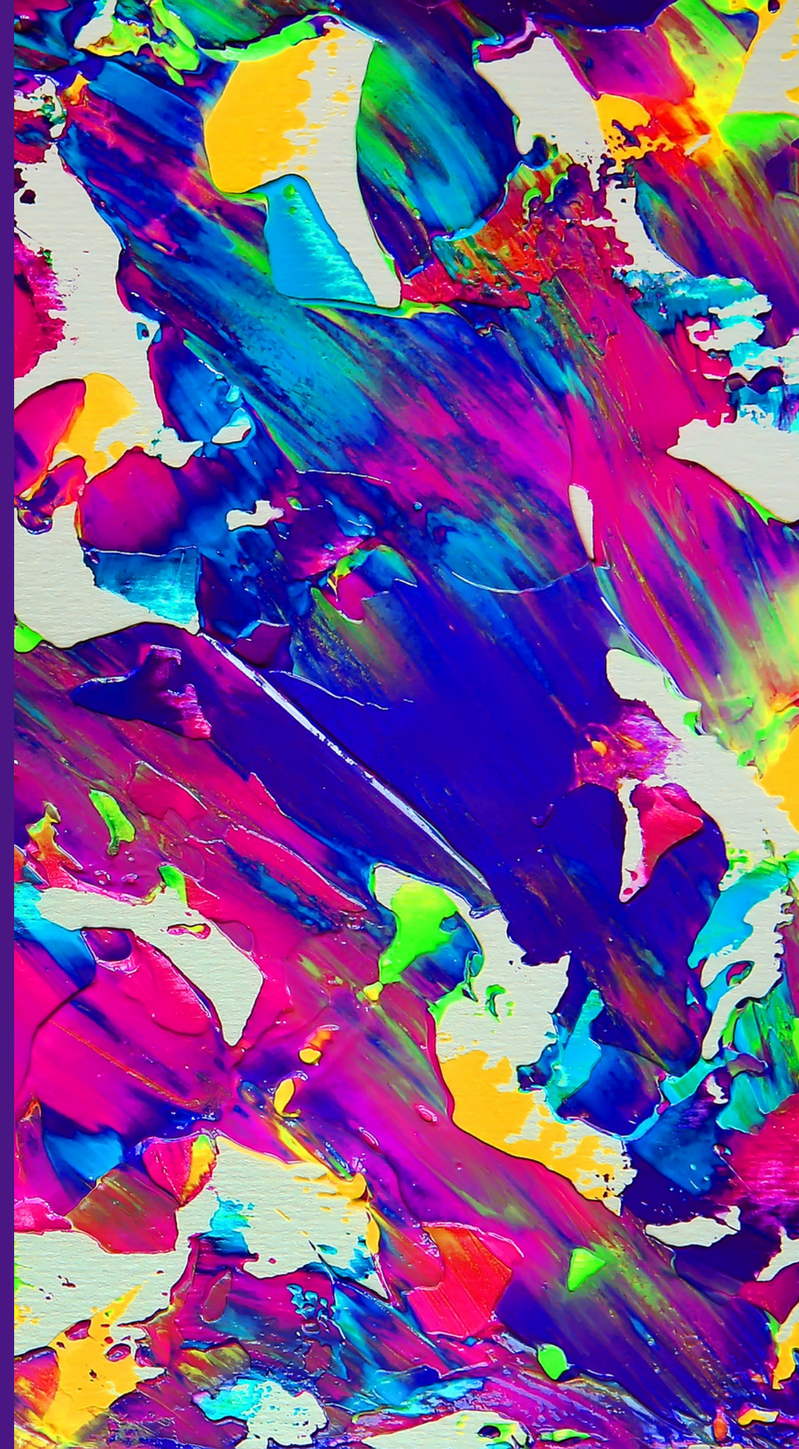


# LETTER OF INTENT

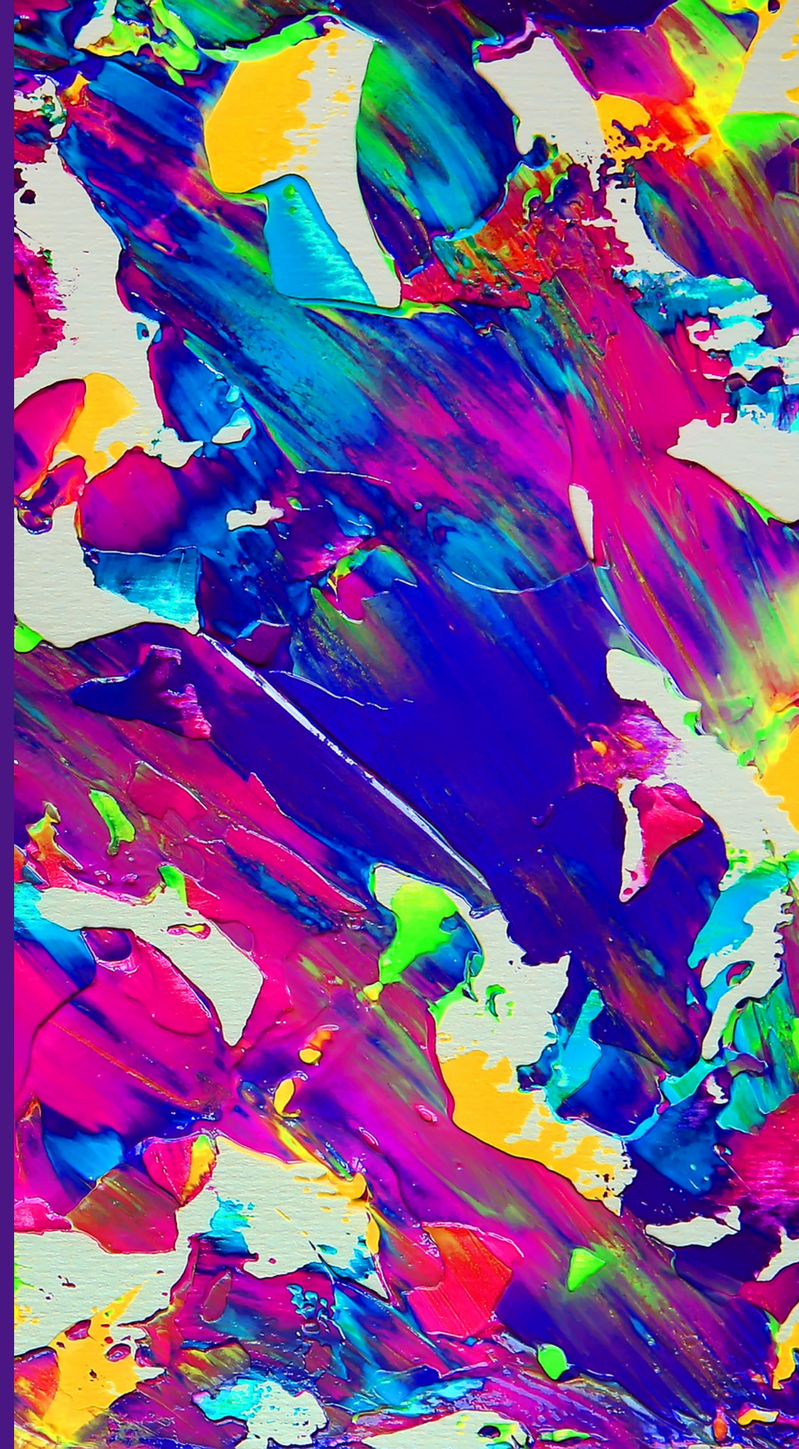
- OFTEN REQUIRED AS A FIRST STEP IN THE RFP PROCESS
- FOR FUNDER TO DETERMINE:
  - INITIAL ELIGIBILITY
  - YOUR MISSION
  - ALIGNMENT WITH RFP
  - FEASIBILITY
  - FUNDER RESOURCES NEEDED TO REVIEW AND DECIDE

DO YOUR HOMEWORK!

- READ RFP THOROUGHLY
- KNOW THE NEED/CONDITIONS
- KNOW YOUR AGENCY CAPACITY
- CONSIDER IMPLEMENTATION STRATEGIES

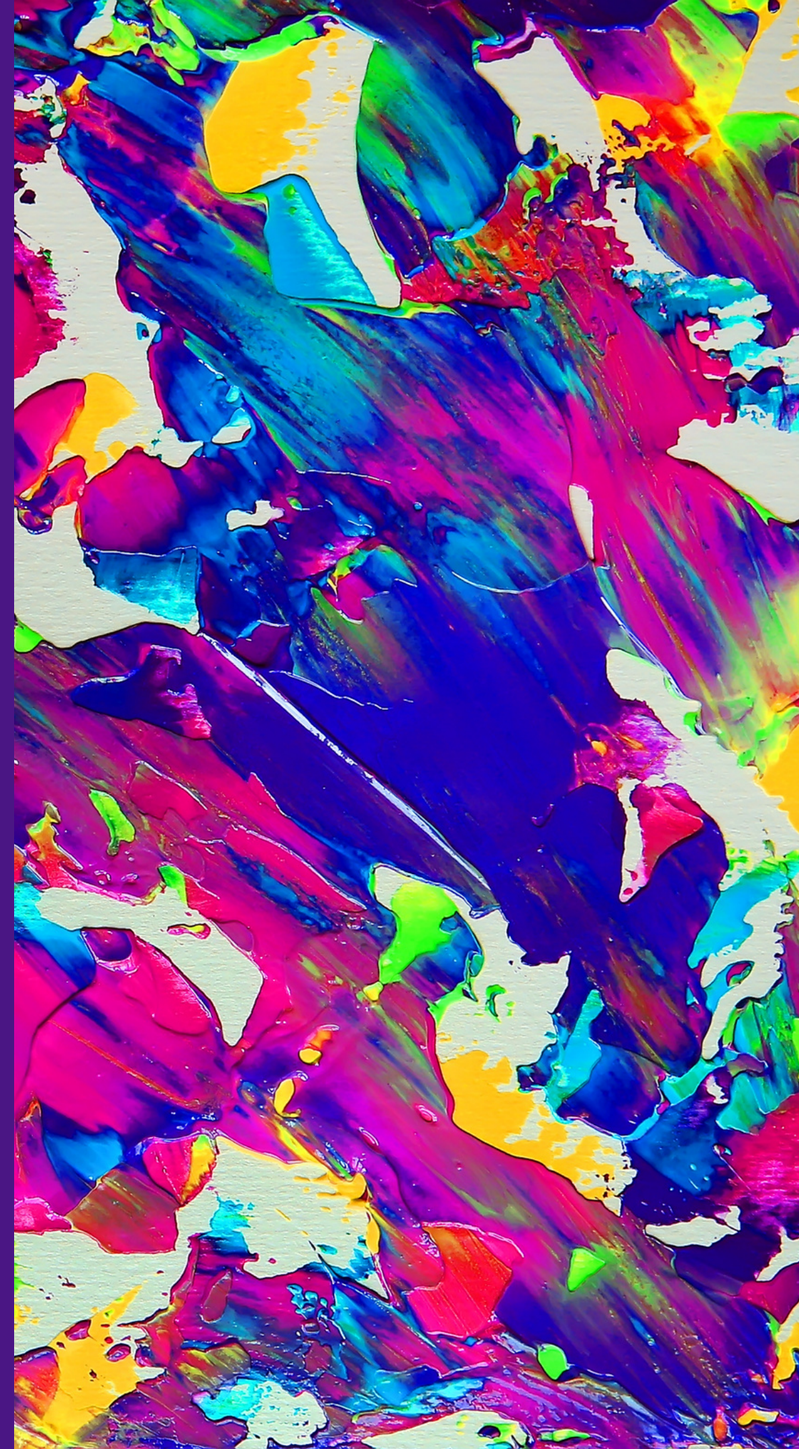


# COMPONENTS OF AN EFFECTIVE PROPOSAL

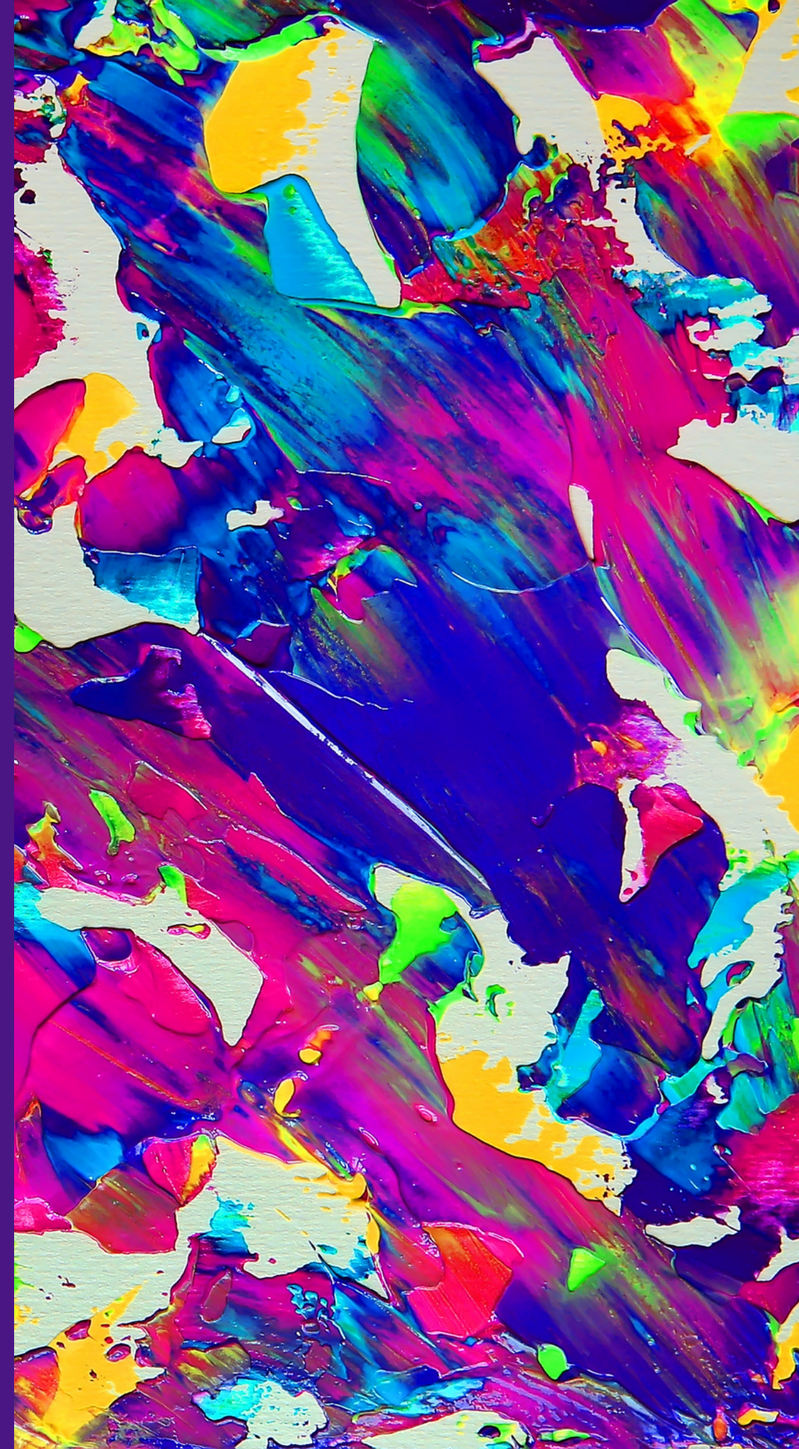


# KNOW WHAT YOU'RE GETTING INTO

- READ, READ AND READ THE RFP/RFA/FOA
- OUTLINE THE REQUIREMENTS
- DEVELOP A PROPOSAL CHECKLIST
- DELEGATE RESPONSIBILITIES
- CREATE A TIMELINE AND ALWAYS PLAN FOR THE UNEXPECTED

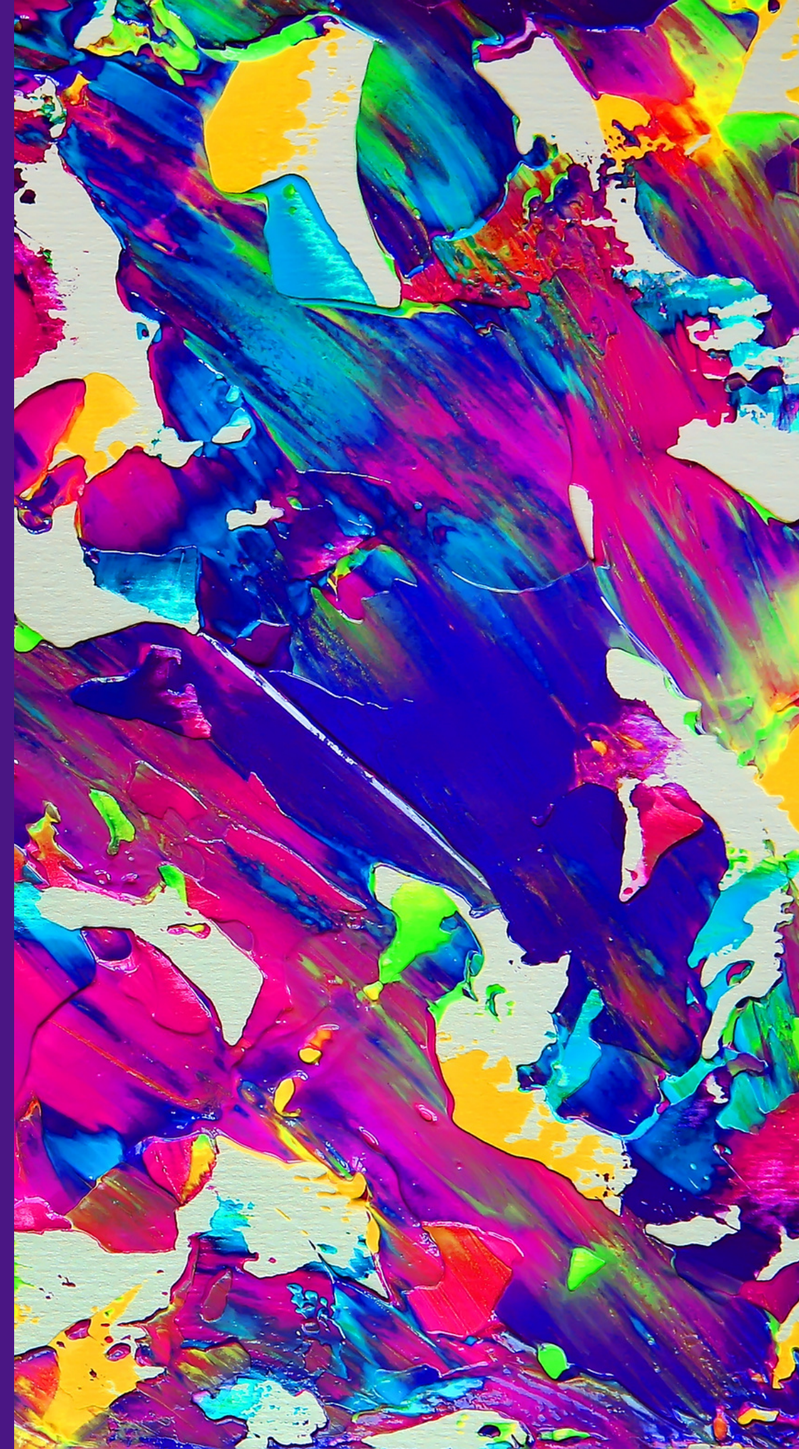


# GRANT PROPOSAL DEVELOPMENT



# COMPONENTS OF AN EFFECTIVE PROPOSAL

- COVER LETTER
- EXECUTIVE SUMMARY
- NEEDS STATEMENT/DEFINITION OF ISSUES
- ORGANIZATIONAL BACKGROUND AND STAFF EXPERIENCE
- CLEAR GOALS AND OBJECTIVES/RESULTS (LOGIC MODEL)
- METHODS/INTERVENTION PLAN
- MEMORANDUM OF UNDERSTANDING (MOU)
- LETTERS OF SUPPORT (LOS)
- BUDGET
- SUSTAINABILITY STRATEGY

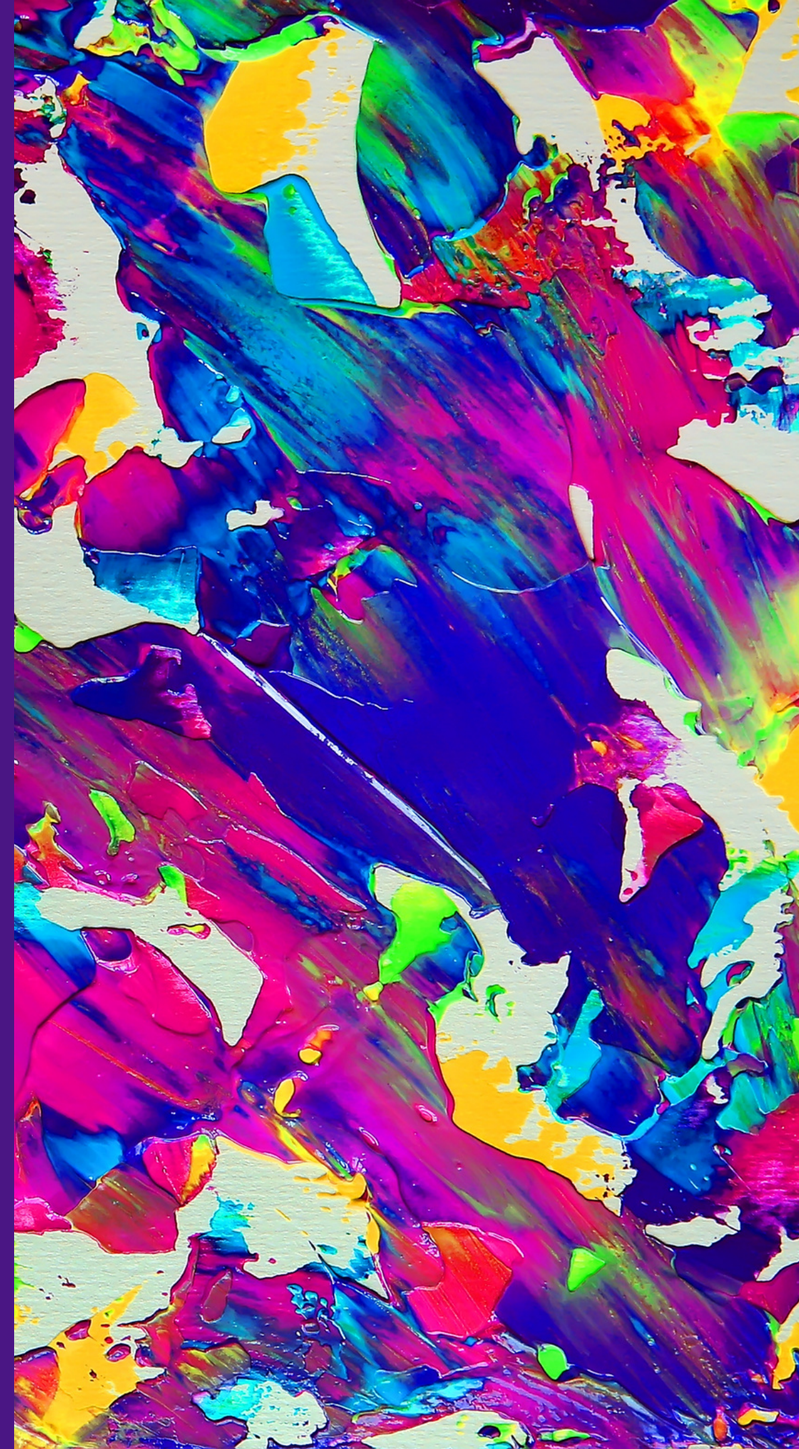


# NEEDS STATEMENT

- RELATE TO YOUR ORGANIZATION AND PURPOSE
- FOCUS ON PEOPLE THE ORGANIZATION SERVES AND SPECIFIC NEEDS
- CITE EVIDENCE

KISS

- PICK CURRENT LITERATURE
- TAP STRONG RESOURCES
- SYNTHESIZE WHAT YOU LEARN

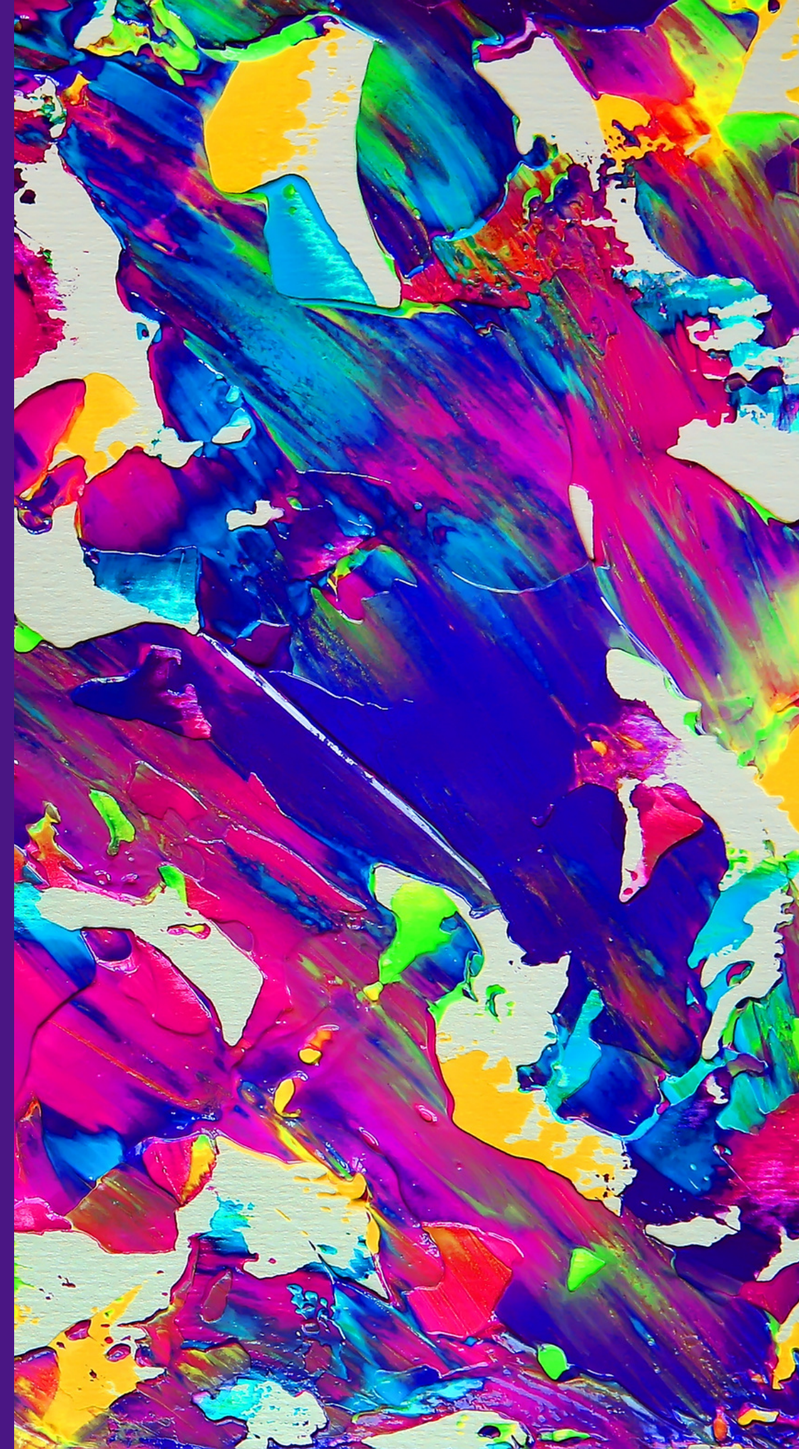


# ORGANIZATIONAL BACKGROUND & STAFF EXPERIENCE

- MISSION, VISION, HISTORY
- DEMOGRAPHICS OF WHO YOU SERVE
- POSITION IN COMMUNITY
- COLLABORATORS
- UNIQUENESS
- AWARDS AND RECOGNITIONS
- WHO ELSE HAS FUNDED YOU

STAFF EXPERIENCE

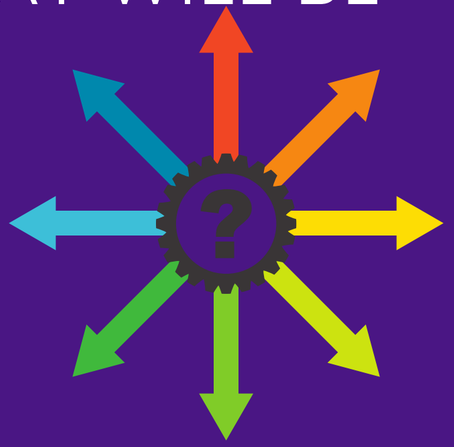
- DETAIL THE ROLES AND RESPONSIBILITIES OF KEY STAFF
- DEMONSTRATE EXPERIENCE
- HOW MUCH TIME (FTE) EACH POSITION WILL WORK ON PROJECT
- RELATIONSHIP TO TARGET POPULATION

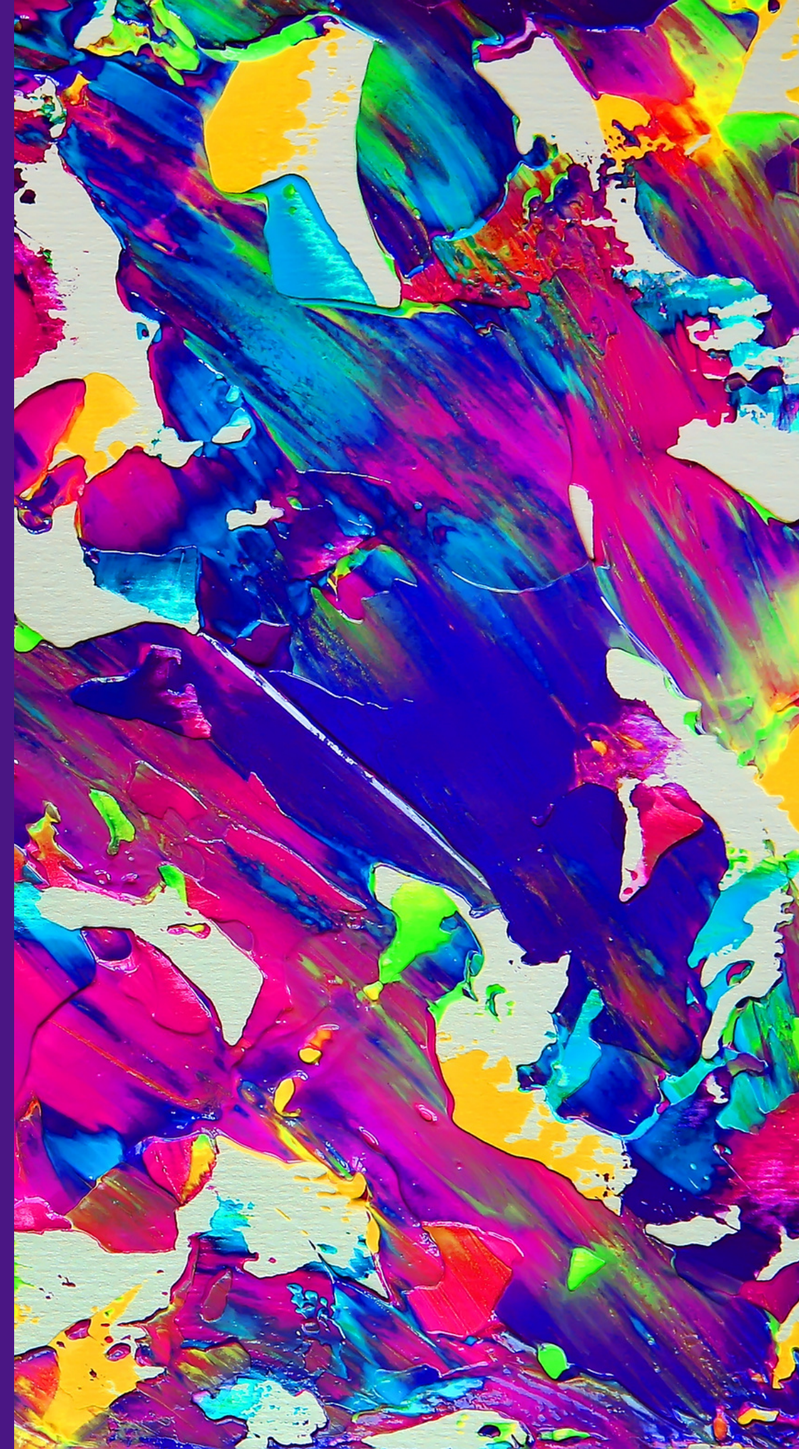


# GOALS & OBJECTIVES: UNDERSTANDING THE DIFFERENCE

GOAL - AN OVERARCHING, LONG-TERM STATEMENT OF ACHIEVEMENT FOR A PROJECT OR PROGRAM

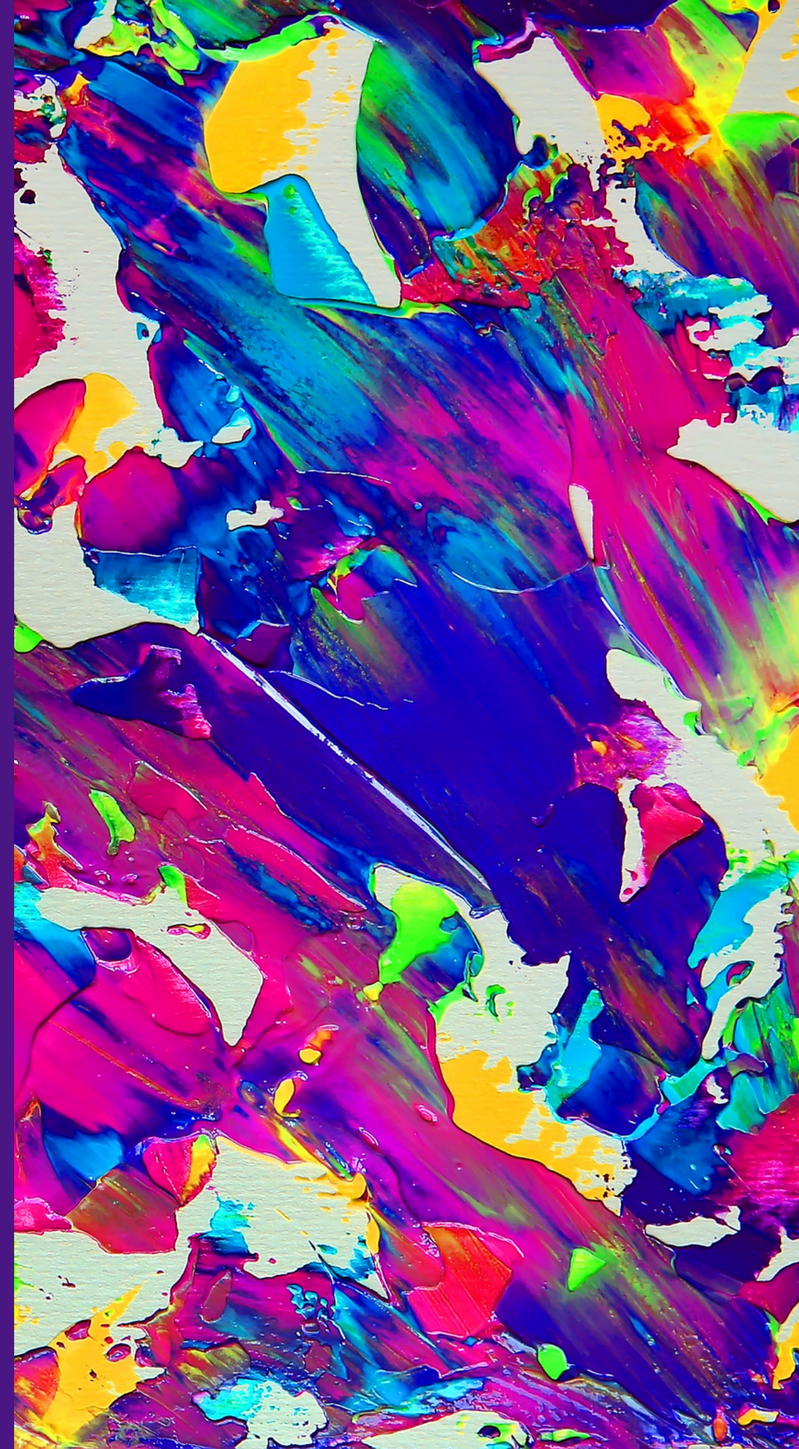
OBJECTIVES ARE THE SPECIFIC MEASURABLE RESULTS OF AN INITIATIVE. THEY OFFER SPECIFICS OF HOW MUCH OF WHAT WILL BE ACCOMPLISHED BY WHEN.



# SAMPLE GOAL STATEMENTS

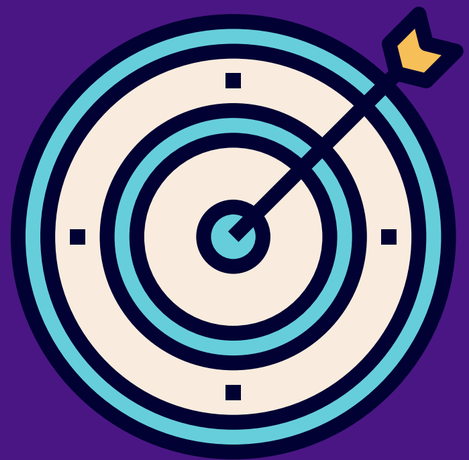
- TO REDUCE FOOD INSECURITY AMONG ASIAN AMERICANS (AA) COMMUNITIES IN CHICAGO, IL
- TO IMPROVE THE PHYSICAL HEALTH OF PACIFIC ISLANDER YOUTH IN CLEVELAND, OH

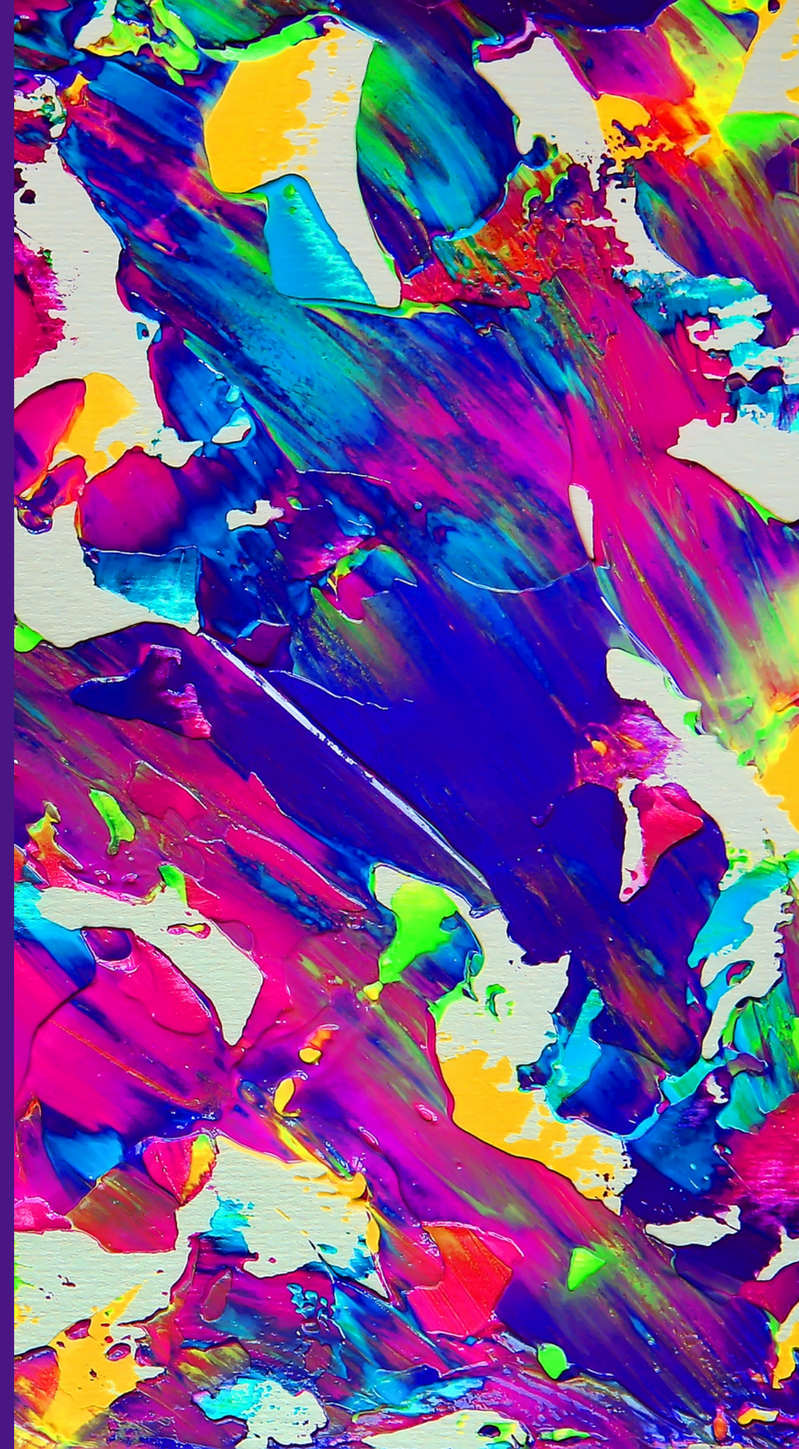


# SAMPLE OBJECTIVES

**OBJECTIVES** – THE ACTION STEPS YOU TAKE TOWARDS THE GOAL

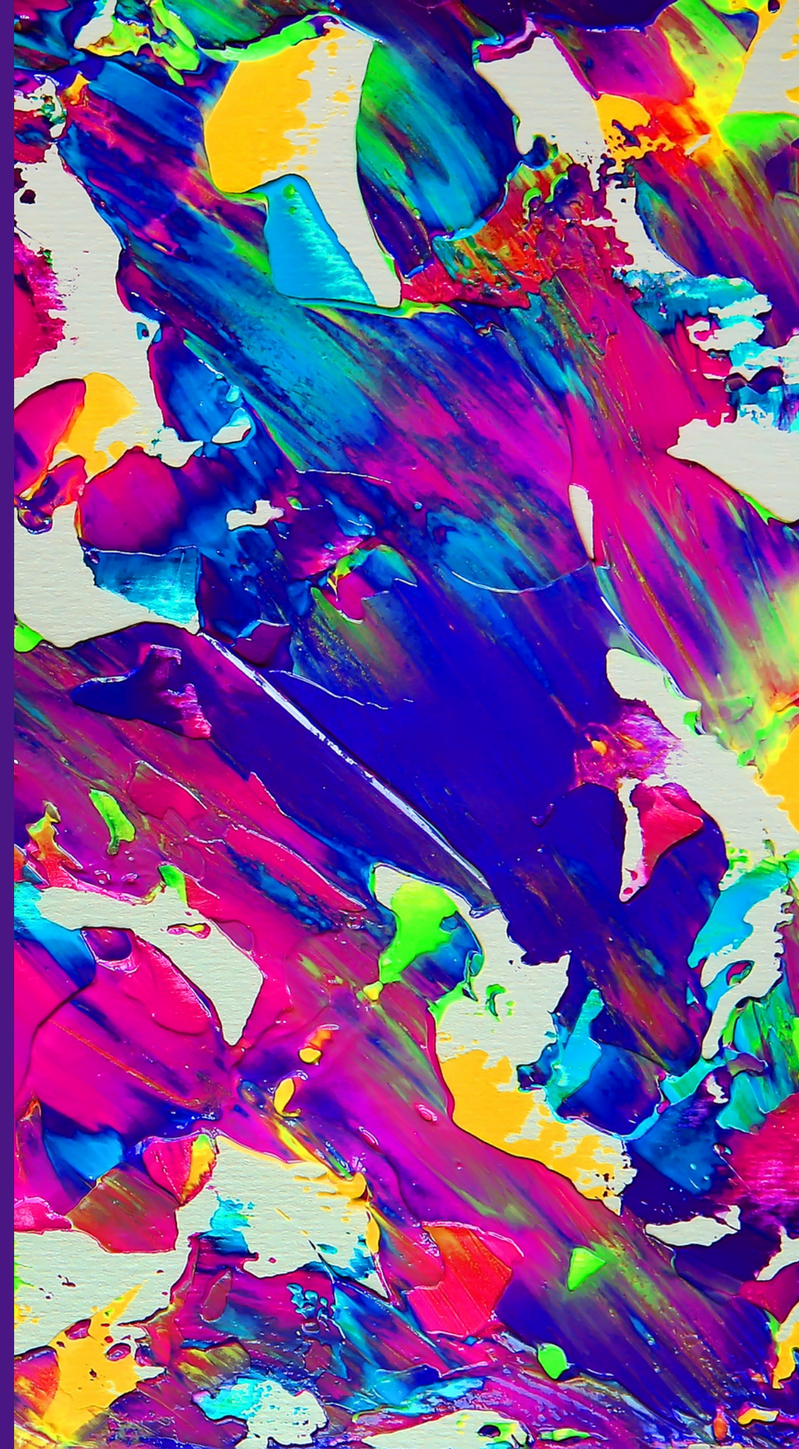
- **EXAMPLE:** BY 11/23/17, THE PROGRAM WILL DECREASE CHOLESTEROL LEVELS AMONG 15% OF THE PATIENTS.
- USE WORDS LIKE "INCREASE,""DEMONSTRATE," AND "IDENTIFY."





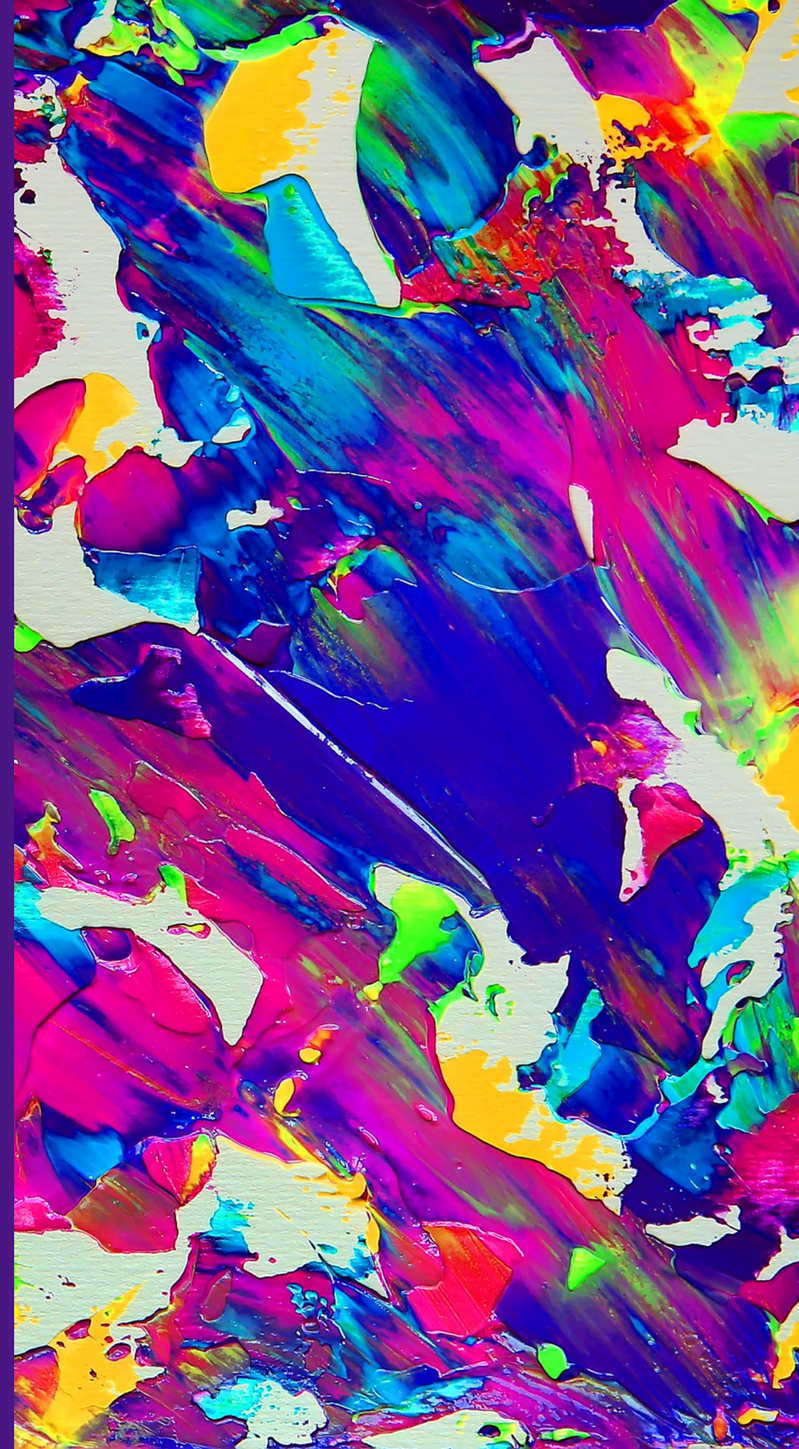
# SMART OBJECTIVES

| S | M | A | R | T |
|---|---|---|---|---|
| Specific | Measurable | Attainable | Realistic | Time-bound |
| Do: Set real numbers with real deadlines.<br><br>Don't: Say, "I want more visitors." | Do: Make sure your goal is trackable.<br><br>Don't: Hide behind buzzwords like, "brand engagement," or, "social influence." | Do: Work towards a goal that is challenging, but possible.<br><br>Don't: Try to take over the world in one night. | Do: Be honest with yourself- you know what you and your team are capable of.<br><br>Don't: Forget any hurdles you may have to overcome. | Do: Give yourself a deadline.<br><br>Don't: Keep pushing towards a goal you might hit, "some day." |



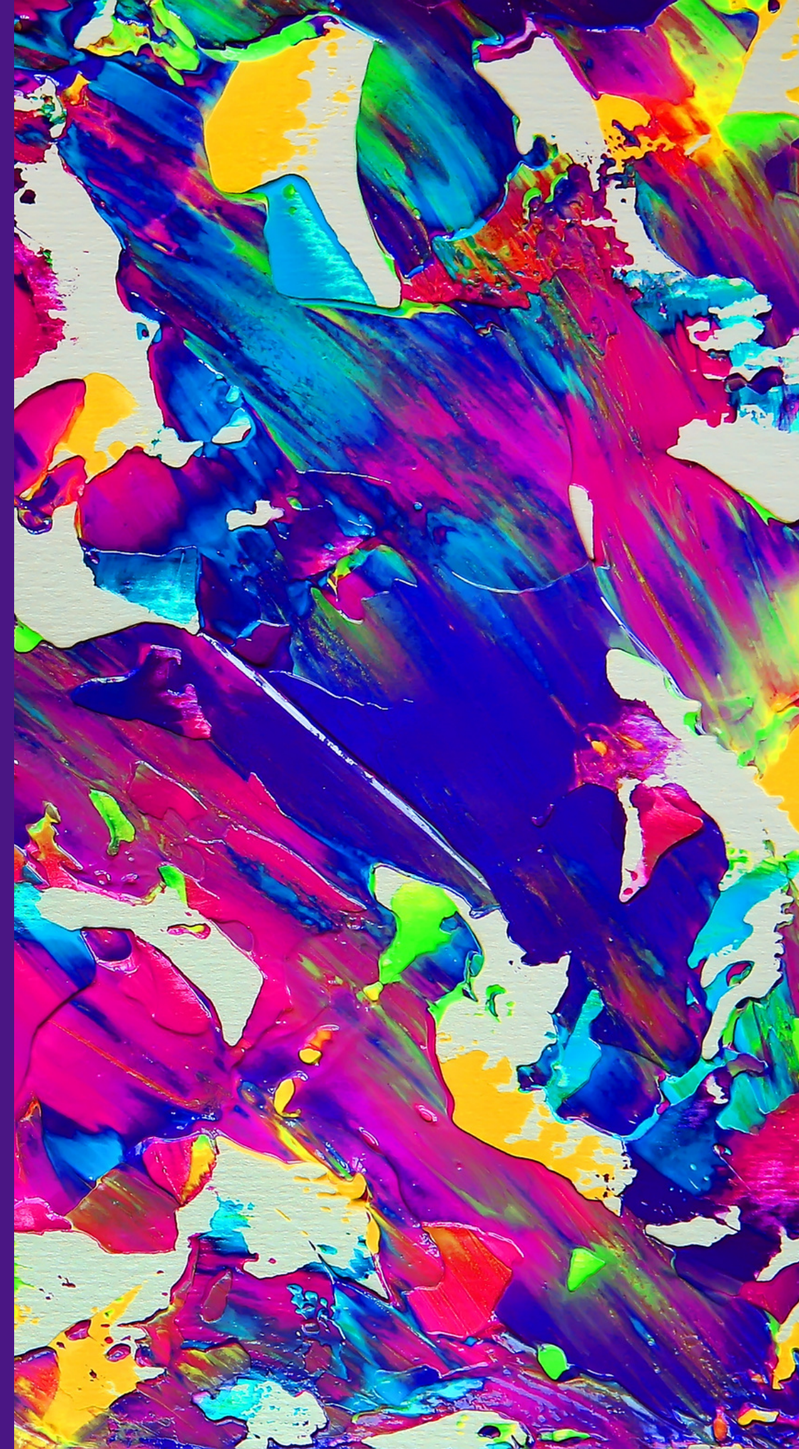
# RESOURCES

- COMMUNITY TOOLBOX: HTTP://CTB.KU.EDU/EN/TABLE-OF-CONTENTS/STRUCTURE/STRATEGIC-PLANNING/CREATE-OBJECTIVES/MAIN
- CDC PUBLIC HEALTH INFORMATION NETWORK: HTTPS://WWW.CDC.GOV/PHCOMMUNITIES/RESOURCEKIT/EVALUATE/SMART_OBJECTIVES.HTML
- MINNESOTA STATE DOH: HTTP://WWW.HEALTH.STATE.MN.US/DIVS/OPI/QI/TOOLBOX/OBJECTIVES.HTML
- PUBLIC HEALTH FOUNDATION GUIDEBOOK: HTTP://WWW.PHF.ORG/RESOURCESTOOLS/DOCUMENTS/PMCGUIDEBOOK.PDF

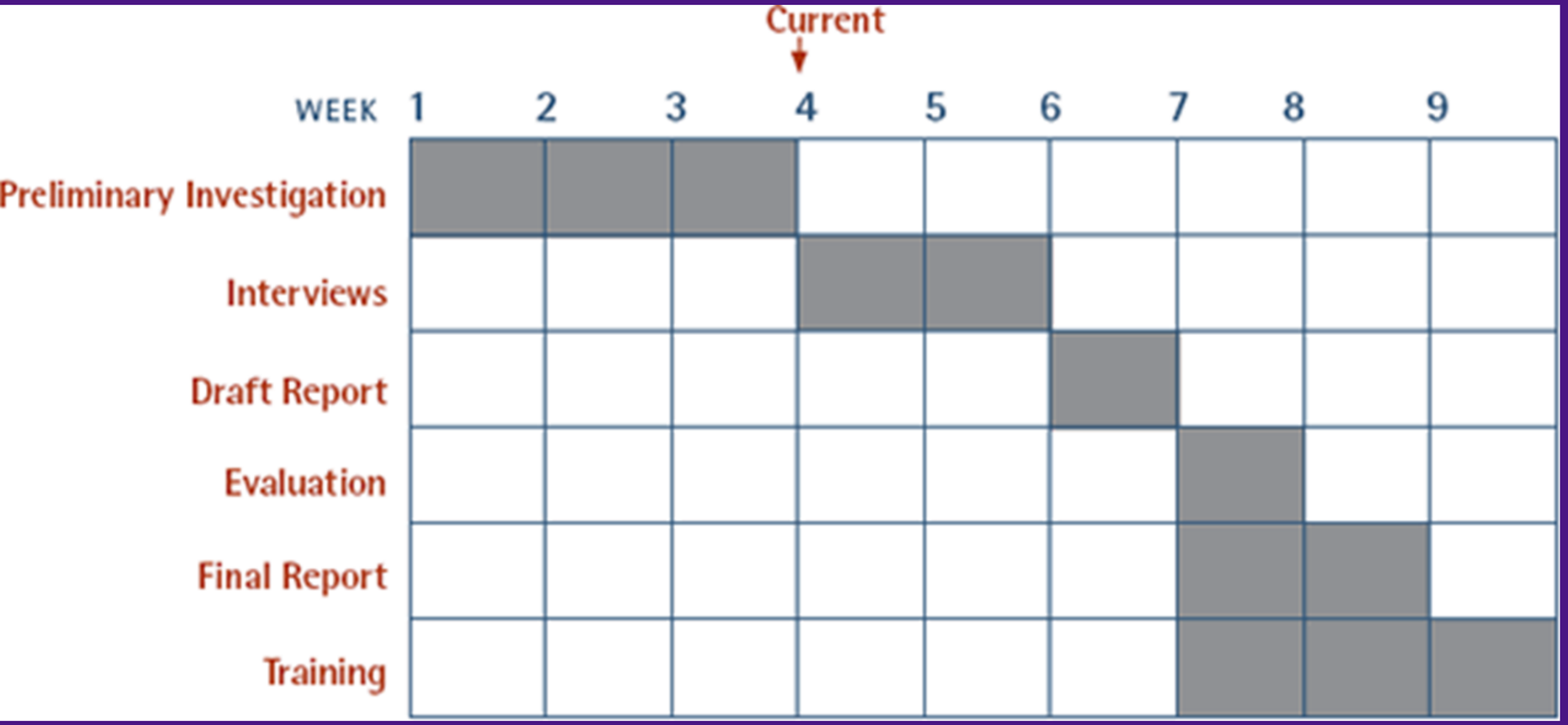


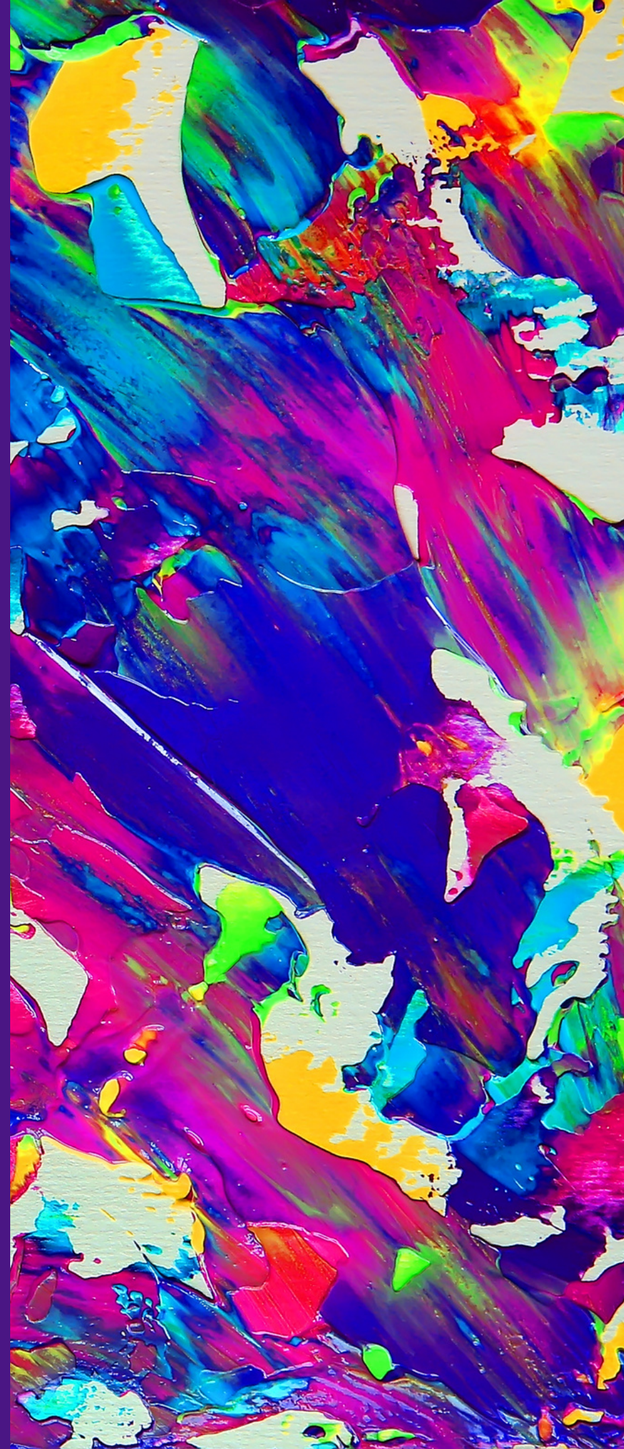
# METHODS/ INTERVENTION PLAN

- WALK THROUGH WHAT YOU WILL DO
- SYNC METHODS TO PROGRAM OBJECTIVES & NEEDS STATEMENT
- TIE TO BUDGET
- GIVE A RATIONALE
- WRITE SO ANYONE CAN UNDERSTAND

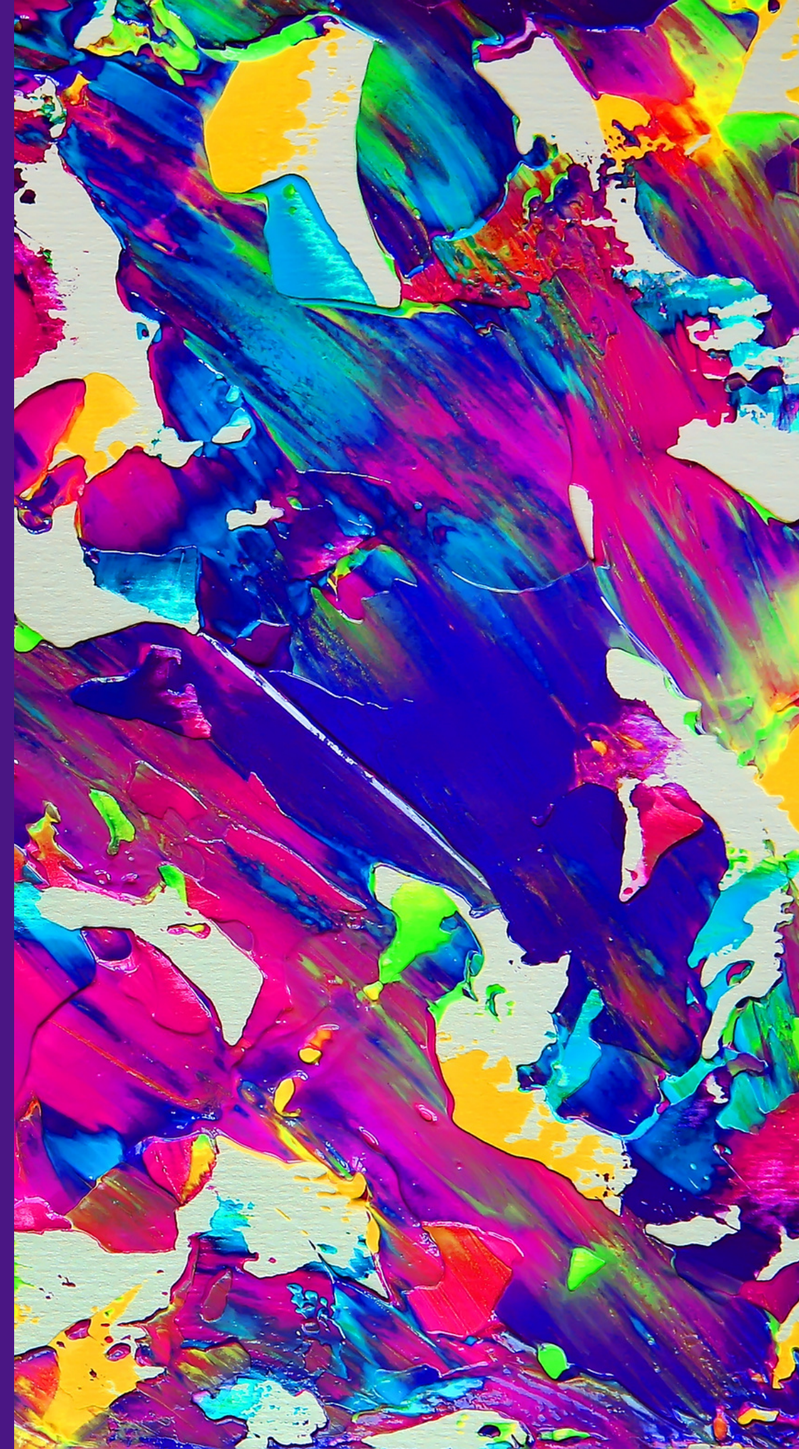


# METHODS/ INTERVENTION PLAN CONTINUED



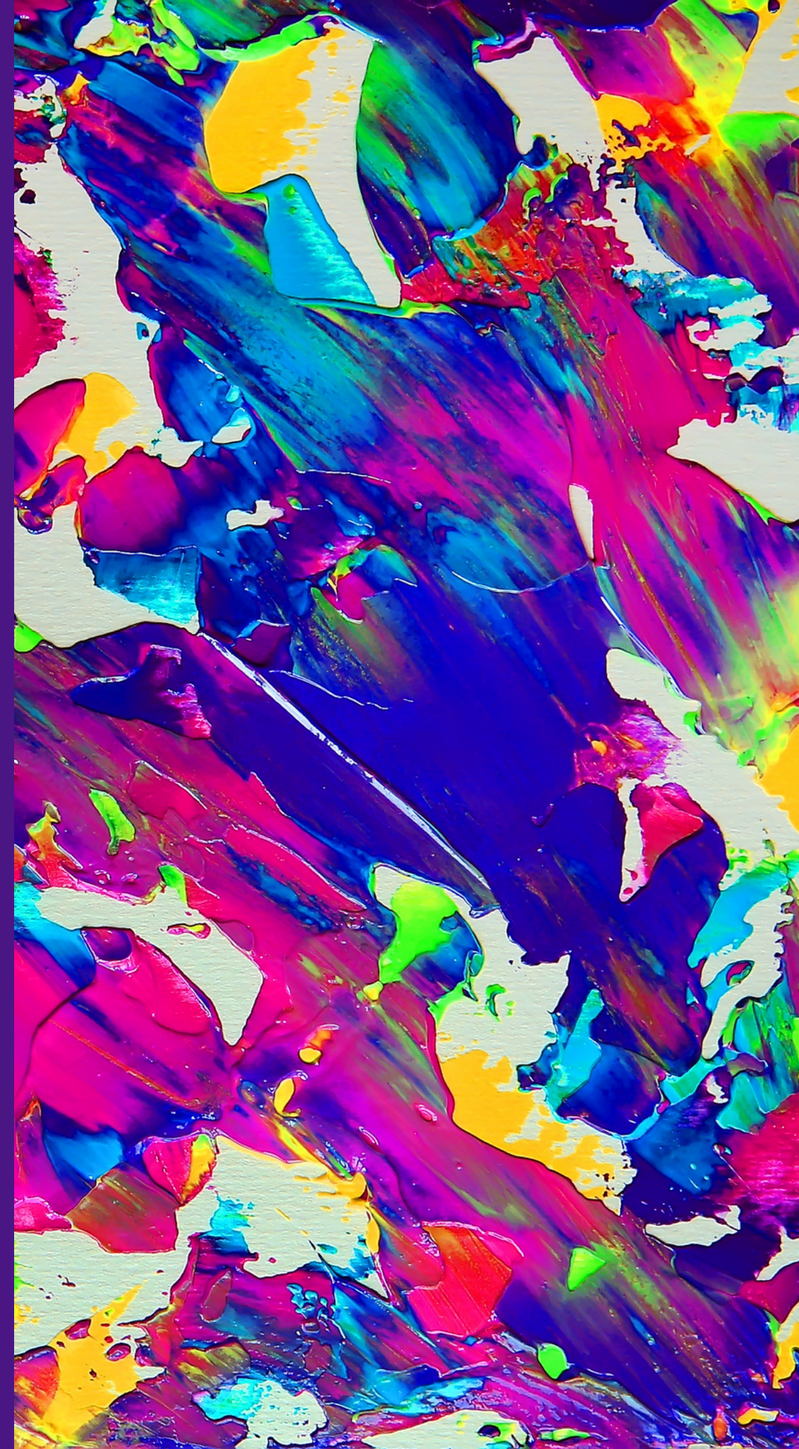



# BUDGETS



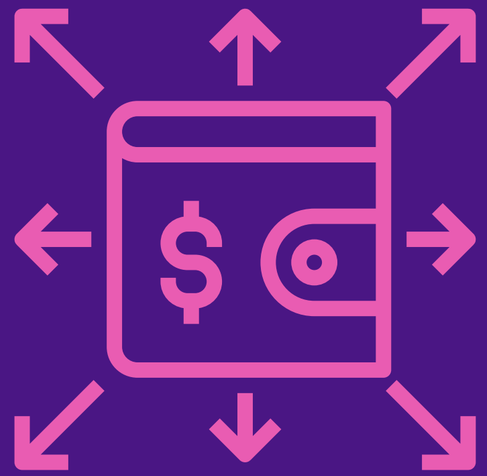
# PROGRAM BUDGETS

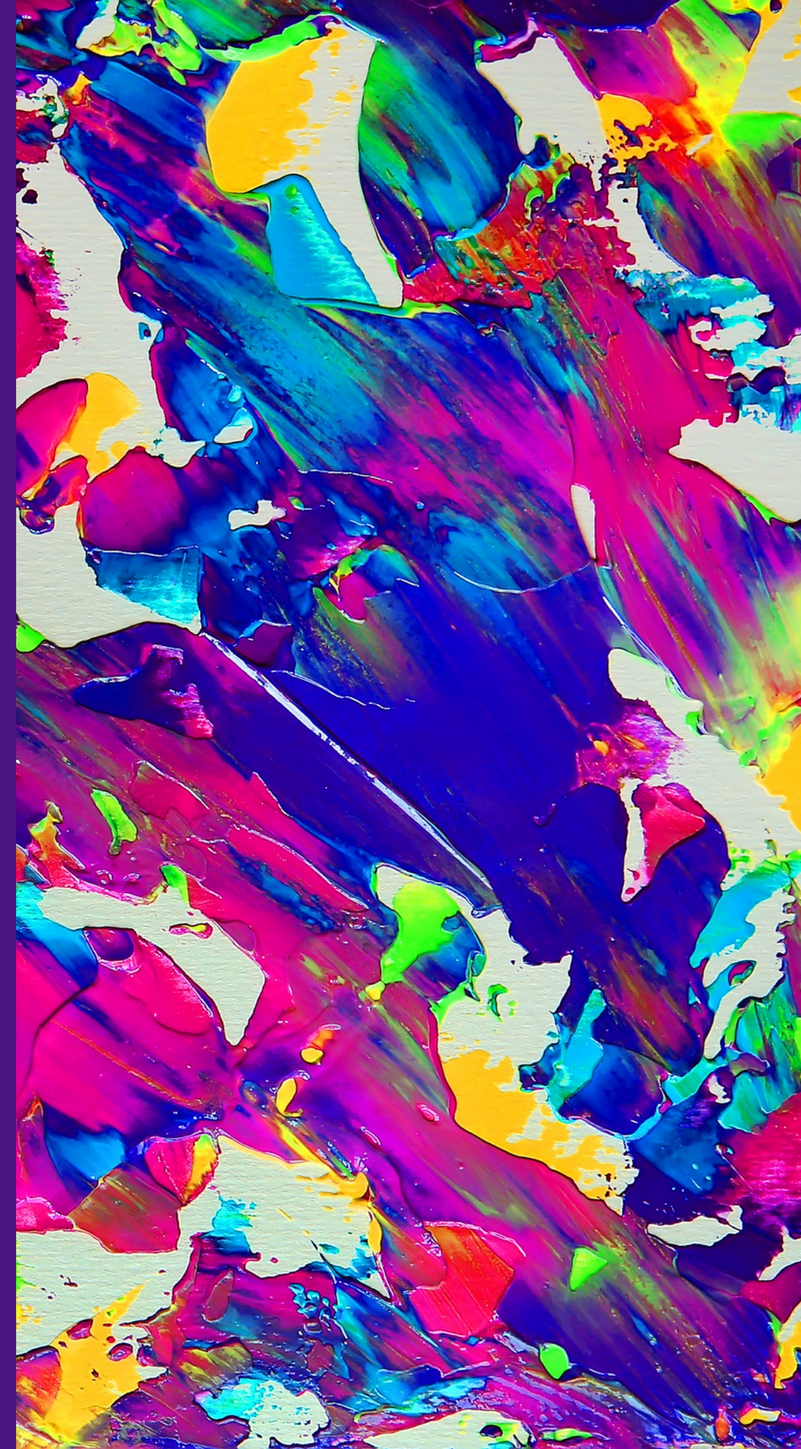
- WHAT ARE PROPOSAL REQUIREMENTS
- MAXIMUM AWARD?
- FOR HOW LONG?
- INDIRECT COST RESTRICTION?
- HOW MANY STAFF CAN YOU FUND?
- ALLOWABLE AND NON-ALLOWABLE COSTS?
- BE REALISTIC IN WHAT YOU ASK FOR
- SPECIFY THE COST
- SAY HOW ELSE YOU WILL FUND IT



# ANATOMY OF A PROGRAM BUDGET

1. PERSONNEL EXPENSES
2. OPERATING EXPENSES
3. TOTAL DIRECT EXPENSES = PERSONNEL + OPERATING
4. INDIRECT EXPENSES = DIRECT EXPENSES X INDIRECT RATE
5. TOTAL EXPENSES = DIRECT EXPENSES + INDIRECT EXPENSES

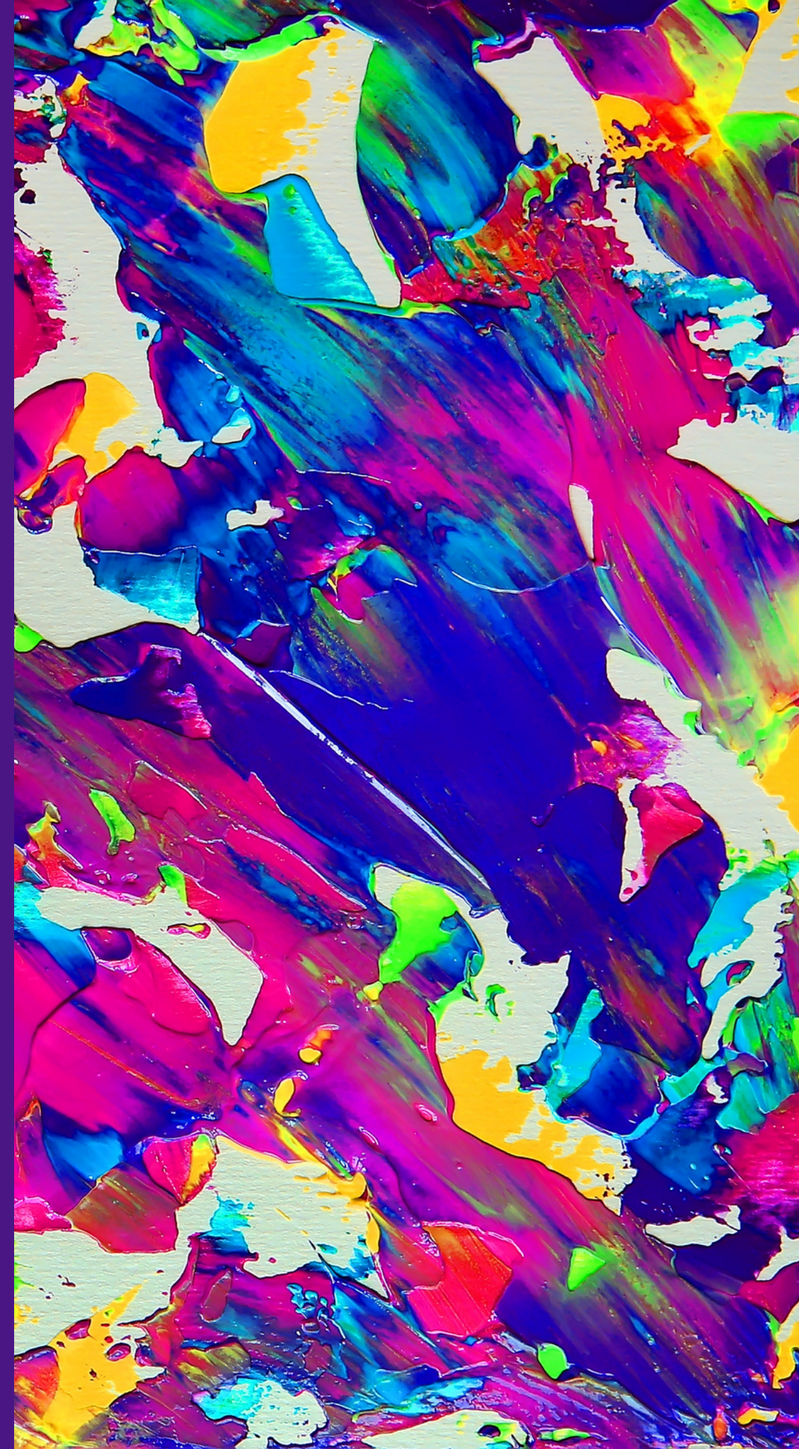




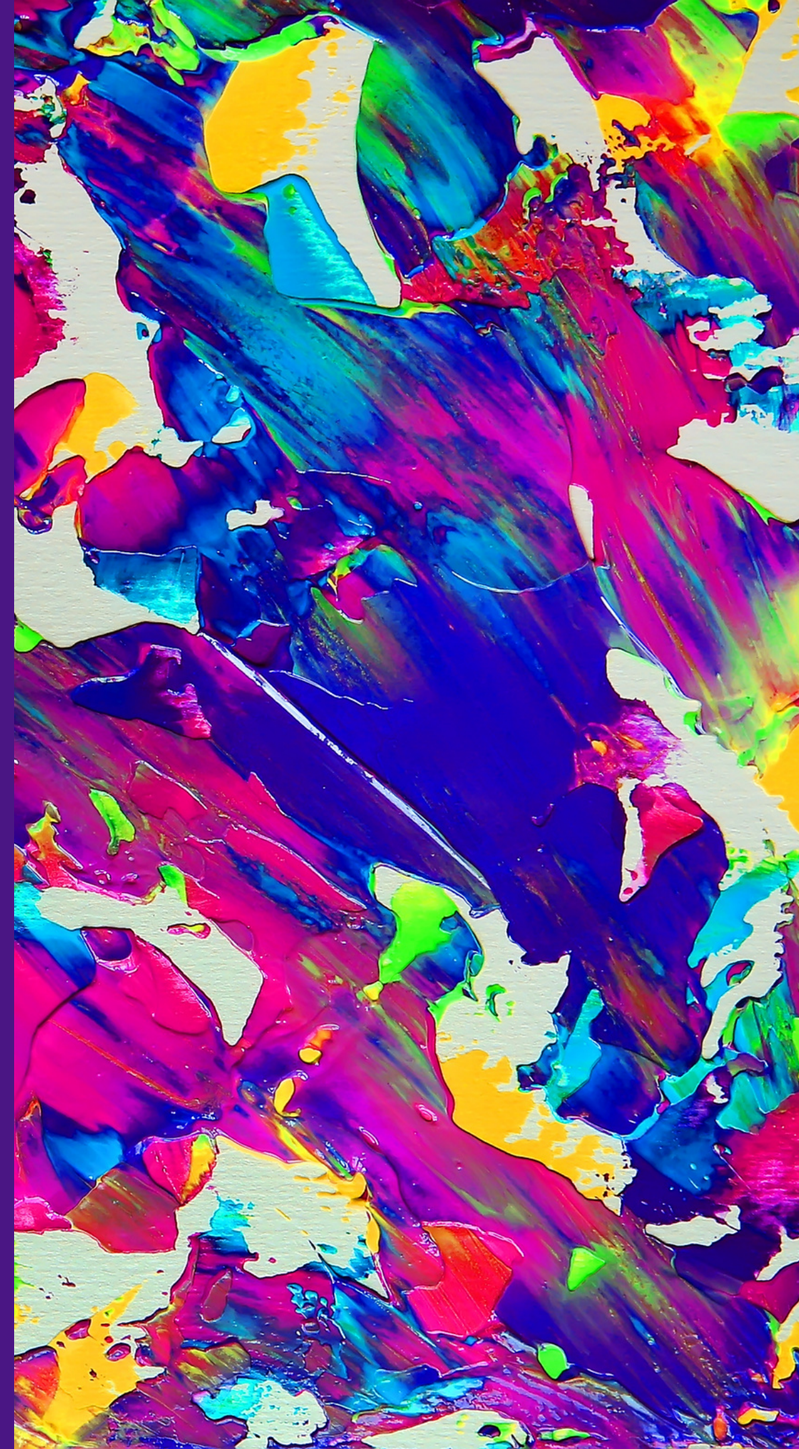
# BUDGET JUSTIFICATION

WEAKNESSES IN BUDGET JUSTIFICATION

- NOT ENOUGH DETAIL
- UNREALISTIC PROJECTIONS
- TRYING TO HIDE EXPENSES
- POOR UNDERSTANDING OF ACCOUNTING PRINCIPLES



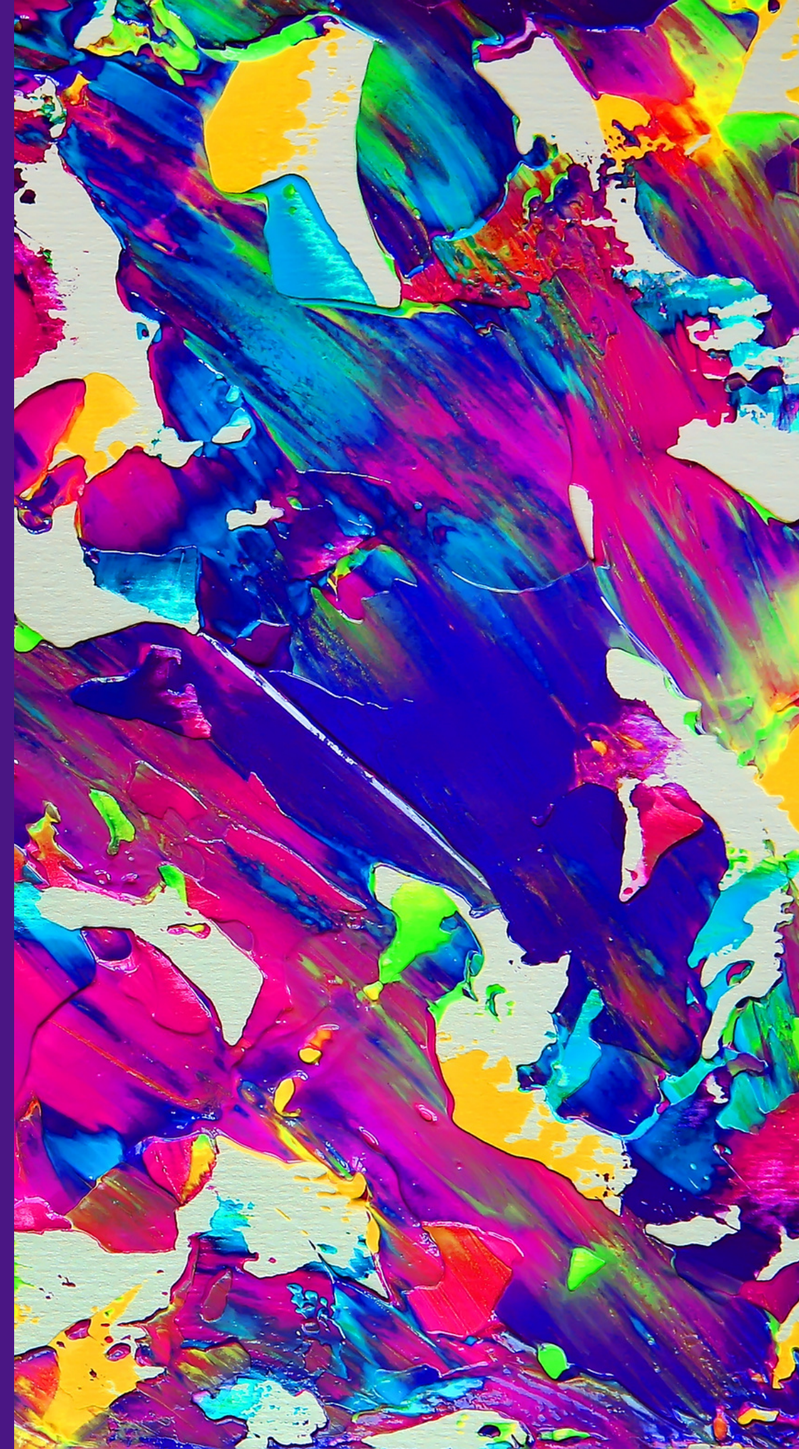
# PUTTING THE PIECES TOGETHER



# GATHERING APPENDICES

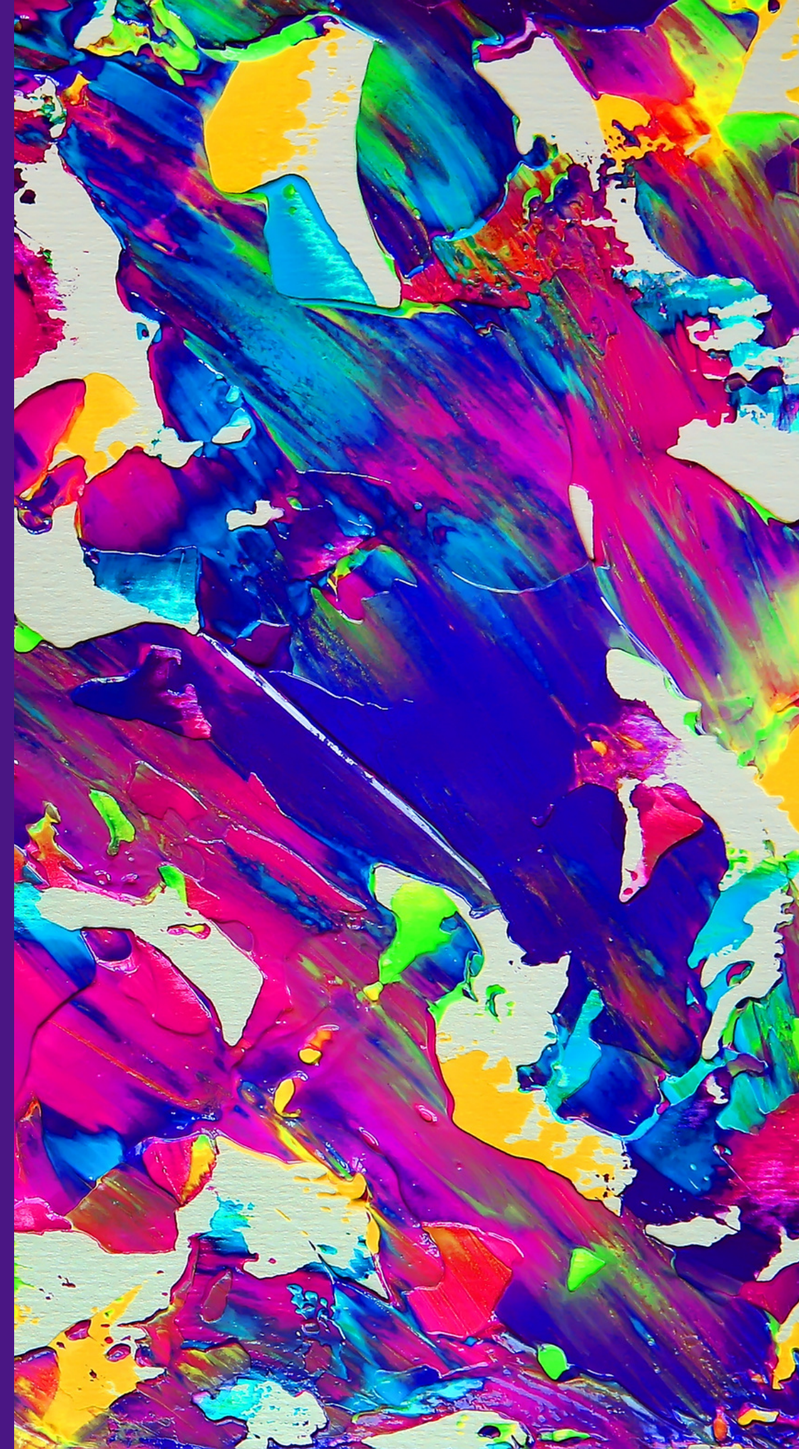
THE APPENDICES INCLUDE SUPPLEMENTAL INFORMATION SUCH AS:

1. BOARD OF DIRECTORS LIST
2. LETTERS OF SUPPORT, MEMORANDA OF AGREEMENT (MOA) AND MEMORANDA OF UNDERSTANDING (MOU)
3. LEGAL DOCUMENTS
4. FINANCIAL DOCUMENTS
5. RESUMES OF KEY STAFF OR JOB DESCRIPTIONS
6. PUBLICATIONS INCLUDING BROCHURES OR NEWSLETTERS
7. GIS MAPS
8. SCOPE OF WORK
9. REFERENCES
10. ORGANIZATION CHART



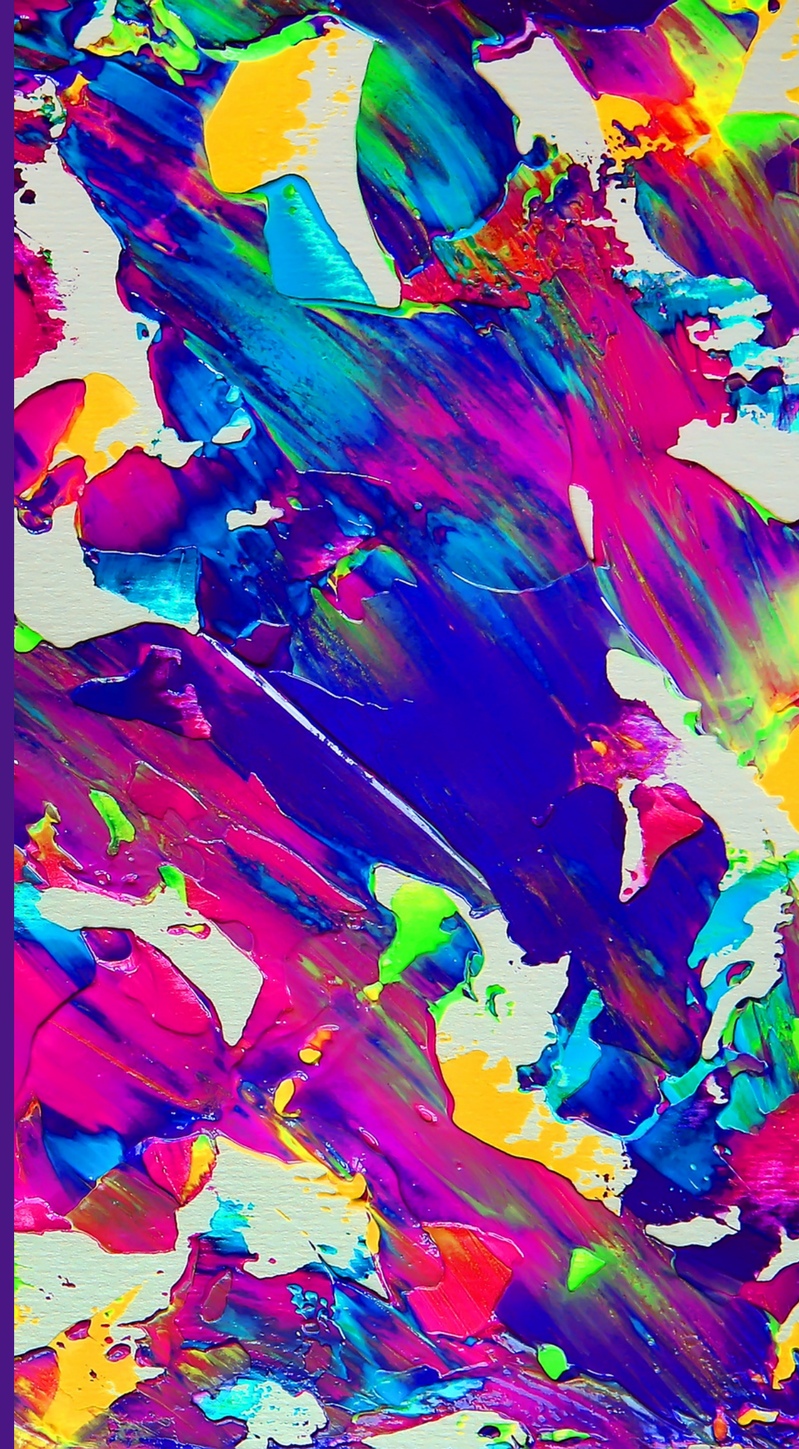
# AVOID THE PITFALLS

- MISSING PIECES OR INADEQUATE RESPONSES
- INADEQUATE UNDERSTANDING OF THE FOA
- OUTDATED OR POORLY CITED LITERATURE
- POORLY DESIGNED PROGRAM PLAN
- INSUFFICIENT STAFF EXPERIENCE
- CULTURAL ISSUES ARE NOT DISCUSSED
- POOR EVALUATION PLAN/TOOLS



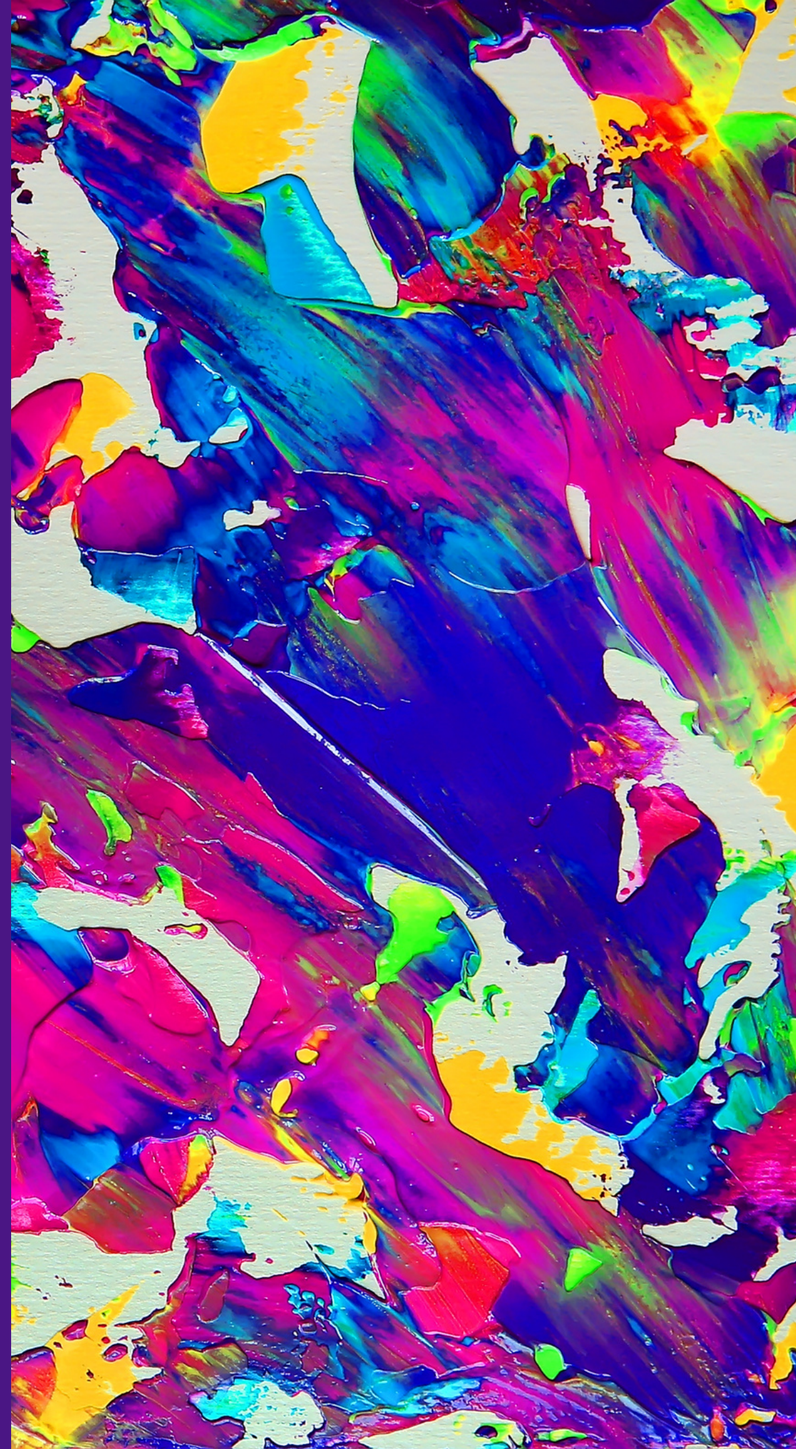
# PACKAGING YOUR PROPOSAL

- AVOID EXPENSIVE OR FLASHY PACKAGING
- COMPLY WITH PACKAGING REQUIREMENTS
- BE CAREFUL WITH ELECTRONIC SUBMISSIONS:
  - ALWAYS PDF (OR FOLLOW THE INSTRUCTIONS)
- PLAN EARLY
- CLEAN YOUR COOKIES
- ORGANIZE
- BE SURE TO INCLUDE A LOGIC MODEL, SCOPE OF WORK AND ORGANIZATIONAL CHART IF POSSIBLE.



# REVIEW

- CAN BE DAUNTING AND OVERWHELMING
- MORE IN IT FOR YOU THAN THE MONEY
- HAVE A WELL-ORGANIZED PLAN
- ALLOW SUFFICIENT TIME



# ACKNOWLEDGEMENTS

KATHY KO CHIN,
ASIAN & PACIFIC
ISLANDER AMERICAN
HEALTH FORUM

COALITION AGAINST HEPATITIS FOR PEOPLE OF AFRICAN ORIGIN

CHIPO

# Thank you

???

- WHAT TOPICS WOULD YOU LIKE TO BE ADDRESSED AT UPCOMING MEETINGS?
- WHAT RESOURCES OR ACTIONS WOULD YOU LIKE TO SEE OR HEAR MORE OF FROM CHIPO?
- HOW COULD CHIPO BETTER SUPPORT YOU AS A MEMBER?

# MEMBER UPDATES

# CONCLUSION

- NEXT MEETING: JULY 18TH, 2022 AT 3PM EDT