

# COMMUNITY Center

Improve **C**hronic disease **O**utcomes through **M**ulti-level and **M**ulti-generational Approaches **U**nifying  
**N**ovel **I**nterventions and **T**raining for Health Equit**Y**

CONNECTOME

## BUILD Grants: Grant Writing 101

May 25, 2022

*COMMUNITY Center is funded by the National Institute on Minority Health and Health Disparities*



# Grant Writing 101: Agenda

- Introductions
- Overview of Grant Writing
- BUILD Grant Application
  - ✓ Section 2 – Project Information
  - ✓ Section 3 – Project Description
  - ✓ Section 4 – Outcome, Impact, Evaluation
  - ✓ Section 5 – Dissemination and Sustainability
- Q&A

# Grant Writing 101: Introductions

## Facilitator

Nicole Bayne, RN, MPH, COMMUNITY Center Project Manager

Please tell us:

1. Your name
2. The organization you represent
3. One thing you hope to learn in this workshop



# Grant Writing 101: Overview

## Opportunities



Telling your story

Advocacy

Expand your capacity

Building a network

## Challenges



Identifying appropriate grants

Time-consuming

Organizing documentation

Writing style

# Grant Writing 101: Overview

Question:

What do funders look for?



# Grant Writing 101: Overview

What do funders look for?

## Answer:

Best fit with their mission

Completed application

Clarity

Compelling narrative

Attainable goals

Scalable/Sustainable Projects

Plan for evaluation

# Grant Writing 101: BUILD Application

## Section 2: Project Information

- Project title
- Organization mission (200 words or less)
- Brief Project Summary (200 words or less)
- Which community/communities does your proposal collaborate with and impact?

### Quick Tips:

Follow the word limit

Write this section last

Also called: “Executive Summary”



# Grant Writing 101: BUILD Application

## Section 3: Project Description

### WHAT?

**Telling your story**

**This is your time to shine!**



- Describe the issue
- Describe the population or community
- Describe what will be taught/learned

### Quick Tips

- Use facts and statistics
- Check your word count



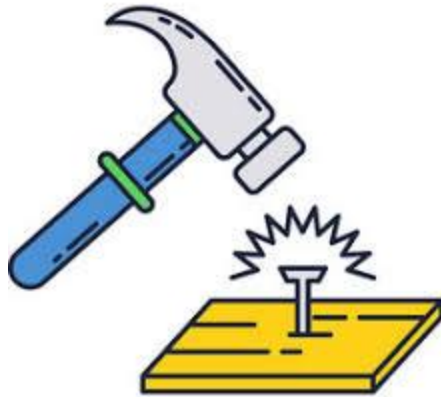


# Grant Writing 101: BUILD Application

## Section 3: Project Description

### HOW?

#### Telling your story The “work” details



- How will \$ help accomplish project goals
- Describe the activities
- How will project contribute to the bigger picture
- Share what makes this fresh and unique

#### Quick Tips

- Include specific activities
- Check your word count



# Grant Writing 101: BUILD Application

## Section 3: Project Description

### WHO?

**Telling your story**  
**The people you serve**



- Describe your target population
- How many people will you serve
- Key stakeholders:
  - Who will be impacted or involved
  - What will they contribute

#### Quick Tips

- Identify stakeholders
- Check your word count



# What is a Key Stakeholder?

*“a person with an interest or concern in something, especially a business.”*

Definition from Oxford Languages

**Examples include: people who will be using your services, businesses or organizations that you may partner with, policymakers and elected officials.**



# Grant Writing 101: BUILD Application

## Section 3: Project Description

### WHERE?

**Telling your story**  
**Where will it happen?**



- Where will the project activities happen?
- Describe the places that will be impacted

Quick Tips



- Place can be specific (zip code, neighborhood) *and* general (NYCHA housing)
- Check your word count

# Grant Writing 101: BUILD Application

## Section 3: Project Description

### PREVIOUS WORK?

**Telling your story**  
**Building on your foundation**



- Describe your current or previous work
- Describe how funding will expand that work

Quick Tips



- Discuss the impact you have already had
- Focus on building capacity
- Check your word count

# Grant Writing 101: BUILD Application

## Section 4: Outcome, Impact, and Evaluation

### How will you know your project is successful?

- Identify expected outcomes
- Describe the expected impact
- Describe your plan for measuring and evaluating

# Example: A Food Sovereignty Report Card

## Anticipated Outcomes

- ❖ Establish standardized metrics for organizations and communities to self-assess progress toward Food Sovereignty in the Bronx.
- ❖ Better enable local nonprofits, local Black and Brown farm owners, and community organizations to work together productively toward a common goal.
- ❖ Provide an annual evidence-based tool and resource to inform elected officials and the community for supporting short and long-term food sovereignty policymaking and funding.



*Credit: Nicole Bayne, Gherell Owens Bey, Fernando Tirado*

# Grant Writing 101: BUILD Application

## Section 4: Outcome, Impact, and Evaluation



Image: <https://ghcc.org/wp-content/uploads/2019/11/smart-goal.jpg>





# Example: SMART Goals and Evaluation

## SMART Goal

To promote healthy eating, our project will provide nutrition education and cooking classes to 75 elementary school children at our local afterschool program during the fall of 2022 and spring of 2023, expanding their knowledge of healthy eating and the impact of food on health.

## Evaluation

We will measure progress by offering a survey to all participants before the program begins and after it ends, asking them questions about what types of foods are included in balanced meals. The questions will be based on current USDA guidelines.

# Grant Writing 101: BUILD Application

## Section 5: Dissemination and Sustainability

- 1. How will you share your progress and results?**
- 2. How will you sustain the project over time?**

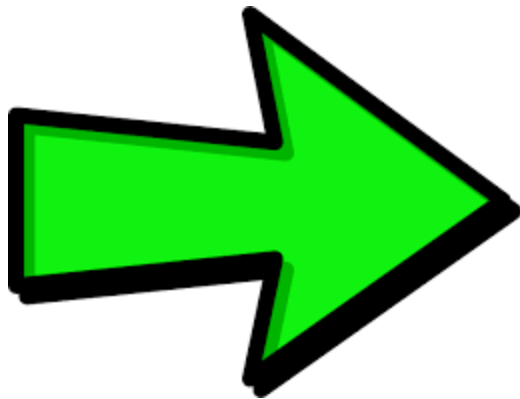


# Grant Writing 101: BUILD Application

## Section 5: Dissemination and Sustainability

### Keep it going!

**Telling your story**  
**The next chapters!**



- Describe how you will share progress and lessons learned  
*Examples: newsletter, social media, presentation*
- Describe who you will share those lessons with
- Include a plan for sustainability

#### Quick Tips

- Discuss partnerships
- List other funding
- Check your word count



The basic principles of grant writing described in this session are applicable to BUILD Grants and other funding opportunities!

**Going through the process of clearly describing**

Project Information

Project Description

Outcome, Impact, Evaluation

Dissemination and Sustainability

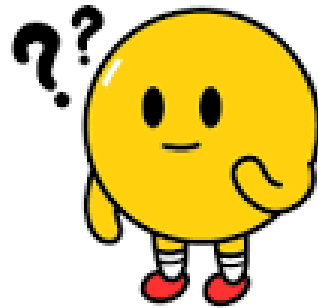
**will provide you with a template that can be edited, updated, and expanded as needed**

*\*Before applying for any funding opportunity, check the application requirements to determine if your organization and project are eligible and to make sure you have enough time to prepare necessary documentation.*



# Grant Writing 101

## Questions?



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## CONNECTOME

# BUILD Grants: Grant Writing 101

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