

Future-Proof Your Grants Program

Presented by:

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It is So
Nice to
Meet
You!



cloudbreak
COLLECTIVE

We are wired as fundraisers (and humans) to think in terms of scarcity or abundance.



The Opposite of Future-Proofed

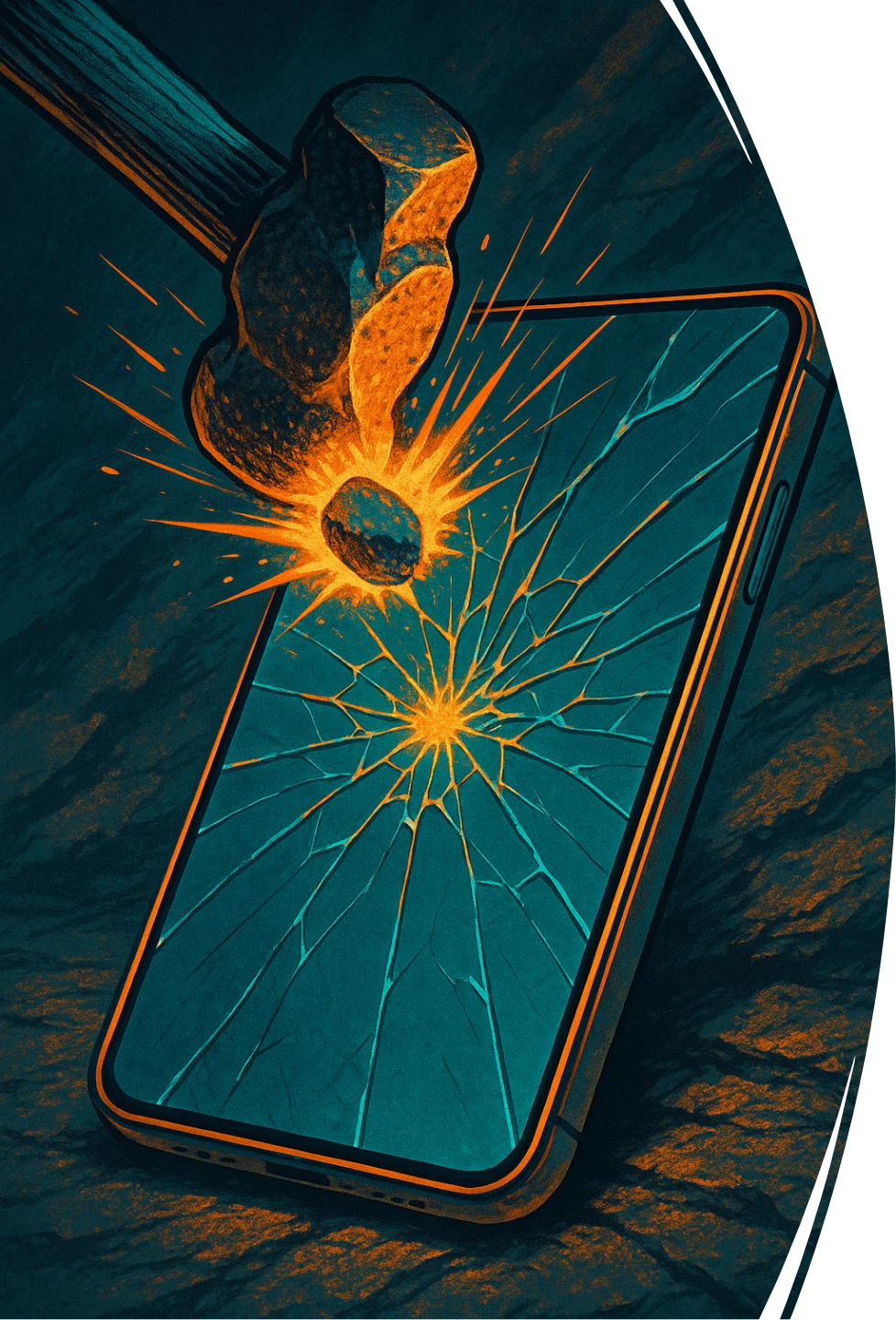
1. **BRIGHT SHINY OBJECT SYNDROME**
2. **UNFUNDED “OVERHEAD”**
3. **FUNDING CLIFFS**





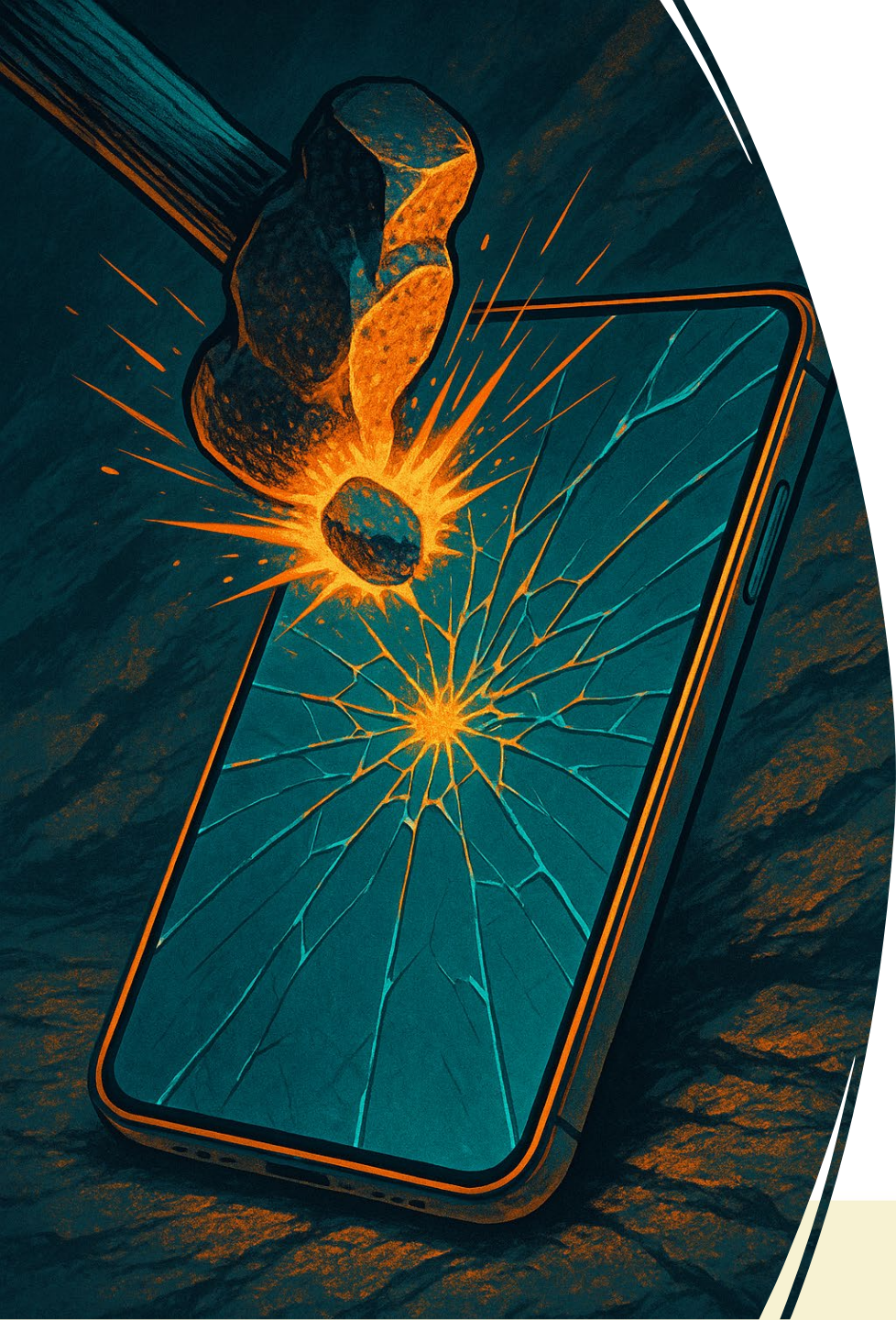
To “Future-Proof” is to:

Make sure something stays useful, relevant, or functional as conditions change over time.



A “Future-Proofed” Grants Program Has:

- Flexibility
- Resilience
- Longevity
- Influence



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Flexibility:

Funding that allows you to spend dollars on the things you need to, in order to achieve your mission.



Primer: Types of Grants

General
Operating /
Unrestricted

Program
Grants

Project Grants

Capital Grants

Capacity
Grants

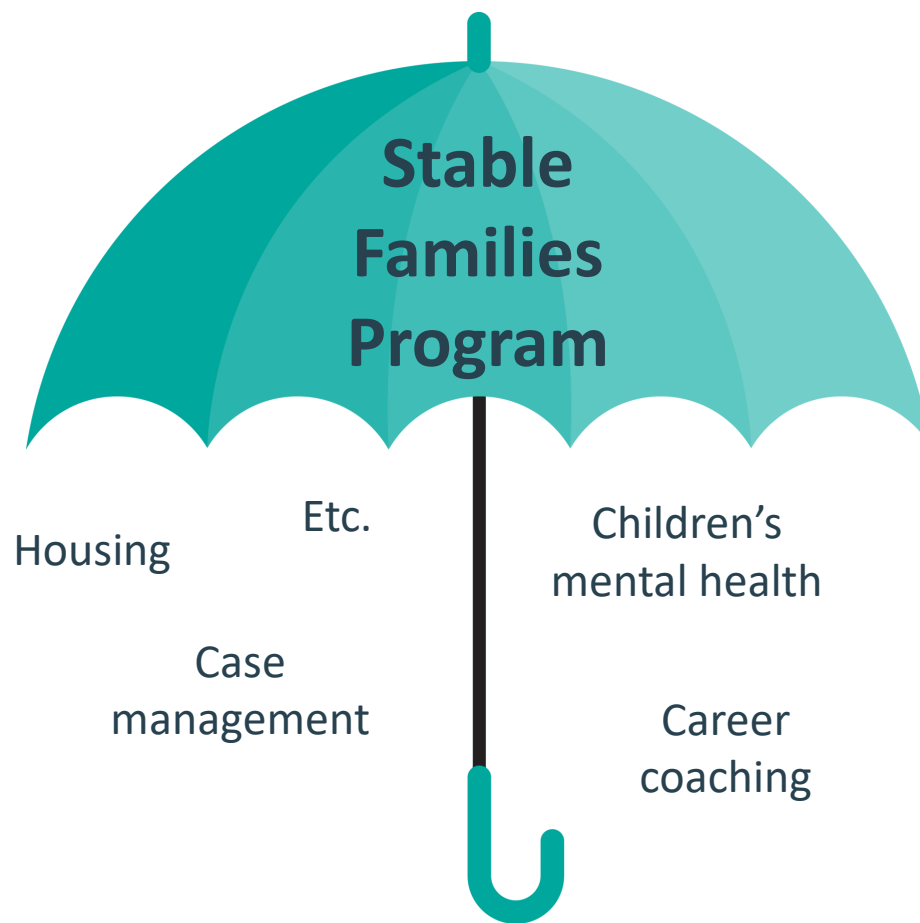
Other?



3 Ways to Secure More Flexible Grants...



1) Construct an Umbrella Program





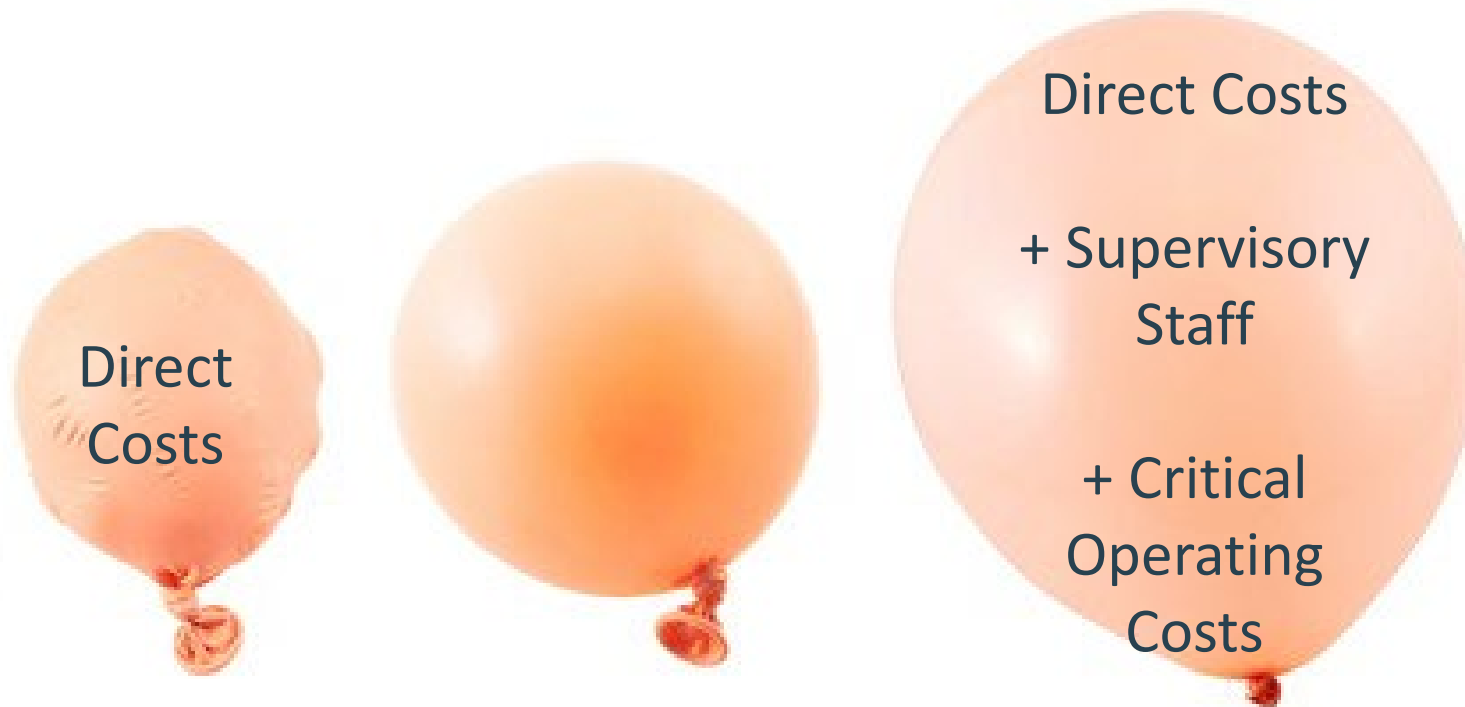
2) Emphasize a Creative Slice

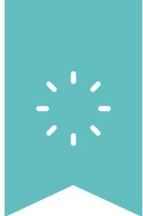
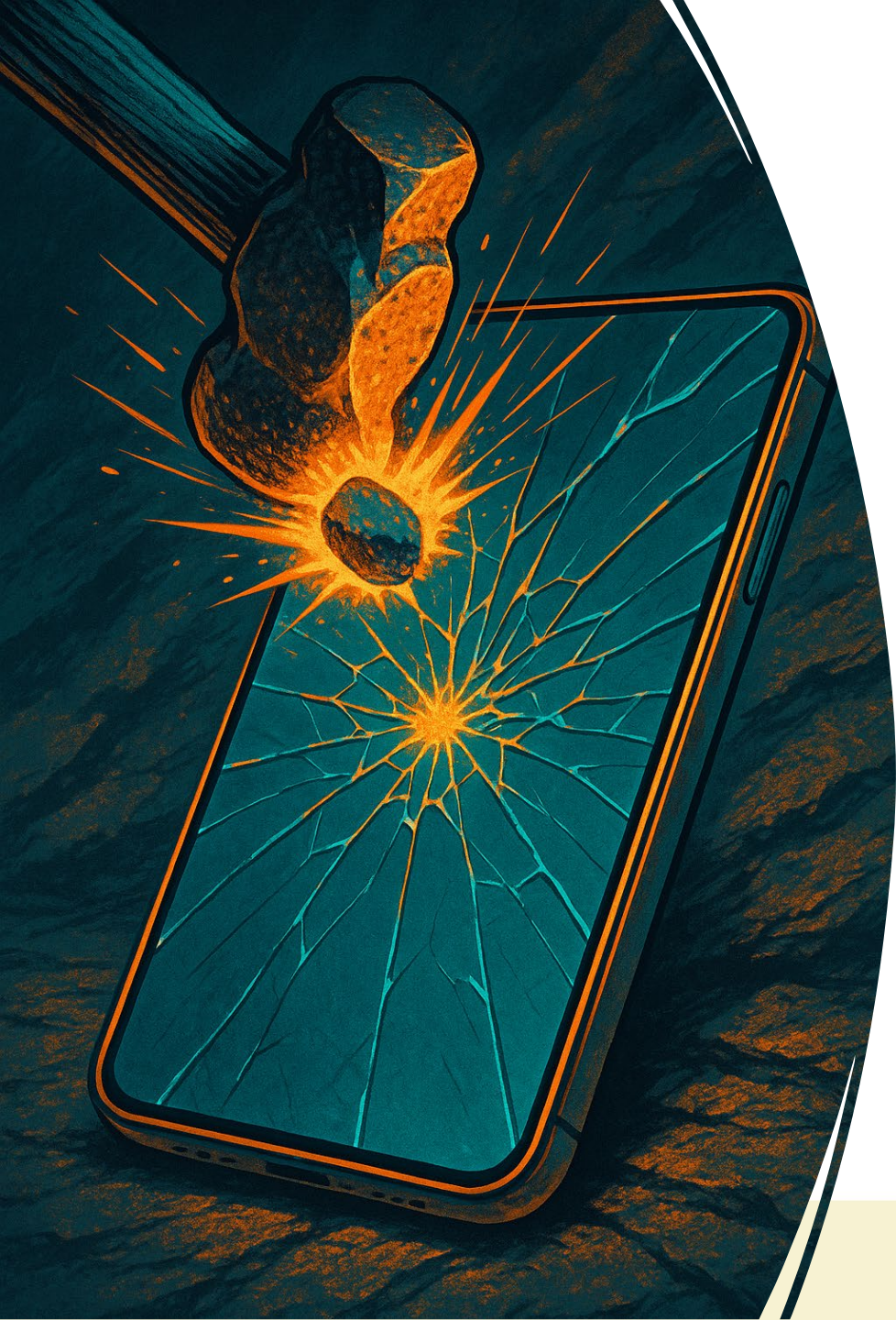
Emphasize a piece of your program that aligns with the funding opportunity.





3) Accurately Inflate Your Budget





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Resilience:

The ability to weather unpredictable storms, such as changing funder priorities and unexpected denials...



Resilience Tip #1: Plan for Denials

Revenue Projections That Plan for Denials



| Likelihood Scores | Pick and Choose | The One-Third Rule |
|---|--|--|
| <ul style="list-style-type: none">• Assigns a % likelihood to each grant 0% to 100%• Budgets a % of requested amount for each funder | <ul style="list-style-type: none">• Select grantors based on subjective criteria• Budget for a specific list of grants expected | <ul style="list-style-type: none">• Project all applications to submit over the year• Remove outliers and multi-year funding• Assume a conservative award rate |



Sample Revenue Projections 1

Committed

WA State \$100,000

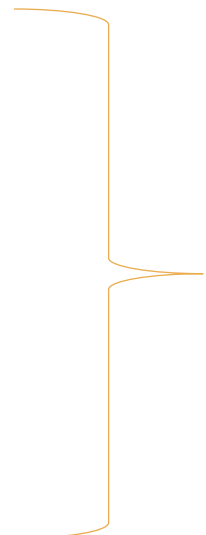
Planning to Submit

Medina Foundation \$25,000

Paul Glaser Foundation \$5,000

Costco Wholesale \$5,000

Tulalip Tribes \$5,000



- ***Total of \$40,000***
- ***Assume 50% success rate based on last year***
- ***Assume \$20,000 will come in***
- ***Projection is \$120,000 (\$100K +\$20K)***



Sample Revenue Projections 2

Committed

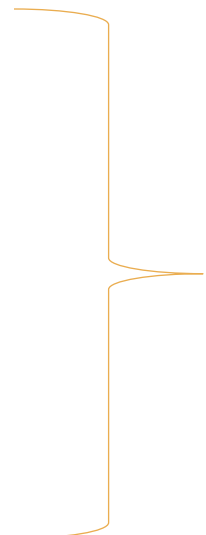
Suquamish Tribes \$2,500

Pending

Bainbridge CF \$13,000

Kitsap Bank \$5,000

First Fed \$5,000



- ***Total of \$23,000***
- ***Assume 30% success rate based on last year***
- ***Assume \$7,800 will come in***
- ***Projection is \$10,300 (\$2.5K +\$7.8K)***



Resilience Tip #2: Find More Prospects Than Your Goal



Who Are My Prospects?

Think: ABC

Access

Belief

Capacity





Alignment Clues



A is for
Access

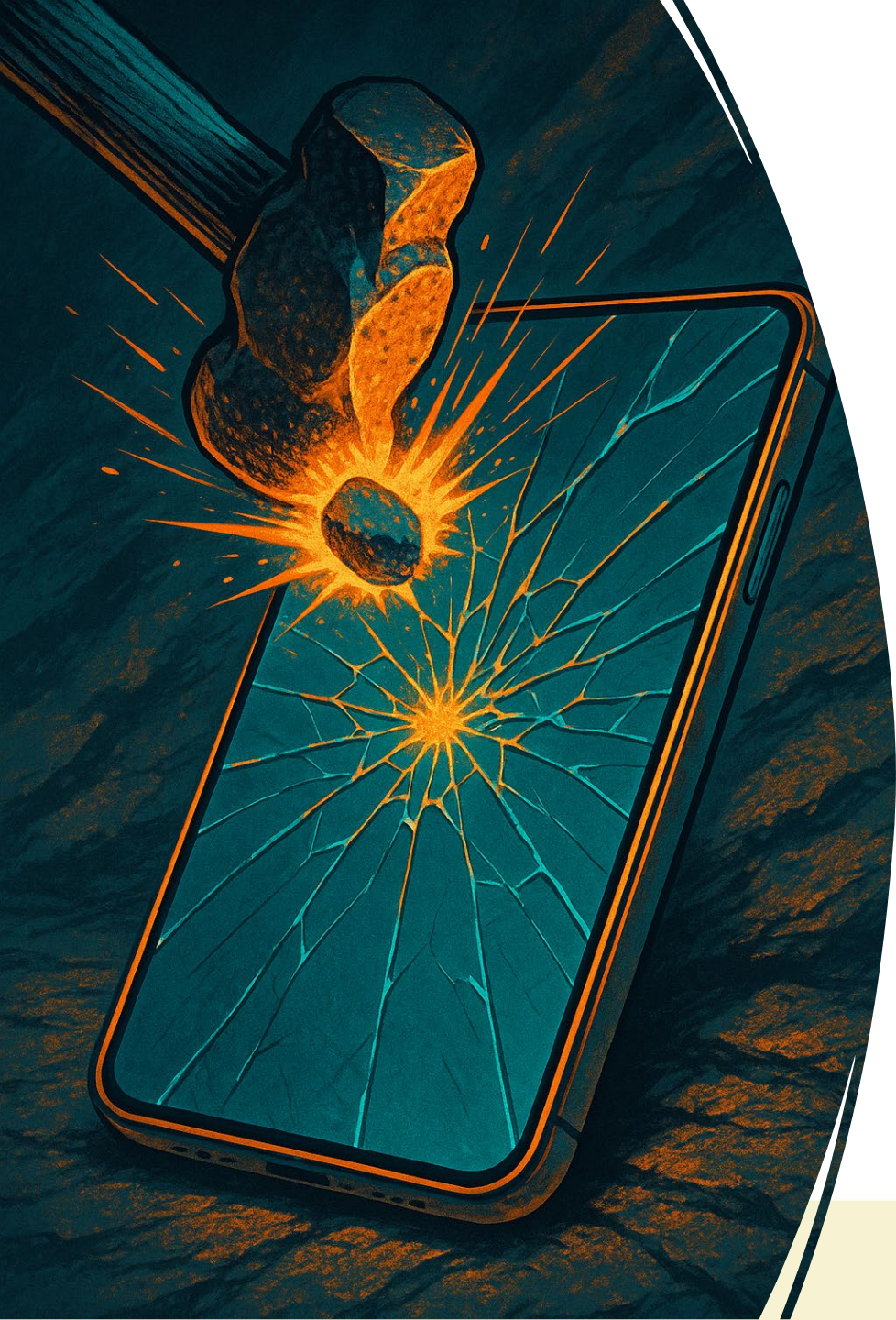
- Where are they?
- Where have they given?
- Familiar Names
- Contact Info

B is for
Belief

- What do they say they care about?
- What do they show they care about?

C is for
Capacity

- Assets
- Giving Total



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Longevity:

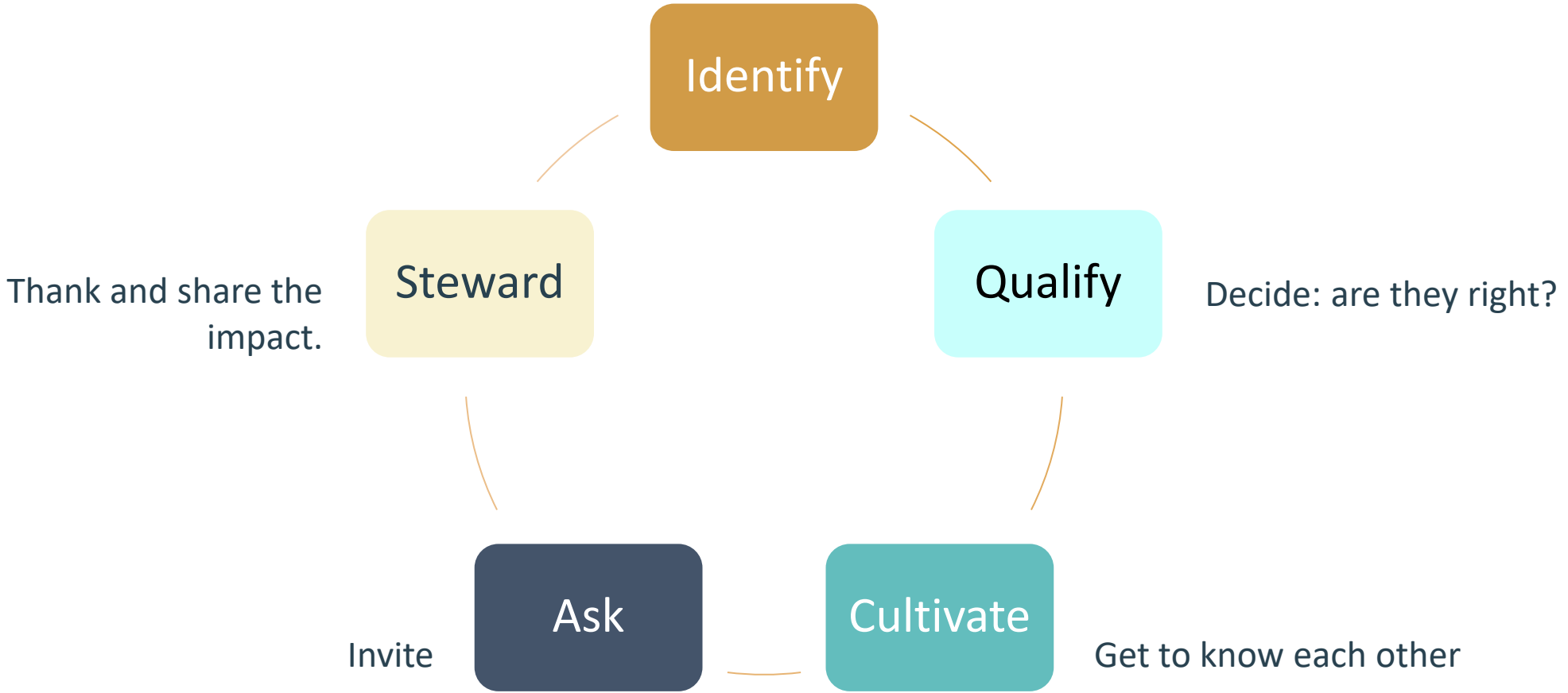
Intentional funding relationships allow you to partner with funders for the long-term.



(Most) Funders want to be your partners.



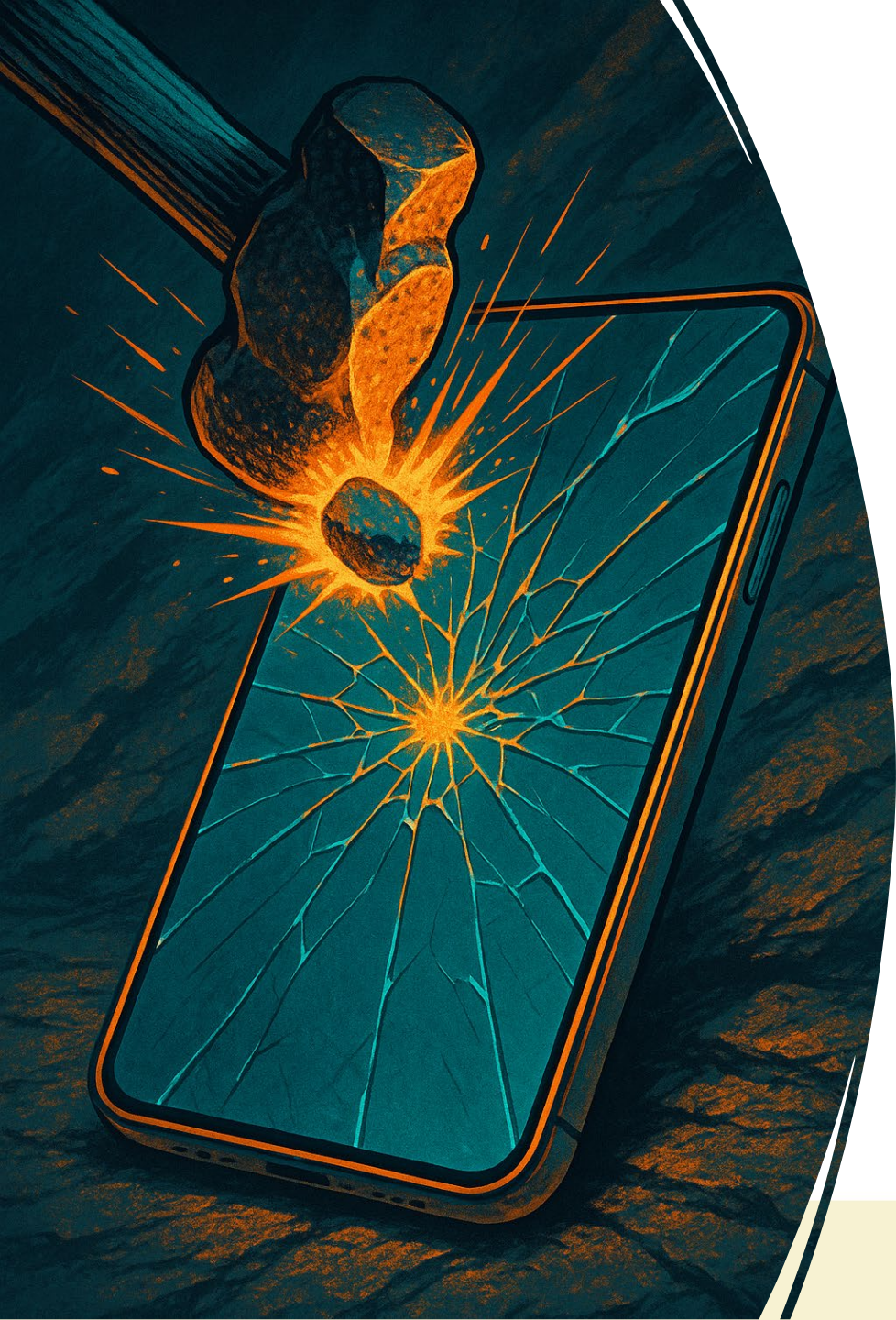
The Donor Cycle





When in doubt, reach out!

- Is this something your board would consider funding?
- Which of these projects is more interesting to you?
- What should I emphasize or be sure to mention in my application?



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Influence:

A clear story that lands with your audience and sticks in their minds.

Instead of, “save our sinking ship!”



It is, “we have a crisis, but we also have a plan. Will you be a part of the solution?”





A Clear Story Tells Us:

1. What will you do?
2. What will happen as a result?
3. How much will it cost?



A Clear Story Tells

1. What
2. What will happen as a
3. How much will it c

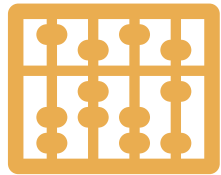
COSTS
VS.
BENEFITS

Top 5 Storytelling Mistakes

1. Jumping right to the details.
2. Skipping critical info (amount, timeline, etc.)
3. Making any assumptions about the reader.
4. Emphasizing the organization over community.
5. Stopping the impact chain.



Evaluation Crash Course



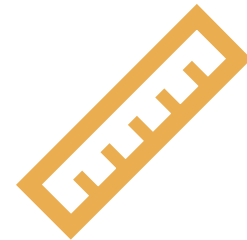
Outputs

What you will “produce” in the grant period



Outcomes

Short-term and measurable impact.
Long-term and often not measurable

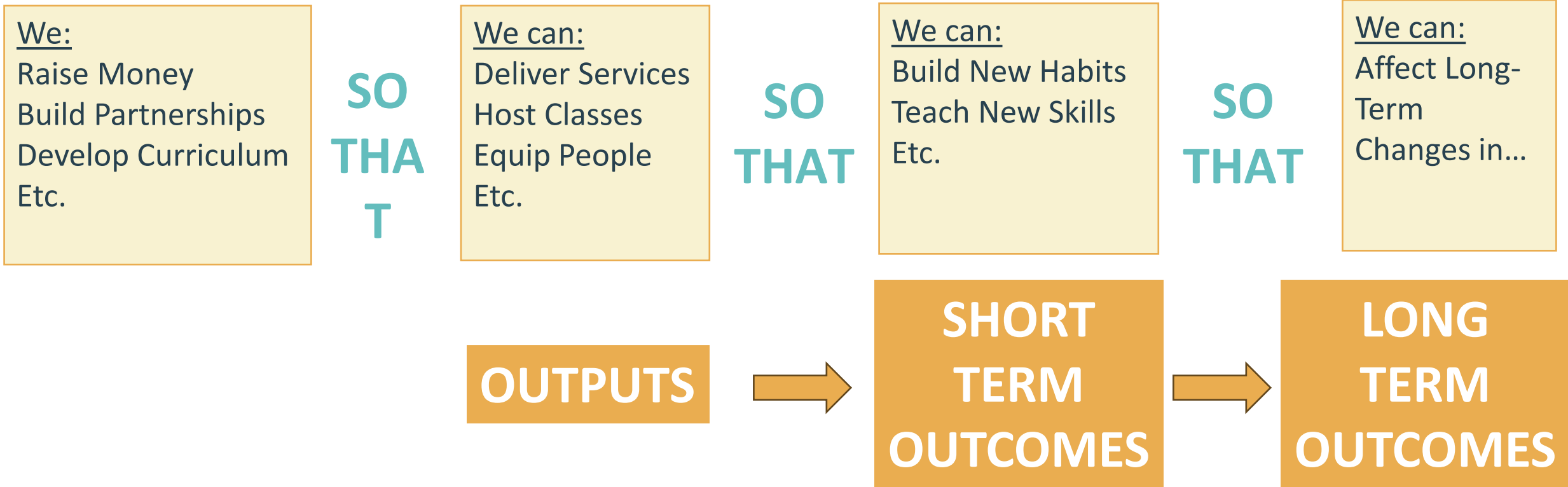


Measurement Tools

How you will actually get the data.
Surveys, records, sign in sheets,
regional data, etc.

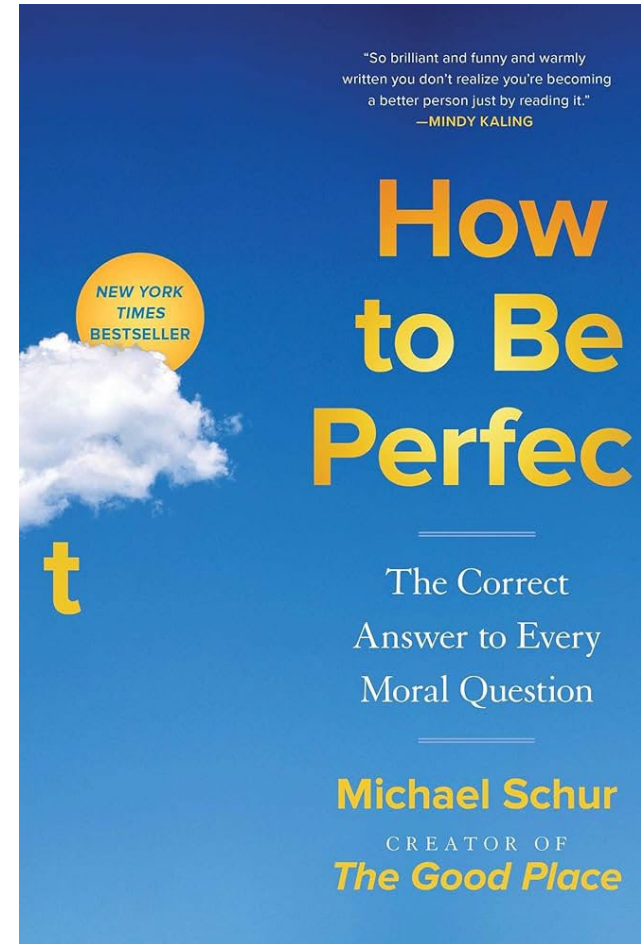


So That Chains



Don't Let Perfect Be the Enemy of Good

- Talk about what you CAN measure
- Talk about things that you CAN'T measure.
- Use words like “aim for”
- Cite evidence that leads you to believe the outcomes will happen.
- Be honest about your limits





How much will it cost?



3 tips for your

GRANT APPLICATION PROJECT BUDGET

- 1 **Be Specific.**
- 2 **Be Comprehensive.**
- 3 **Be Realistic.**



Funders don't know what "Program Expenses" are.

Instead say, "Food for Workshops" or whatever you are actually spending money on.

3 tips for your

GRANT APPLICATION PROJECT BUDGET



1 Be Specific.



2 Be Comprehensive.



3 Be Realistic.



Talk about the whole picture
and not just the gap.

If you have already spent
\$25K and need to spend
\$75K more, say, ***“this
project will cost \$100K, and
we have 25% committed”***

and NOT “We need to raise
\$75K.”

3 tips for your

GRANT APPLICATION PROJECT BUDGET

1 **Be Specific.**

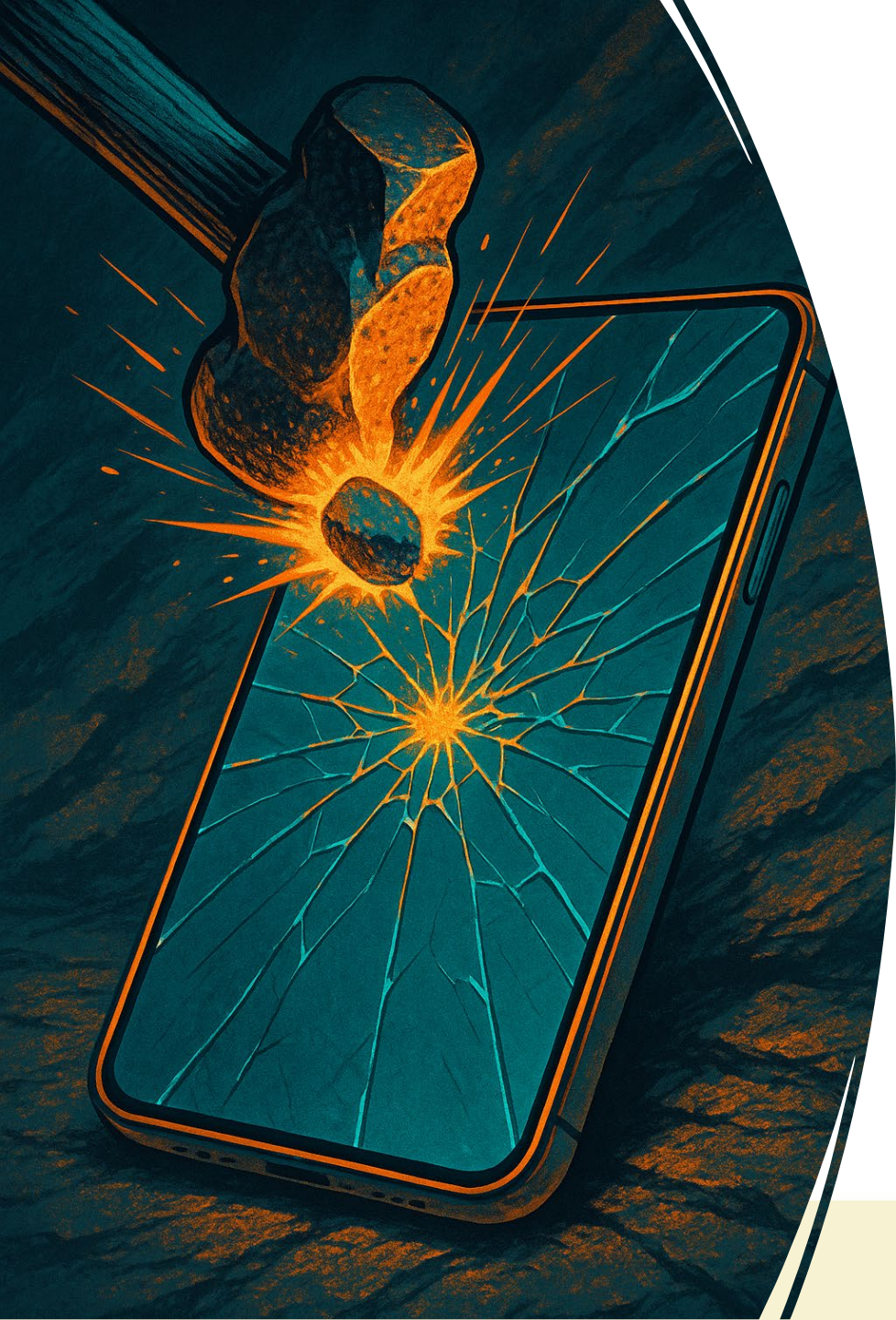
2 **Be Comprehensive.**

3 **Be Realistic.**



Include ALL the true costs of
delivering this service.

Don't undersell yourself!



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Questions?

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Project Description Formula

Request amount and time frame

Impact bottom line

Specific services you will deliver

What you'll spend funds on

Reiterate impact bottom line



Project Description Formula

Request amount and time frame

We request \$10,000 to serve 30 parents with free mental health support groups over the next twelve months.

Impact bottom line

Your grant will ensure that low income and under-resourced parents in Kitsap County have access to evidence-based peer support that improves their quality of life and mental health.

Specific services you will deliver

Specifically, we will facilitate three parent support groups for 10 people per group. Each group will meet monthly in person at the library for two hours per meeting.

What you'll spend funds on

We will use funds to cover essential program costs including staff and facilitator time, transportation, snacks, meeting space, data collection software, printing, and insurance.

Reiterate impact bottom line

As a result of your \$10,000 gift, parents will experience greater mental health, allowing them to be healthier, happier, more present, and more resilient in their families, jobs, and communities.

Success Measurement in 1,000 characters



OUTPUTS

This grant will equip us to build 7 units of affordable housing this year.

In the short-term, this will:

- Immediately house 7 low to moderate income households (approximately 28 people)
- Build supportive community for individuals with low to moderate incomes;
- Increase job opportunities within the city;
- Dedicate undeveloped property in our region to affordable housing

To measure progress, we will keep thorough records and will survey new homeowners to assess the impact of their participation in this program.

In the long-term this project will:

- Increase food security, employment opportunity, mental health, and housing affordability for the people housed in safe, permanent, affordable housing;
- Increase financial stability for homeowners from different economic backgrounds; and
- Support a community-wide solution to the housing affordability crisis in our region.

SHORT-TERM OUTCOMES

MEASUREMENT TOOLS

LONG-TERM OUTCOMES



Grant Application Budget Examples

1. Include revenue
2. Show the balance
3. One page
4. Show where the gift fits in
5. Don't unnecessarily restrict the dollars
6. Include comments.
7. No jargon.

| Grant Project Budget Template A | | | |
|---------------------------------|--------------------------------|----|-------|
| | | | Notes |
| 1 | | | |
| 2 | | | |
| 3 | REVENUE | | |
| 4 | This request to you | | |
| 5 | Grants | | |
| 6 | Donations | | |
| 7 | Earned Income | | |
| 8 | Other | | |
| 9 | Total Revenue | \$ | - |
| 10 | | | |
| 11 | EXPENSES | | |
| 12 | Personnel | | |
| 13 | Supplies | | |
| 14 | Meeting Space | | |
| 15 | Insurance | | |
| 16 | Outreach Costs (printing etc.) | | |
| 17 | Total Expenses | \$ | - |
| 18 | | | |
| 19 | Surplus/Deficit | \$ | - |
| 20 | | | |

| | A | B | C | D | E |
|----|--|---------------------|------------------------------|----------------------|--------------|
| 1 | Grant Project Budget Template B | | | | |
| 2 | | | | | |
| 3 | | This Request | Other Funding Sources | Project Total | Notes |
| 4 | REVENUE | | | | |
| 5 | Grants | | \$ - | | |
| 6 | Donations | | \$ - | | |
| 7 | Earned Income | | \$ - | | |
| 8 | Other | | \$ - | | |
| 9 | Total Revenue | \$ - | \$ - | \$ - | |
| 10 | | | | | |
| 11 | EXPENSES | | | | |
| 12 | Personnel | | \$ - | | |
| 13 | Supplies | | \$ - | | |
| 14 | Meeting Space | | \$ - | | |
| 15 | Insurance | | \$ - | | |
| 16 | Outreach Costs (printing etc.) | | \$ - | | |
| 17 | Total Expenses | \$ - | \$ - | \$ - | |
| 18 | | | | | |
| 19 | Surplus/Deficit | \$ - | \$ - | \$ - | |
| 20 | | | | | |