Grant Writing

Partnerships in NRM
PROSPECT Course

US Army Corps of Engineers
BUILDING STRONG®

Grant Authorities

- Authority – Water Resources Development Act of 1992: 33 USC 2325 and 33 USC 2328

- ER/EP 1130-2-500, Ch. 11 – The Contribution Program provides the means and processes on how to accept donations plus administer any funds the Corps might receive directly or indirectly from a grant. A Contribution Plan has to exist prior to accepting funding and needs to be consistent with the contents of the Operation Management Plan (OMP).

****Grants are considered to be Contributions, not an augmentation of appropriated funds.**

Who Gives Grants?

- Federal, State, Local Governments

- Foundations
  - Typical
  - Family
  - Community
  - Commercial
  - Congressionally chartered

Walmart Giving in Last Fiscal Year Exceeds $1 Billion for the First Time

Who Gives Grants?

Corporations

- Corporate Foundations vs. Contributions Office
  - Timing
  - Contacts local/national
  - Grants vs. Sponsorships
    - Free stuff, consulting
    - Event sponsorship, logos on media

Who Gives Grants?

Individual Grants

- Research – who, why, past grants, etc
  - Online: Foundation Center, Google
  - Local: Community foundations, Lions, Rotary, etc.
  - Directories
  - Networked contacts

Grants

- Few Federal grants directly available to the Corps
  - MAP-21 Transportation funds
  - US Forest Service pest Suppression program grants
  - Reservoir Fisheries Habitat Partnership

- Some State grants are directly available to Corps, but often require matching funds up front. (State boating and waterway grants)

- Many more grants available to friends groups/cooperating associations (Ex. $175K Coast Guard Boating/Water Safety PSA grant to Corps Foundation)

- Corps Foundation provided state and national lists of potential grants and is available to help with seeking grants

Grantmaker Name	Contact	Street Address 1	City	State	ZIP Code	Telephone	Fax
3M Foundation	Cynthia F. Kleven, Secy.	3M Ctr., Bldg., 225-01-S-23	St. Paul	MN	55144-1000	(651) 733-0144	(651) 73
Alcoa Foundation		Alcoa Corporate Ctr.	Pittsburgh	PA	15212-5858	(412) 553-2348	
Allstate Foundation, The	Jan Epstein, Exec. Dir.	2775 Sanders Rd., Ste. F4	Northbrook	IL	60062-6127	(847) 402-5502	(847) 32
American Conservation Association, Inc.	Carmen Reyes, Treas.	6 W. 48th St., 10th Fl.	New York	NY	10036-1802		
American Express Foundation		World Financial Ctr.	New York	NY	10285-4804		
American Honda Foundation		1919 Torrance Blvd., M.S. 100-1W-5A	Torrance	CA	90501-2746	(310) 781-4090	(310) 78
Amgen Foundation, Inc.	Eduardo Cetlin, Sr. Mgr., Corp. Contribs	1 Amgen Center Dr., M.S. 28-1-B	Thousand Oaks	CA	91320-1799	(805) 447-4056	(805) 37
Andersen Foundation, Fred C. and Katherine B.	Mary Gillstrom, V.P., Secy. and Dir.	P.O. Box 80	Bayport	MN	55003		
Annenberg Foundation	Leonard Aube, Exec. Dir.	2000 Ave. of the Stars, Ste. 1000	Los Angeles	CA	90067-4704	(310) 209-4560	(310) 20
Bank of America Charitable Foundation, Inc., The		401 N. Tryon St., NC1-021-02-20	Charlotte	NC	28255-0001	(800) 218-9946	
BBVA Compass Foundation	Reymundo Ocanas, V.P. and Exec. Dir.	P.O. Box 10566, M.C. AL/BI/CH/ACT	Birmingham	AL	35296-0002	(205) 297-3464	
Belo Foundation, The	Amy M. Meadows, V.P., Secy., and Exec. Dir.	400 South Record St.	Dallas	TX	75202-4841	(214) 977-6661	(214) 97
Ben & Jerry's Foundation, Inc.	Lisa Pendolino, Managing Dir.	30 Community Dr.	South Burlington	VT	05403-6828	(802) 846-1500	
Bingham Foundation, William, The	Laura H. Gilbertson, Chief Admin.	1111 Superior Ave., Ste. 700	Cleveland	OH	44114-2540	(216) 344-5200	
Blue Moon Fund, Inc.		222 W. South St.	Charlottesville	VA	22902	(434) 295-5160	(434) 29
BNSF Railway Foundation	Deanna Dugas, Mgr., BNSF Railway Fdn.	2650 Lou Menk Dr.	Fort Worth	TX	76131-2830	(817) 867-6458	(817) 35
Caesars Foundation	Judi Brown, Admin.	1 Caesars Palace Dr.	Las Vegas	NV	89109-8969	(702) 880-4728	(702) 40
Cardinal Health Foundation	Dianne Radigan, Dir., Community Rels.	7000 Cardinal Pl.	Dublin	OH	43017-1091	(614) 757-7481	

Grants Received by the Corps

- LRN: Nolin River Lake- National Water Safety Congress grant winner

- MVK: Lake Ouachita and DeGray Lake - $10,000 grant from ALCOA to control hydrilla via Pakistani fly propagation

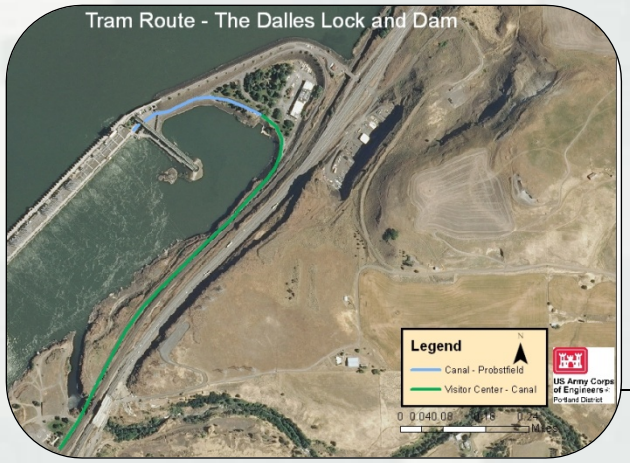
- MVS: Riverlands Project - $100,000 grant from Missouri Department of Natural Resources Recreational Trails Program to improve an existing trail

Grants Received by the Corps

- LRH: Paint Creek Lake- $6,000 Ohio Department of Natural Resources Division of Watercraft Cooperative Boating Facility Grant to construct river access points
- NAB: Raystown Lake- $854,450 Transit in Parks grant for non-motorized transportation pathway
- SPN: Lake Sonoma- $78,000 for an Interpretive and Education Master Plan; $182,000 grant for Stream Restoration Demo Project; $52,000 grant for trout interpretive murals

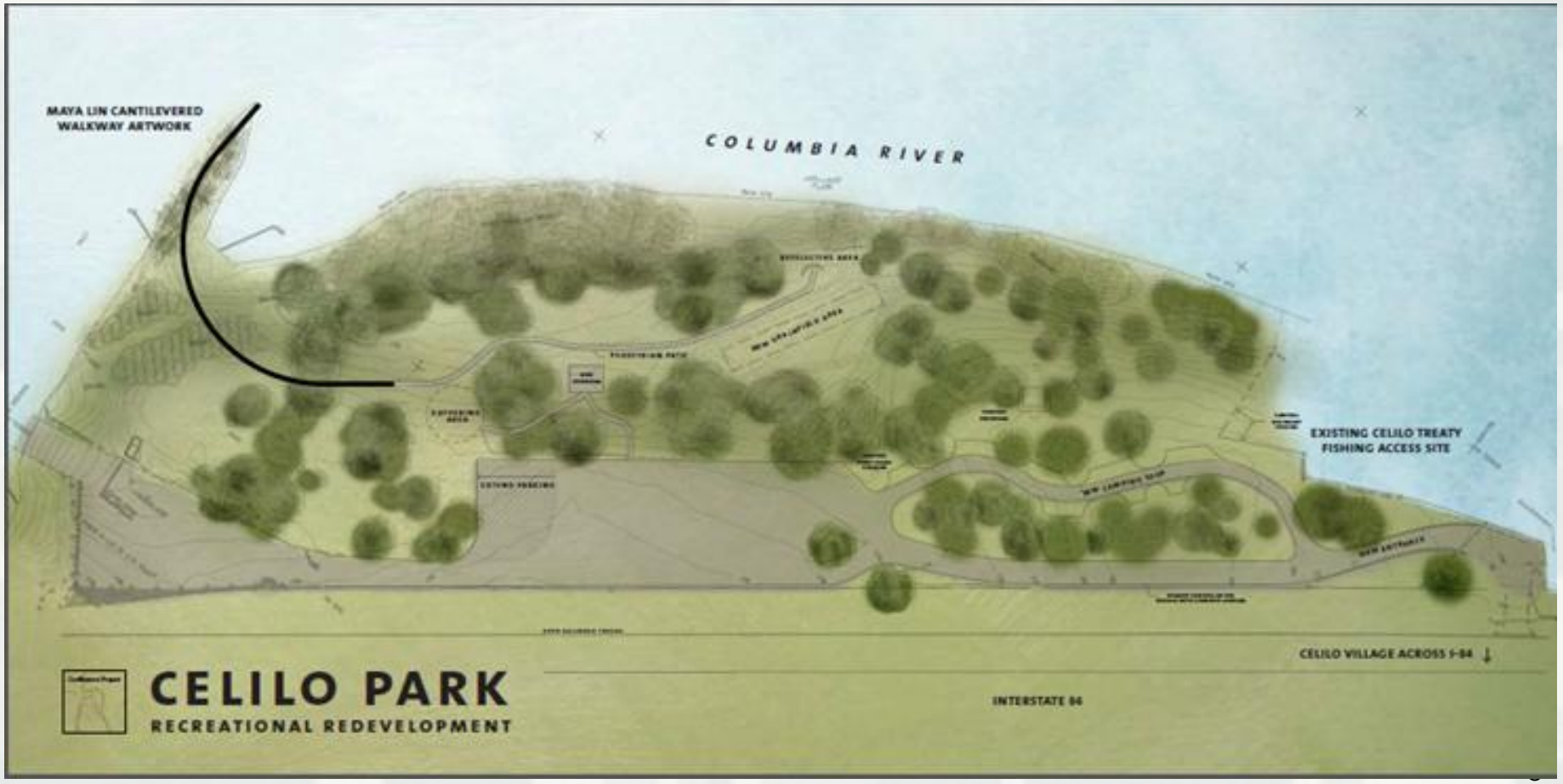
Grants Received by the Corps

- NWD: The Dalles- $340,000 Transit in Parks grant for non-motorized transportation pathway



Grants Received by the Corps

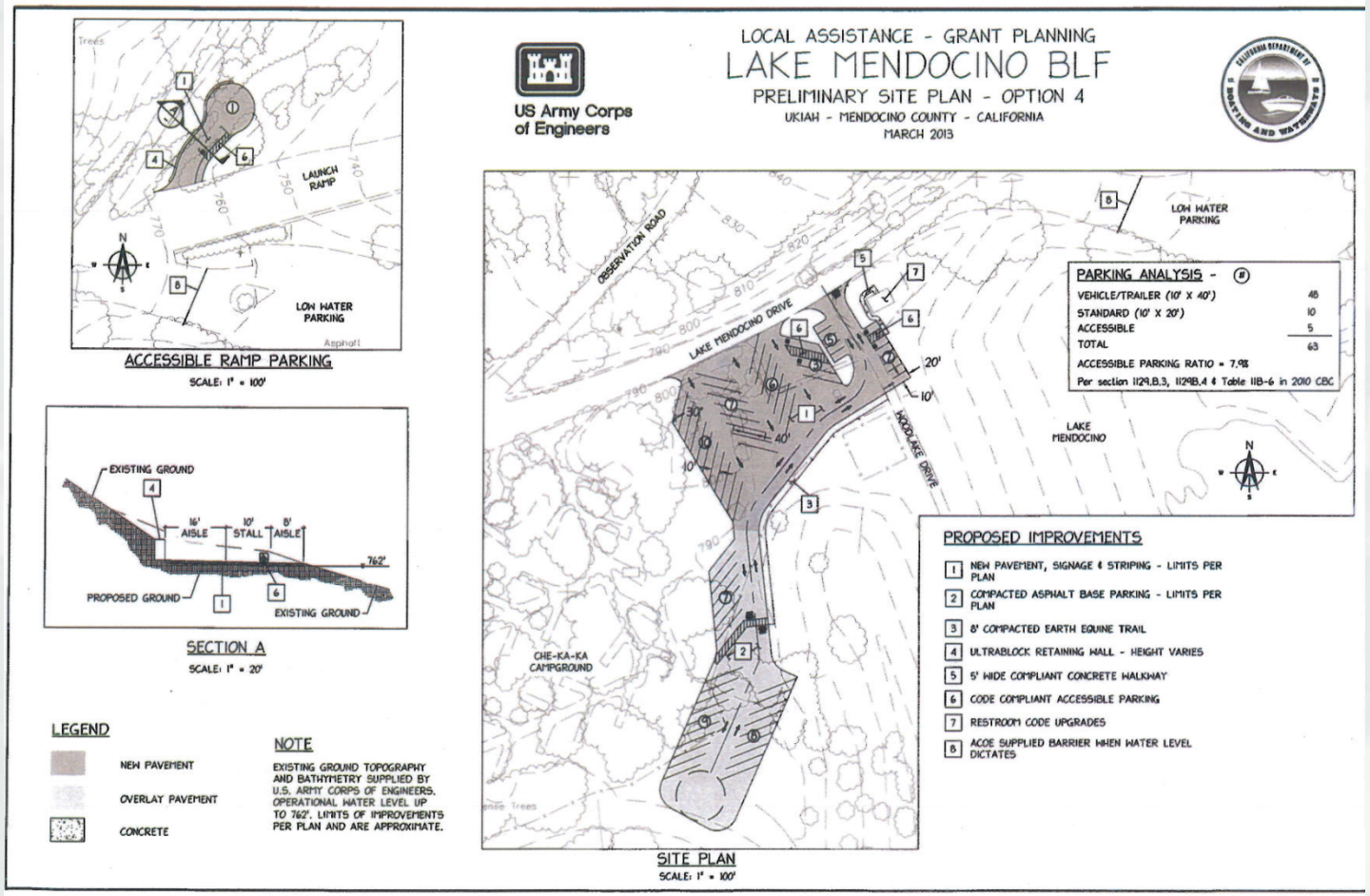
NWP: Confluence Project- Federal Transportation grant of $3.5 million for parking lot redesign and an additional $800K to fix safety concerns near entrance over the railroad tracks.



Grants Received by the Corps

SPN: Lake Mendocino Cal Boating grant of $1.4 million for parking lot expansion, utility upgrades, accessible walkways, restroom upgrade, and signage.

KEY: Expanded upon previous grants that were successfully received from Cal Boating and executed by the Corps, totaling $688k.



Case Study: Lake Sonoma

- Visitor Center Manager wanted better interpretation for school groups
- USACE applied for Handshake funds, Friends of Lake Sonoma provided funds, Resource Conservation District acted as fiscal agent and PM
- RCD found California Rivers Pathway grant, CA Fish & Game offered in-kind services for habitat design and construction
- USACE created leverage by providing project and Handshake funds plus staff time, equipment/materials
- USACE helped write grant, wrote letters of support, completed permitting through Categorical Exclusion, provided on-site support

Grant Tips

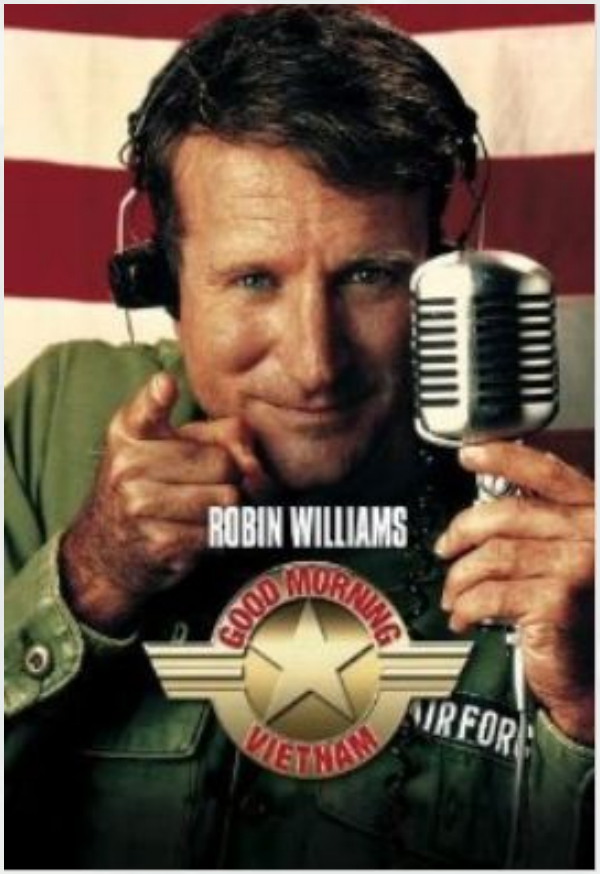
- Make sure the Corps or your partner that is applying for the grant meet the eligibility requirements.
- Research your grantors- know what types of grants they have awarded in the past, typical amounts, what they are interested in.
- Start small to get a track record before you try for a big grant.
- Multiple partners strengthen your chance of funding
- Funders prefer to get applications earlier than the deadline.
- If rejected, it is ok to call and ask for feedback to improve future submittals.
- Its similar to applying for a job.

Writing a Strong Proposal

- Clear purpose statement
- Relevance/benefits to grantor
- Letters of Inquiry (sometimes required)
- Strict conformance to grant requirements, format
- Schedule
- Budget: present entire picture
- Coordination
- Be truthful! Grantor visits are common.

Writing a Strong Proposal

- Avoid jargon/acronyms!



"Excuse me, sir. Seeing as how the VP is such a VIP, shouldn't we keep the PC on the QT? 'Cause if it leaks to the VC he could end up MIA, and then we'd all be put out in KP"

Common Elements of a Proposal

- Introduction – brief reiteration
- Partners - Who will accomplish what, and why chosen
- Problem Statement - Why act?
  - Flows from your mission
  - Meeting a need
  - Solving a problem
- Purpose of the Request - Goals/Outcomes that focus on the solution
- Work Plan/Timeline – Give the reason why you chose the steps and the numbers you will serve
- Organizational Capacity – Who will do the work and why qualified

Common Elements of a Proposal

- Evaluation – Product and process
- Sustainability – Who will maintain the program? Can it generate fees?
- Proposal Summary – This may be the 1st (or only) thing read! Include only essential info
- Cover Letter – One page from lead partner or applicant that tells how much and over what period of time
- Program Budget – Full cost of program, direct/indirect costs, in-kind
- Grant Budget – What the grant covers (specific costs)

Common Elements of a Proposal

- Coverage – Research grantor's rules for overhead. Include indirect costs
- Leverage – Agency and partner support, volunteer support, other grant applications
- Required Attachments – Follow the grantor's list EXACTLY
- Desired Attachments – Support from partners, endorsements, materials from related efforts

Follow Through

- Keep the funder informed of progress and completion!
- Document results
- Grant reporting requirements – Meet the deadlines!
- Photos
- Publicity
- Thank You letters with photos – Keep in touch with interesting materials
- Coordination with partners

**Success breeds more success!

Timeline

1. Idea! You develop a concept of a project for which you would like the grant.

2. Scope it: What is the rough scope, scale, budget, resources available and needed.

3. Vet it – Is it legal? Compatible with Corps and project mission. Does it have management support/partners support?

4. Plan it. Start a detailed scope, schedule, budget.

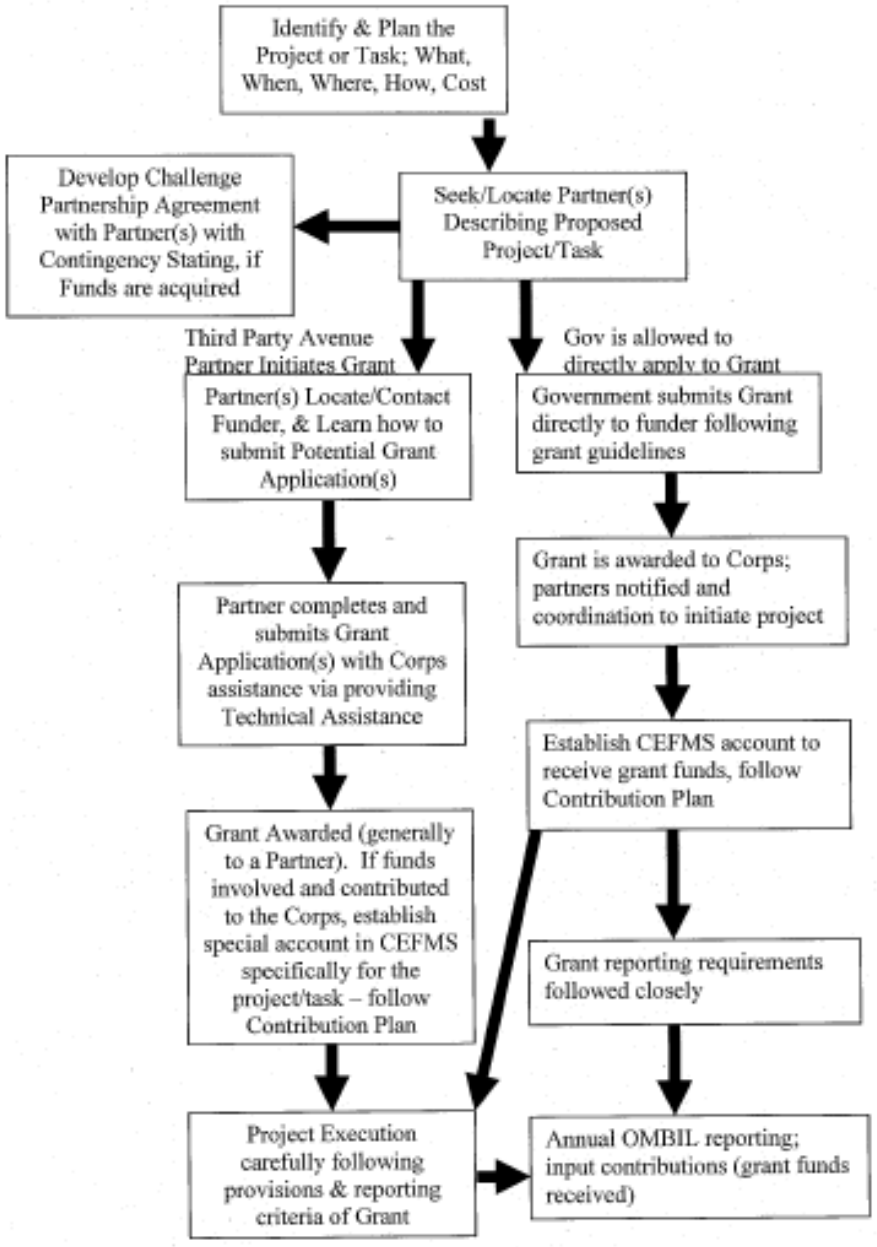
5. Find partners.

Timeline

6. Find potential funders.
7. Write grant applications.
8. Follow through.
9. Thank you.
10. Look for more!

Grants Application & Execution Process

A Flow Chart



Grants/Alternative Funding Sources

Grants can be obtained from public and non-public sources consistent with the purpose of the granting entity. Cooperative associations and friends groups may apply for grants and apply the grant moneys to work activities on Corps lands. The Corps does not usually apply for grants with other Federal agencies unless the legal authority specifically addresses grants between Federal agencies. The Corps can apply for State, local, and private grants if such action does not involve lobbying Congress, the funds will be used for an authorized mission, and the acceptance is consistent with appropriation law. In practical terms, it is much easier for the partner to apply for the grant and accept the funds, so this is the preferred method. Corps employees may help partners write grant proposals, and may conduct training sessions on grant writing.

A third party entity could include a Friends Group, Cooperating Association, Non-Profit, Foundation or local governments. While the third party would usually initiate the grant application, the Corps would maintain oversight of the Project. See the Grants Application & Execution Process flow chart from NWP for a good example of the granting process.

The Corps Contribution Program provides the means and processes on how to accept donations plus administer any funds the Corps might receive directly or indirectly from a grant. A Contribution Plan has to exist prior to accepting funding and needs to be consistent with the contents of the Operation Management Plan (OMP).

Helpful Steps to Apply for Grants with a Third Party

1. Identify and plan the project and ensure it is included in the OMP and Contributions Plan. Ensure the project is ready to go including a funding concept with any needed permits, environmental reviews, clearances and cost.
2. Seek a partnership with a non-profit or local government. Explain that the Corps would like to complete a project, but requires assistance that may include fundraising efforts such as seeking grants. Corps staff may be asked by the partner to help locate a potential grant. Corps participation is encouraged, but the non-profit entity would submit the application and be the proponent.
3. Identify potential grant sources: The non-profit may be willing to help or have knowledge of specific grants, but Corps staff could assist with identifying possible sources.
4. Completing the grant application: Most grant application packages have specific guidance which should be followed precisely. If application guidance is more loosely worded, it is advisable for the applicant to call the Grantor and ask for any information and submission advice they may be willing to share.

- Grants and Funding Available to the Corps
- Related Sites/Links
- FAQs
- News and Current Issues
- Success Stories
- Water Safety Grants

Resources

- http://www.tgci.com/funding.shtml - grant opportunities/foundations by state
- http://philanthropy.com – go to corporate giving
- http://foundationcenter.org/findfunders/topfunders/top50giving.html
- http://grantspace.org