COMMUNITY Center
Improve Chronic disease Outcomes through Multi-level and Multi-generational Approaches Unifying Novel Interventions and Training for Health EquitY

CONNECTOME
BUILD Grants:
Grant Writing 101
May 25, 2022

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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
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

Telling your story
This is your time to shine!

WHAT?

- 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

**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

**HOW?**
Grant Writing 101: BUILD Application
Section 3: Project Description

Telling your story
The people you serve

WHO?

- 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

**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

**Telling your story**

**Building on your foundation**

PREVIOUS WORK?

- 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
How will you know your project is successful?

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

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.
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

Telling your story
The next chapters!

Keep it going!

| • 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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