



Grant Writing Part 2

Emory Prevention Research Center



Emory Prevention
Research Center

Presenter Introductions



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Objectives

1. Find sources of funding
2. Identify different types of funders for a project
3. Identify your evaluation questions
4. Draft your evaluation plan

Poll

- Have you worked on a grant before?
 - Wrote grant
 - Worked on a grant
 - Wrote a grant and worked on a grant
 - Other



Question

- It will be helpful for you to have a program in mind:
 - Do you have a specific program that you are writing a grant for?
 - Is there a program you have already received funding for or that you are already working on?
 - **Tell us what your program is!**
 - (either unmute or type into the chat)



Finding Funding



Finding the Right Funder



- Make sure you understand the type of proposal that the grantor is calling for and the requirements.
- Make sure that the funder's priorities are similar to your own.

Finding a Funder

Funders who are likely to fund you:

- Obvious relationship between your project or organization and the funder's priorities
- Aspects of your project or organization match requirements of the funder (e.g. location, target population, or the type of service provided)
- Funding is at a **level** that will help your project
- **Deadlines and award dates** fit with your schedule for the project



Common Sources of Funding



1. Foundations
 - Individual
 - Corporate/Organizations
 - Charity
2. Governmental Agencies
 - Centers for Disease Control and Prevention (CDC)
 - National Institutes of Health (NIH)
 - State/local health agencies

Foundations

“ A foundation is an entity that is established as a nonprofit corporation or a charitable trust, with a principal purpose of making grants to unrelated organizations or institutions or to individuals for scientific, educational, cultural, religious, or other charitable purposes.”

Source: Foundation Center, 2001

Examples of Foundations

National

- Robert Wood Johnson Foundation (RWJF)
- Bill and Melinda Gates Foundation
- W.K. Kellogg Foundation
- Susan G. Komen Foundation
- Henry J Kaiser Family Foundation
- AVON Foundation

State/Local

- Healthcare Georgia Foundation
- UPS Foundation
- Woodruff Foundation

Two Types of Foundations

- **Private foundation:** funds originate from one source such as an individual, a family, or a corporation
- **Public foundation:** funds come from diverse sources, including private foundations, individuals, government agencies, and fees for service



Characteristics of Foundations

- **Independent:** aid to social, educational, religious, or other charitable activities
- **Company-sponsored:** independent organization with close ties to a corporation offering funds
- **Operating:** use of its resources to conduct research or offer direct service
- **Community:** publicly supported organization that offers grants for social, educational, religious, or other reasons

Types of Support Provided

Type	Description
Capital campaigns:	campaigns, usually extended over a period of years, to raise substantial funds for enduring purposes, such as a physical plant or endowment.
Conferences and seminars:	grants to cover the expenses of hosting a conference.
General/Operating support:	grants to cover the day-to-day personnel, administrative, and miscellaneous expenses of a project or organization; (unrestricted support).
In-kind gifts:	contributions of equipment, supplies, or other property, technical or other services, as distinguished from a monetary grant.



Types of Support Provided

Type	Description
Seed money:	grants or contributions used to begin a new project or organization. Seed grants may cover salaries and other operating expenses for a new project (start-up funds)
Program development:	grants to support specific projects or programs as opposed to a general purpose grant (special project grants)
Emergency funds:	one-time grants to cover immediate short-term funding needs on an urgent basis

Materials available on Foundations

- To request:
 - Go to their website
 - Call Foundation and request a copy
- Useful materials:
 - General Information
 - Mission
 - Funding priorities
 - Annual reports (what they are funding by year)
 - Funded program descriptions



Chat question

- Where do you go to find grants?

Quick Overview of Funding Sources

Funding opportunities from foundations:

- Foundation Center + GuideStar → Candid: <https://candid.org/>
 - Foundation center merged with GuideStar and is now known as Candid
- Georgia: Healthcare Georgia Foundation
- Sign up for grant subscription services and funding alerts to help you locate grants: Georgia Center for Nonprofits

Candid

- Foundation Center merged with GuideStar to form a joint site called Candid
- Provides free listing of funders
- Paid subscription to access grants listing

<https://candid.org>

To set up a free account:

https://shop.candid.org/ccrz_CCSiteLogin?cclcl=en_US

Candid.

Things you can do

About us



Candid gets you the information you need to do good.



How can candid.org help you move forward?

No matter what words are used to describe the police killings of George Floyd, Breonna Taylor, and Tony McDade, and the murder of Ahmaud Arbery —“tragic,” “brutal,” “abhorrent,” “senseless”—they are not enough. In our homes, our workplaces, on the streets, and across the nation, people are scared, angry, grieving, and fed up.



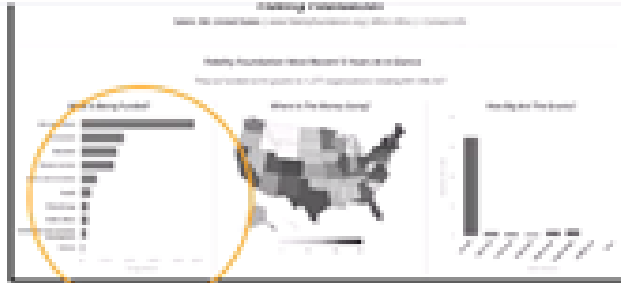


Research nonprofits

I'm looking for information on nonprofits.

[Find nonprofit information](#)

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Get funding

I'm looking for information on foundations and grants.

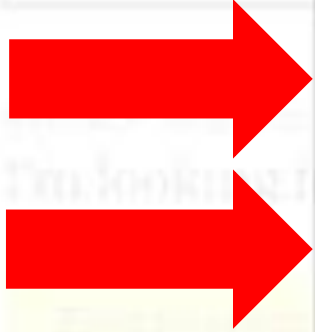
[Find funding information](#)

[Login or subscribe](#)



On the home page scroll down to "Find Funding Information"

After clicking on “Find Funding Information,” enter in a specific grant organization and its location



Search Foundation Directory Online

Organization Name
Name of specific grantmaker

Organization Location
Location of grantmaker

Search

Search Foundation Directory Online

Organization Name

Name of specific grantmaker

Organization Location

albany

Albany-Schenectady-Troy, NY (Metropolitan Statistical Area)

Albany County (New York, United States)

Albany, NY (United States)

Albany, GA (Metropolitan Statistical Area)

Albany, OR (Metropolitan Statistical Area)

Albany, GA (United States)

Type "Albany"
into the
Organization
Location section



LAUNCH SEARCH

Q FIND FUNDING

MY FDO

RESOURCES

SHOWING RESULTS FOR "Albany, GA (Metropolitan Statistical Area) 🌐" ✖ CLEAR ALL

Organization Name

Name of specific grantmaker or recipient

Organization Location

Albany, GA (Metropolitan Statistical Area) ✖

Organization Type

Type of grantmaker or recipient

Year(s)



EIN

ID Number of Organization

SEARCH

24
Grantmakers

Grants
More Insights Lead to More
Funding

Recipients
Peer Organization Profiles


0
990 Tax Forms



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Type "Health" into the Organization Name search engine and a list of various grants that have the keyword will appear












SHOWING RESULTS FOR "Atlanta, GA (United States)" **X CLEAR ALL**

Organization Name: 

Organization Location:

Organization Type:

Filter by location: 

<input type="checkbox"/> Georgia Foundation for Public Health Ltd Atlanta, GA Grantmaker		<input type="checkbox"/> Georgia Health Foundation, Inc. Atlanta, GA Grantmaker		<input type="checkbox"/> Grady Health Foundation Atlanta, GA Grantmaker		<input type="checkbox"/> Haven Health Charitable Foundation Atlanta, GA Grantmaker	
<input type="checkbox"/> Health 1st Foundation, Inc. Atlanta, GA Grantmaker		<input type="checkbox"/> Healthcare Georgia Foundation, Inc. Atlanta, GA Grantmaker		<input type="checkbox"/> Provention Health Foundation Inc Atlanta, GA Grantmaker		<input type="checkbox"/> Public Health Law Association Atlanta, GA Grantmaker	
<input type="checkbox"/> Robert W. Woodruff Health		<input type="checkbox"/> Saint Joseph's Health System Inc		<input type="checkbox"/> Sevananda Community Health			

Albany Community Foundation



The Albany Community Foundation was formed in 2001 to create a way to expand charitable giving in Albany, California. Our goal is to encourage and develop local philanthropy and to serve as a resource through which charitable funds may be directed to meet the needs of local organizations and emerging community needs.

Have a project or program that needs funding?

[Submit a Grant Request](#) today! Albany Community Foundation has supported other programs in the past. Just fill out the simple form, and we will review the proposal to make sure it is in line with our mission.

Grant Recipients

Please fill out a [Grant Report](#) to let us know how it went and how we might improve our program.

Read Who We
Are



Grants

The Albany Community Foundation is always looking for opportunities to provide funding for events, projects, or programs that help to make Albany a better place. If you are part of an organization looking for support for such a purpose, or are working on your own project, please fill out an application. Applications will be reviewed by the ACF Board, usually at our next Board meeting, but consideration can be made between meetings if timing is critical (be sure to note that in your application).

If you prefer to apply by mail, please [download an application](#)

*Return the application to:
Albany Community Foundation
1164 Solano Ave. Box 133
Albany, CA 94706*

Apply Online

Organization Name *

Organization Representative *

First Name	Last Name
------------	-----------

Phone Number *

Area	Phone
------	-------

Email *

Proposed Project/Activity and List of Expenses *

Read about the eligibility requirements and type of proposals they are requesting.

Complete the form for additional information.

Activity: Foundation Center Online Quickstart

- Go to Foundation Center Online:
<https://fconline.foundationcenter.org/> FDO Quickstart
- Sign in for a free account
- Go to: FDO Quickstart
- Search for a grant based on topic or geography



SHOWING RESULTS FOR "Atlanta, GA (United States)"

CLEAR ALL ED

Grantmakers (760)

Learn even more about grantmakers - upgrade for full versions of the grantmaker profile.

Grantmaker	City	State	Country	Total Assets	Total Giving
Community Foundation for Greater Atlanta, Inc.	Atlanta	GA	United States	\$883,620,869	\$117,953,092
The UPS Foundation	Atlanta	GA	United States	N/A	\$46,968,730
VOYA FOUNDATION	Atlanta	GA	United States	\$2,769,171	\$5,366,048
Georgia Power Foundation, Inc.	Atlanta	GA	United States	\$155,875,061	\$9,560,798
The Delta Air Lines Foundation	Atlanta	GA	United States	\$4,055,840	\$17,928,906

« 1 2 3 4 5 6 7 8 9 10 » Showing 1-5 of 760 Results

VIEW ALL

990 Tax Forms (588)

Learn even more about grantmakers - upgrade for full versions of the grantmaker profile.

Organization	City	State	Country	Doc Type	Year
Air Travel Research Foundation, Inc.	Atlanta	GA	United States	990pf	2018
The April & Jerry Weiner Family Foundation, Inc.	Atlanta	GA	United States	990pf	2018
Atlanta Charity Clays, Inc.	Atlanta	GA	United States	990	2018
ATLANTA DOGWOOD FESTIVAL INC	Atlanta	GA	United States	990	2018
Atlanta Schola Cantorum Inc.	Atlanta	GA	United States	990pf	2018

« 1 2 3 4 5 6 7 8 9 10 » Showing 1-5 of 588 Results

Chat with an expert

ABOUT

CONTACT

BACK TO TOP ↕

Fast-track your prospect research with a Professional plan upgrade.

Access lists of funders based on detailed search criteria and other features such as:

- **Maps and Charts**
- **Funding Interests**
- **Grant Information**
- **Recipient Profiles**
- **Applications/RFPs**
- **Financials**
- **Who's Who - Officers and Staff**
- **News, Social Media and Publications**

About

Purpose and Activities ^

Lead and inspire philanthropy to increase the vitality of our region and the well-being of all residents.

HIDE ^

Background ^

Incorporated in 1977 as successor to Metropolitan Foundation of Atlanta established in 1951 in GA by bank resolution and declaration of trust - Since 1951, the foundation has been connecting community members, nonprofits and other partners to strengthen the 23-county Atlanta region through philanthropy. Today the foundation is one of the largest community foundations in the country working with more than 650 individual funds and several supporting organizations ranging in size from \$50,000 to \$190 million. Together with its donors, the foundation averages more than \$75 million in grants annually to an estimated 2,000 nonprofit organizations locally, nationally and internationally

HIDE ^

Community Foundation for Greater Atlanta, Inc.

Community foundation

EIN
581344646

LOCATION
191 Peachtree St., N.E., Ste. 1000
Atlanta, GA United States 30303

CONTACT INFORMATION
Telephone: (404) 688-5525
URL: cfgreateratlanta.org



Need more information about Foundations?

FDO can help you:

- Discover prospects
- Find RFPs
- Reveal grant insights
- Make Connections

UPGRADE TO FDO

Click on Website

HealthCare Georgia Foundation

- Statewide charitable, grantmaking organization where the mission is to improve and advance the health and well-being of all Georgians
- Four Impact Areas:
 - Addressing Health Disparities
 - Expanding Access to Quality, Affordable, and Integrated Health Services
 - Promoting Health and Preventing Disease
 - Strengthening Health Nonprofits, Programs, and Workforce

[Healthcare Georgia Foundation – Achieving Health Equity For All](#)



A large background image showing the dark silhouettes of several people holding hands in a circle. The scene is set against a light, textured background, possibly a wall or a large window. The overall mood is one of unity and community.

Achieving Health Equity for All.

The heart of our work for Georgians.





[Program Impact Areas](#)

[Active Grant Programs and Initiatives >](#)

[More Than a Grantmaker >](#)

[Health Impact Investing](#)

[Chronic Disease](#)

[Capacity Building](#)

[Rural Health](#)

[Maternal and Infant Health](#)

IMAGINE...



Direct Services Grant Program

Healthcare Georgia Foundation firmly believes that high-performing organizations delivering effective programs will achieve better health outcomes for clients, consumers, patients, and communities.

In alignment with the Foundation's new **Strategic Plan** which addresses achieving health equity for all, the 2021 Direct Services Grant Program will focus on **Preventing and Managing Chronic Diseases**, included in our *Promoting Health and Preventing Disease* impact area.

The 2021 Direct Services Grant Program will support **new or existing** best practice or promising approaches programs that address high burden and costly chronic diseases and underlying risk factors that have proven evidence-based interventions, including **Asthma; Cardiovascular Disease (Heart Disease and Stroke)**, and **Diabetes**.



For questions about our Direct Services Grant Program contact:

Andrea Young Kellum, *Senior Program Officer*

email: akellum@healthcaregeorgia.org

phone: 404.653.0990



Applying for a Healthcare Georgia Foundation Grant

Are you ready to help achieve health equity for all Georgians? This information is designed to help nonprofit health organizations in Georgia prepare an online grant proposal that will enhance the chances of a favorable review and funding decision from Healthcare Georgia Foundation.

To save time and effort, we recommend that all applicant organizations do the following:

[Read Our Program Impact Areas](#)

[Review Current Funding Opportunities](#)

[Read Frequently Asked Questions](#)

[Register for Application & Grant Webinars](#)

We're here to help you and your organization be successful – from your first contact with the Foundation to your application submission through the completion of your grant.



GrantStation (requires paid membership)

- Link: <https://grantstation.com/>
- Provides listing of federal and state grants and loans and charitable foundation grants
- Requires paid membership to access certain features
- Includes information and resources pertaining to grants around COVID-19
- Provides resources for how to write successful grants

← → ↻ 🔒 https://grantstation.com/covid-19-related-funding

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"Connecting our Members with the Right Grantmakers since 1999."

GrantStation
Your Fast Track To Funding

JOIN Find Grantmakers ▾ Build Strategy ▾ Write Proposals ▾ Online Education ▾ Public Resources ▾ Partner Programs ▾

Current funding opportunities in the area of COVID-19. **Find Funders!**

COVID-19 Related Funding

Grant Opportunities Related to the COVID-19 Pandemic

Here you'll find the latest coronavirus grant funding opportunities for nonprofits, small businesses, journalists, and artists, updated each business day and listed by deadline date.

To filter for region-specific opportunities, select the state/province in the Geographic Scope.

For grantmakers giving throughout the country, select the country and leave the region filter blank.

If you are a Member of GrantStation, log in and use our [searchable sections](#) to find additional funding opportunities not specific to COVID-19.





Geographic Scope

Target Population

Area of Interest

Deadline

SHARE THIS PAGE

Make the Most of Your COVID-19 Grant Funding

Georgia Center for Nonprofits

- Monthly article/blog post listing funding opportunities
- <https://www.gcn.org/articles>



Georgia Center  for Nonprofits
Ignite Possible.

Home > Articles > Funding and Resource Opportunities | March 2021

COVID-19 RESOURCES
CALENDAR
MEMBERSHIP

Funding and Resource Opportunities |
March 2021
Kelli Lynn Karanovich

Finding a Funder



- Find out about funding opportunities and proposal materials
 - Funders' print materials
 - Web sites
 - Newsletters
 - Word of mouth: small grants in your community



Introduction to Program Evaluation



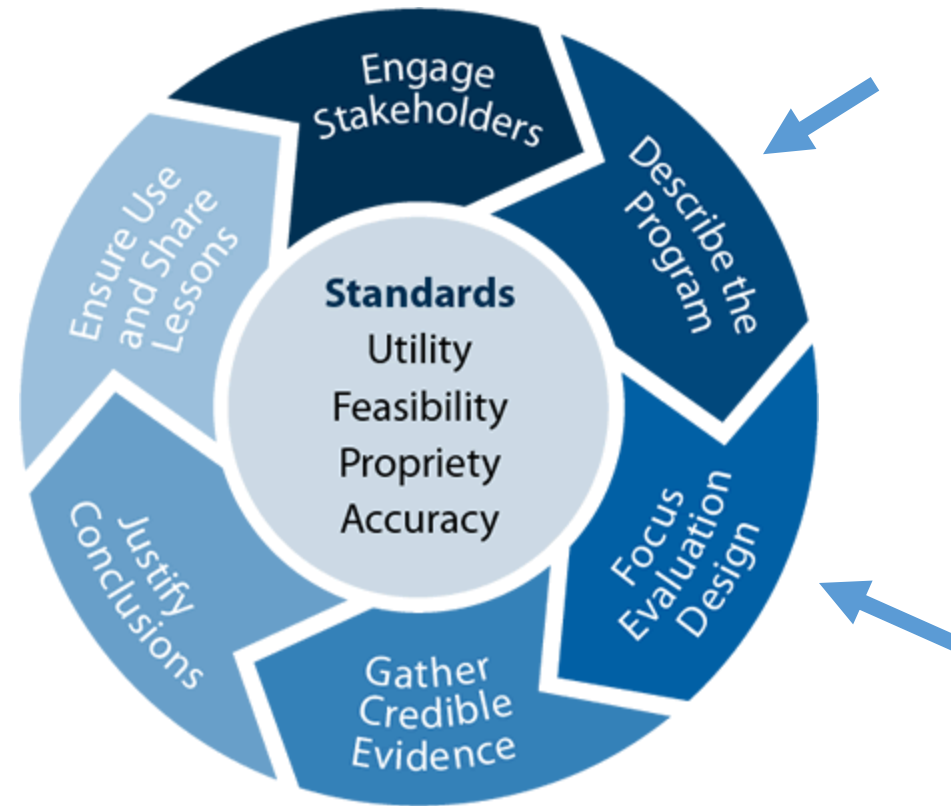
What is Evaluation?

Evaluation is:

The systematic collection of information about the activities, characteristics and outcomes of programs to make judgments about the program, improve program effectiveness, and inform decisions about future programming.

Michael Quinn Patton (1997)

Evaluation Planning for Grant Writing



Centers for Disease Control and Prevention.
Framework for program evaluation in public health.
MMWR 1999;48 (No. RR-11)

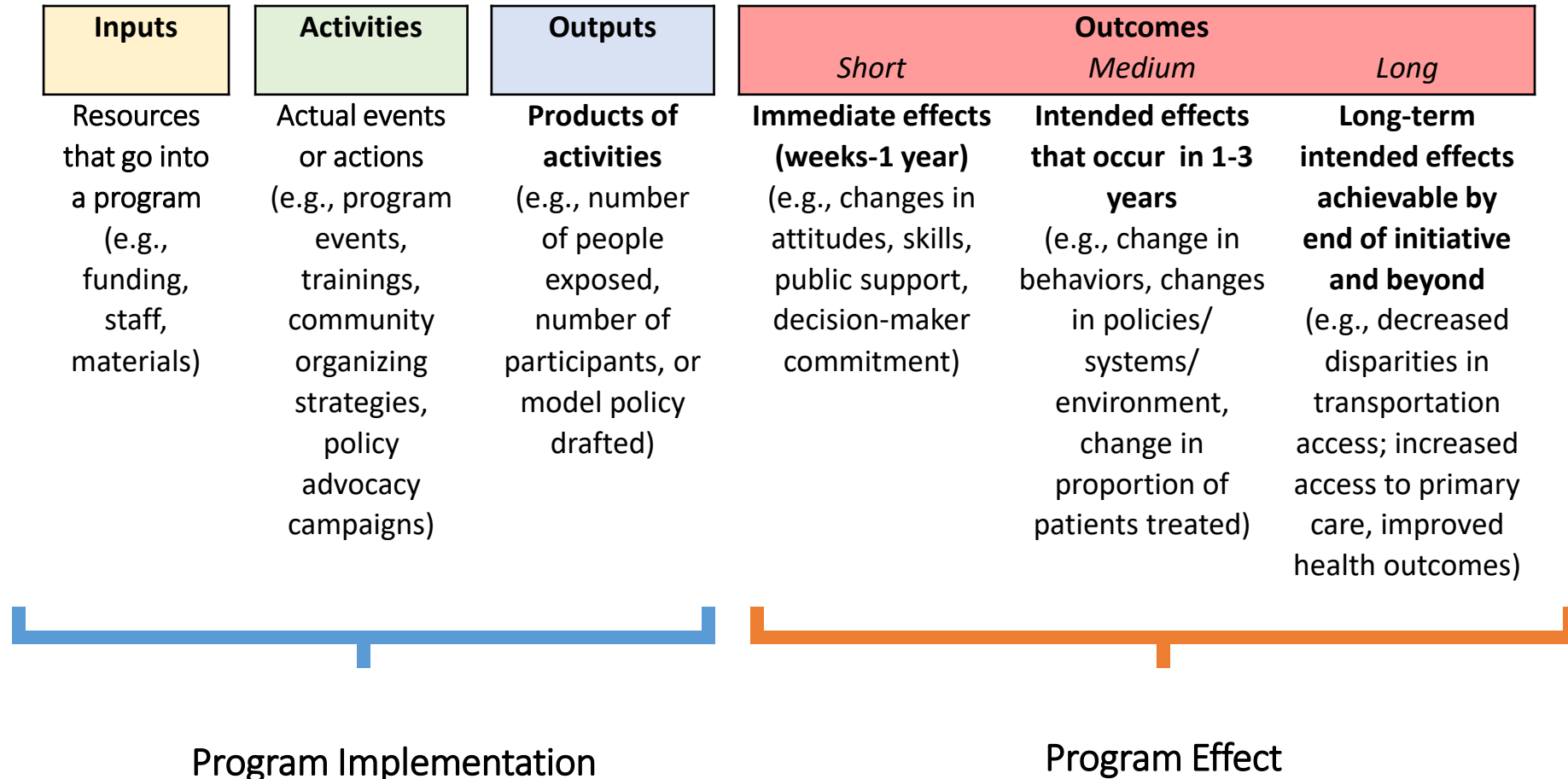
Describing the Program: Logic Models

- Visual representation of how a program is supposed to work
- Describes resources, activities, and changes
- Learning and management tool for all stakeholders
- Facilitate effective program planning, implementation, evaluation, and communications
- For Program Evaluation and Strategic Reporting:
 - Presents program strategies and progress toward goals in ways that **inform**, shows progress along a pathway to community change, and **teaches program stakeholders how a program can theoretically lead to long-term goals**



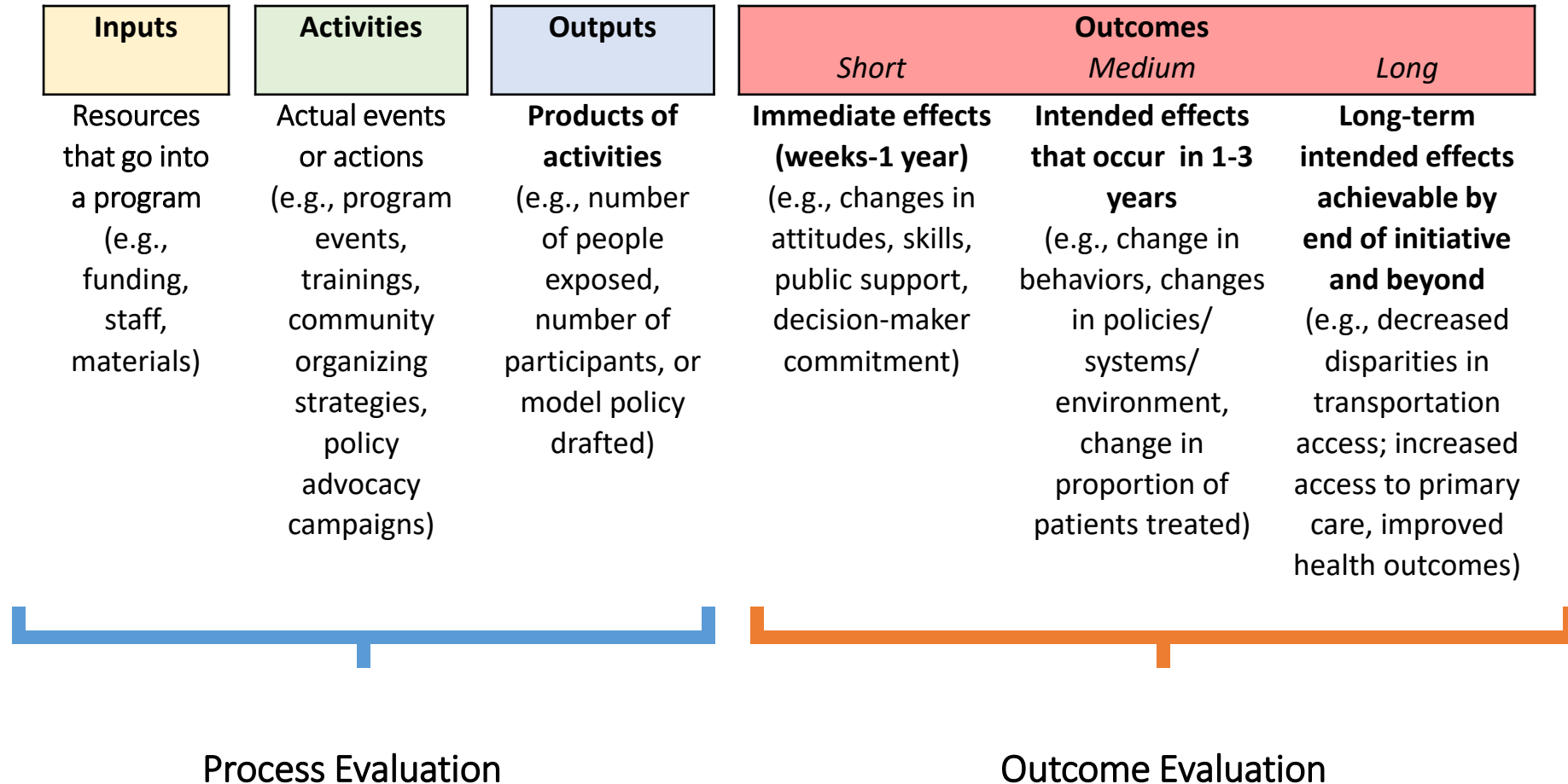
Describing the Program: Logic Models

Logic Model Components



Describing the Program: Logic Models

Logic Model Components



Types of Evaluation

- Process Evaluation: Measuring the delivery of the program, rather than its effect
 - What might be measured:
 - Were necessary “inputs” in place
 - Were “activities” implemented as planned
 - Were desired “outputs” achieved
 - Adoption, reach, participation, implementation, satisfaction, exposure, barriers and facilitators, and maintenance of the program
- Outcome Evaluation: Assessing whether the program has achieved its goals and objectives
 - What might be measured:
 - Awareness or knowledge change
 - Behavioral, environmental, or policy change
 - Change in health status or incidence of disease



Typical Process Evaluation Questions

- Who participated in the program?
- To what extent was the program implemented as intended?
- How many materials were distributed?
- How satisfied are clients with the program?
- How were participants recruited?
- How many sessions were conducted?



Question:



- **Think about your program:**
 - Which of these questions would apply to your program? (Poll question)
 - Can you think of any other process evaluation questions? (type in chat)



Outcome Evaluation

- Focuses on short-term, intermediate, or long-term outcomes
- Determine whether or not program goals/objectives were met
- Justifies the need for further funding



Typical Outcome Evaluation Questions



- Did program activities lead to the desired change?
- What changes occurred as a result of the program?
- Did the program increase positive behaviors?

Question:

- **Think about your program:**
 - What are your desired outcomes?
 - Type an outcome evaluation question for your program into the chat.



Evaluation overview

- Engage stakeholders for clear understanding of goals and objectives, to develop program description (e.g., logic model)
- Identify your program's
 - Inputs
 - Activities
 - Outputs
 - Short, medium, long-term outcomes
- Identify process evaluation questions
- Identify outcome evaluation questions



Evaluation Plan

Goal/Objective:							
Evaluation Questions	Indicators	Data Sources	Data Collection	Timeframe	Data Analysis	Communication Plan	Staff Responsible
What do you want to know?	What type of data will you need?	Where will you get the data?	How will you get the data?	When will you collect the data?	What will you do with the data?	When and how will you share the results?	Who will ensure that this gets done?

Example:							
Goal/Objective: <i>To reach 100 residents, especially those who are most at risk, with our training program</i>							
<i>Who participated in the program?</i>	<ul style="list-style-type: none"> <i># of attendees</i> <i>Demographics of attendees</i> 	<i>Registration Forms</i>	<i>Including demographics questions on the registration form</i>	<i>Event registration</i>	<i>Simple descriptive statistics</i>	<i>Included in evaluation report for funder and stakeholders</i>	

Questions?

Email elebows@emory.edu with additional questions

Please fill out the evaluation:

https://rsph.co1.qualtrics.com/jfe/form/SV_00MQ2mCAL69g1Rs

Find our past training materials on the EPRC website:

<https://web1.sph.emory.edu/eprc/training/>



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