

Other People's Money



Finding Grant Funding for your Branch Project
AAUW CA Convention
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About Shelley Mitchell

AAUW Member (Humboldt Branch since 1986)
Former AAUW CA Board Member
President AAUW CA Special Projects Fund
Member AAUW Fundraising Committee for 4 years
Community Action Grants Panelist for 6 years

Seasoned Grant Writer
Reviewer
Nonprofit manager

What's Your Project?

- Mission based?
- Enhances equity for women and girls
- How do you pay for it?
- What about getting someone else to pay for it?

Grants and Sponsorships

- Money—Free money?
- Foundations
- Corporations

Who Gives Grants & Sponsorships?

- Local, National & Global
- Civic associations
 - Kiwanis, Lions, Rotary
 - AAUW
- Businesses
 - Usually looking for recognition and a tax write off

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How do you Find the Right Funder?

- Grant and resource center
- Library
- Funding Directories and computer databases
- Other sources

Online Research

- The Foundation Center www.fdncenter.org
- www.techsoup.org
- Funder websites
- Corporate websites

Look for...

- Geographic community
- Typical size of grants
- Funding interests
- Restrictions



How do you Get Grants and Sponsorships?

- You submit an application or a proposal



Are You Qualified?

- Can you do the project?
- Can you manage all that money?

Are you Eligible?

- Nonprofit status
- Fiscal sponsor

AAUW CA SPF

- The AAUW California Special Projects Fund (SPF) is a 501(c)3 tax-exempt corporation that supports AAUW California projects and local scholarship programs.
- The SPF serves as a pass-through fund, enabling projects to collect tax-deductible donations from individuals and corporations, and from grants and endowments, without having to establish themselves as a separate non-profit entity.

SPF Provides Fiscal Sponsorship for

- Projects that promote education and equity for all women and girls and support the AAUW Mission.
- Projects that seek to influence legislation, support candidates for office, benefit solely AAUW members or individuals are specifically excluded.
- The project has a minimum project budget of \$1000.

SPF Applications

- Who is eligible to use the SPF?
- What are the costs of using the SPF?
 - An administrative fee (currently 5 percent) is assessed on all deposits.
 - The fee funds the SPF operating expenses
- Complete and send a SPF Client Application Form to spfund@aauwca.org

Successful SPF applicants

- Have a minimum annual budget of \$1,000 to be considered for use of SPF
- Guarantee an initial deposit of \$250 to be submitted with the signed Letter of Agreement.
- Projects must agree to a time commitment of a minimum of one year.
- Scholarships must agree to a time commitment of a minimum of two years.

AAUW Community Action Grants

- Need to benefit girls and women
- Funds can be granted to
 - Individuals—
 - Nonprofit organizations
 - AAUW Branches
 - AAUW State organizations

Community Action Grants

- Money to women, AAUW branches, AAUW state organizations, and local community-based nonprofit organizations
- For innovative programs or non-degree research projects that promote education and equity for women and girls.

Applicants

- Applicants must be women who are U.S. citizens or permanent residents.
- Nonprofit organizations must be based in the United States.
- Grant projects must have direct public impact, be nonpartisan, and take place within the United States or its territories.
- Special consideration is given to projects focused on K-12 and community college girls' and women's achievements in science, technology, engineering or math

One-Year Grants

- \$2,000-\$7,000
- Funding for community-based projects.
- Topic areas are unrestricted, but should include a clearly defined activity that promotes education and equality for women and girl

Two Year Grants

- Maximum of \$5,000 -10,000
- Start-up funds for longer-term programs that address the particular needs of the community and develop girls' sense of efficacy through leadership or advocacy opportunities.
- Topic areas are unrestricted, but should include a clearly defined activity that promotes education and equity for women and girls
- Allow time for planning and collaboration

Extra points

- ◆ AAUW members
- ◆ AAUW Branches or state organizations
- ◆ Projects that include community partners
- ◆ STEM Projects

To apply

- www.aauw.org
- Online application
- This year's deadline was March 15
- Funds available by July 1

Tips

- **Get some training**
- The Foundation Center provides online and in-person trainings on grant writing and the funding research process.

Before you Start

- Strategic plan
- Fundraising plan
- Define the scope of your project
- Project timeline

Follow directions.

- Carefully read and follow the funder's instructions for preparing the proposal.
- In a competitive process, this is the easiest way to eliminate you.

Be clear and realistic.

- What is our goal?
- Objectives: What can we specifically accomplish?
- Activities: How will we do this?
- Think about what you can realistically achieve within the project timeline—then convince the funder in a logical way

Collaboration

- Is it a natural partnership?
- Be sure to include the people who will benefit
- Will it strengthen collaboration?

Integrate the community's voice

- Demonstrate that you are working closely with your target population.
 - Include participatory evaluation
 - Develop an advisory committee
 - Respect — and leverage — the skills that community members bring to the project.

Evaluation

- Outcomes—what impact will your project have?
- Can be difficult to define or measure—
- Formative evaluation
- Summative evaluation
- Process vs. Product

Who is going to do the work?

- What are their credentials?
- Director's CV
- Experience administering similar projects
- What resources will you bring?

Timeline

- When will you start the project?
- How long will it take?
- What milestones can the funder expect?

Budget

- An estimate of how much money you'll need to complete your project
- Budget Narrative
- Inter-related to other parts of the proposal
- other funding/matching funds

Get a little help from your friends.

- Once you've drafted your proposal, seek feedback
- Proofread
- Check again to make sure you've followed all the directions

Online Grant Submission

- Print the blank application
- Write your responses in word processing program. Text edit or plain text are better than word.
- Spell check and count words—program won't accept response if it's too long
- Print before you send
- You can call tech support in Iowa if you need to

Logic Model Development

- Resources: Inputs
- Activities: What you will do with the resources
- Outputs: What happens immediately?
- Outcomes: What will happen within a year?
- Impact: What will happen within 5-10 years?

Basic Logic Model

Resources/Inputs What do you need to operate your Program?	Activities If you have access to the resources, then you can use them to accomplish the following activities	Outputs If you accomplish your planned activities, then you will deliver the following—immediately	Outcomes If you accomplish your activities, then what will happen next? What if you don't?	Impact If this change happens, how will your community/ organization or system change?
In order to accomplish our set of activities we need the following:	In order to address our problem, we need to:	We expect that once we complete the activities, the following "deliverables" will be produced—	We expect that the completed activities will lead to the following changes in 1-3 and then 4-6 years	We expect that if completed these activities will lead to the following changes in 7-10 years

Contact me

- If you want more information
 - If you have questions
 - If you want me to review a grant
 - If you get a grant!
- shelley990@suddenlink.net

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Questions?

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