

Finding and Applying for Grant Funding

Presented by the Office of
Sponsored Programs and
Office of University
Advancement



Office of Sponsored Programs (OSP) and Office of University Advancement: Who Handles What?

● OSP

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● University Advancement

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3 Types of Institutional Funders

1. Government

- Federal, state, and local governments
- Pass-thru funds--Federal funds that go to state/local government and are then awarded to other organizations/institutions
- Subaward funds--Government funds awarded to Institution X that then awards a portion of award funds to Institution Y
- Contracts/collaborative agreements—
Procurement/active project participation by sponsor

3 Types of Institutional Funders

2. Foundations

Types of Foundations:

- Independent Foundation- Established to aid social, educational, or charitable activity; Generally, endowed by a single source (individual or family); Decisions by donor, board, or trust officer; Discretionary giving, usually limited to areas of focus.
- Community Foundation- Publicly-supported organization making grants for charitable purposes in a geographic area; Contributions from many donors (tax-deductible benefit); Decisions by board representing diversity of community.
- Corporate Foundation- Endowed by a profit-making corporation; decision by board (often company officials); Giving related to corporate activities or communities where corporation operates.

3 Types of Institutional Funders

3. Corporations

Donate via Corporate-Giving Programs and Company-Sponsored Foundation.

Corporations may be national, regional, state, or local in scope. They generally donate cash, products, and or/manpower. Corporations are interested in:

- Creating public awareness
- Promoting their products and increasing profits
- Assisting employees (and their families)
- Training the future workforce

How to Qualify your Project and then Find Funding

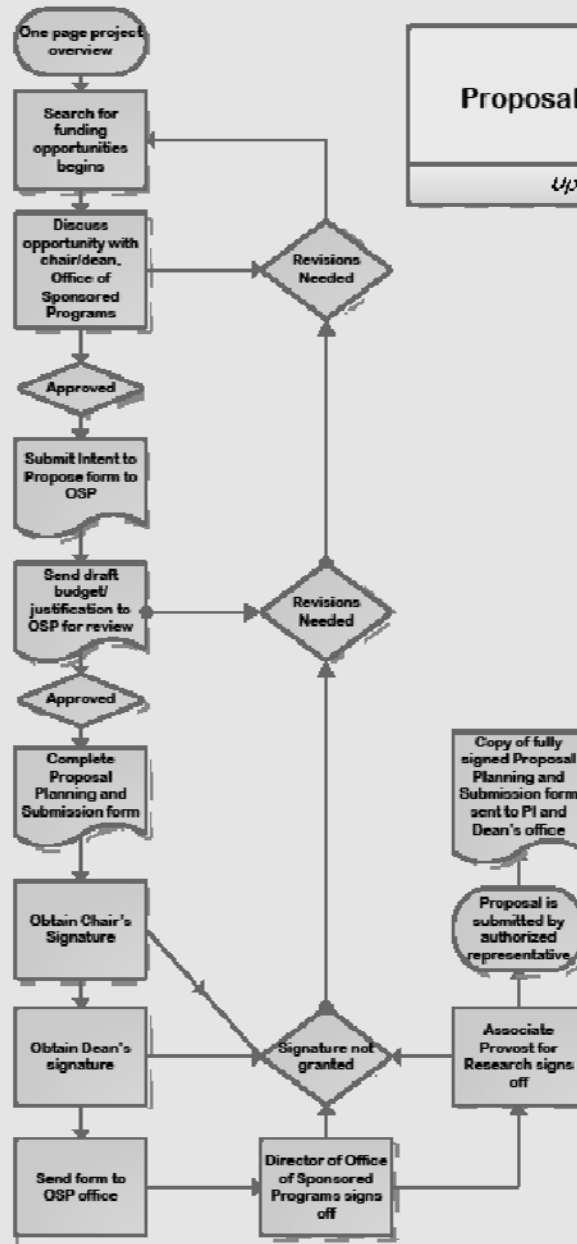
- ◉ Project Qualification. Know what you seek to fund, how much you are seeking and strength/viability of project getting funded. Know your competition/other similar projects. Seek funding for projects; DO NOT seek a project for available funding, AKA "chasing the dollar." A project should:
 - ✓ Prevent or reduce a community problem or research a major issue facing society
 - ✓ Help a targeted population
 - ✓ Attack problems through creative, innovative programs or services
 - ✓ Result in gaining new knowledge about how to prevent and reduce a problem
 - ✓ Disseminate the new knowledge to others
 - ✓ Be easily replicated

How to Qualify your Project and then Find Funding

- Review guidelines to determine whether your project meets the following in order to justify time to be spent:
 - ✓ Eligibility - Some funders do not allow more than one submission per institution within stated time intervals; 501(c)(3)
 - ✓ Time Frame – two weeks usually is not enough time to slap together an application!
 - ✓ Appropriateness – Proposal MUST answer funder's need.
 - ✓ Effort Required – Electronic? Word doc? \$1000?
 - ✓ Return on Investment – What happens next?
 - ✓ Likelihood of Success – Consider funder's award ratio.

Proposal Submission Flowchart

Updated November 2011



Proactive Research

Finding NOFA's (Notice of Funding Availability)

- › Acronym soup: RFP, FOA, PA all mean the same thing

Resources

- ◉ **InfoEd** is a leading provider of Web-based integrated electronic Research Administration solutions for the identification and administration of Sponsored Funds. InfoEd consists of three modules: SPIN, GENIUS, and SMARTS.
 - › SPIN is a funding opportunities database designed to provide up-to-date information on current national and international government and private funding sources.
 - › GENIUS is a global WWW network and database of scientific and scholarly expertise. The system contains profiles entered and maintained by scholars and researchers at leading universities and research institutions throughout the world.
 - › SMARTS is an investigator alert system that matches investigators or profile information with SPIN. Matching is conducted on a daily basis and programs are emailed to researchers.

<http://www.rowan.edu/provost/grants/infoed/infoed.cfm>

Proactive Research

- ◎ **Guidestar**: Similar to Foundationcenter.org. Guidestar.org is a free resource that provides Foundation information.
- ◎ Corporations and Foundation Websites: Look for links concerning Giving, Community Caring, Community Outreach, Social Impact and the like. Keep poking around. Most sites have site maps which can be helpful in locating the giving section of their website. Often Corporate websites provide these sections under the Corporate Information menu.
- ◎ Relationships: Examine and identify possible contacts at funding sources which can be called upon for assistance/support of your project.
- ◎ **Foundation Center**: Free online research tool providing basic information about grant-seeking process.
 - › Foundation Directory Online: Subscription-based foundation database of funding opportunities. If faculty are interested they should request Campbell Library subscribe. Closest center is at the Free Library in Philadelphia.

Proactive Research

- www.grants.gov. The government portal where you search and apply for any federal funding opportunity. There is a free notification service that will send you updates on opportunities that fit your criteria.
- Catalog of Federal Domestic Assistance: www.cfda.gov. Database of federal funders and their programs.

Best type of proactive research: Learn about a funding opportunity before it's even announced. The Office of Research has funds available to take faculty to meet with program directors and learn what announcements will be coming out in the next few months.

If interested, contact Associate Provost for Research Dr. Shreekanth Mandayam to schedule a discussion: shreek@rowan.edu at x5333

Areas of Funding Interest & Levels

- ◉ Topic: Must identify what a funder is willing to support (e.g., arts, STEM; K-12 education for special needs; health and fitness; environmental initiatives). Remember your need must match their need!
- ◉ Excluded Projects: Must identify what a funder is not willing to support. For example, may not support capital campaigns; religious based organizations; higher educational institutions; for profit organizations.
- ◉ Geography: Must identify any geographical restrictions on funding. For example, may only fund organizations located within a given state or region.
- ◉ Funding levels: Must determine minimum and maximum funding level fit.

I found money, now what do I do?

Alert the OSP office.

We have two required forms:

- Intent to Propose

- › Filled out after finding an appropriate funding opportunity. Preliminary- no commitment is made on behalf of the PI or university

- Proposal Planning and Submission Form-

- › Filled out after the budget has been finalized. Requires signatures from PI, chair, dean, OSP director, and AVP for Research. Proposals cannot be submitted without fully signed paperwork. This form will come to Banner Self-Serve in Spring 2012 and utilize electronic routing mechanisms.

- Forms can be found on our homepage:

- <http://www.rowan.edu/provost/grants/index.cfm>



Project Description Narrative/Concept Paper/Proposal or Letter of Intent (LOI)

Creating a Winning Proposal

- The proposal meets all guideline requirements-that is, you are eligible to apply and the proposal follows all instructions given by the funder for content, page count, format, word count and so on.
- The proposal answers all the questions that the reviewer needs to make an informed and intelligent decision, and does this clearly and concisely.
- The proposal is timely--in before the deadline.
- The proposal shows the funder that by supporting this request, the funder can further its own purpose and interest as a grant-maker.
- Must show a sincere interest in solving the problem. Self interest is easily spotted by program managers. Need to convey that you are doing the project for the right reasons. Also, be sure to demonstrate confidence that your organization/group can do the job.
- Presentation is everything. Make the proposal easy to read. Complexity will not win you funding nor will use of buzzwords and jargon without substance. The power of your ideas and your organization's qualifications to carry out the work will win the award. Be precise and concise. PROOFREAD and always have another person proof and critique your drafts.

Typical Proposal Structure:

- Project Title
- Project Background/History
- Constituency Served
- Current Need
- Project Goals/Objectives
- Anticipated Outcomes/Deliverables
- Method to Accomplish Goals/Workplan
- Evaluation
- Budget
- Budget Narrative

Project Title

- Should be descriptive rather than read like a slogan, and it should express the end result of the project rather than its methods. Make it short and easy to remember.

Project Background/History

- Briefly describe the project and its history. Need to strike a balance between conciseness and sufficient detail to effectively explain the project. Be sure you can realistically achieve what you are proposing. Assume the reader knows nothing about your organization.

Constituency Served

- Describe who and how many individuals will benefit, directly or indirectly, from the project. Provide demographic information such as gender, age, ethnicity, socio-economic status, etc., if available. Feel free to use a table with percentages or other visual aid.
- The Office of Institutional Effectiveness, Research, & Planning can provide institutional statistics.

Current Need

- What problem or challenge will the project address? Show why your organization is the right one to deal with this problem. Substantiate the need for the proposed project. Want to begin with a punch to pique the reader's interest. Here are a few drafting starters:
 - The problem is....
 - The causes of the problem are....
 - Without further research on this issue....
 - The severity of the problem is illustrated by the following statistics: [NOTE: Statistics should come from a variety of sources]

Project Goals/Objectives

- Goals/objectives identify what you plan to accomplish.

Anticipated Outcomes/Deliverables

- Provide measurable, action-oriented, time sensitive, specific outcomes. Outcomes are usually defined as changes in behavior. Describe what you specifically want to accomplish as a way to set up the criteria against which you will evaluate and report on the program or project. It is helpful to include numerical objectives or easily benchmarked objectives to facilitate measurement of success and reporting.
- Deliverables are products such as databases, software, curricula, flyers, reports, etc.

Method to Accomplish Goals/Workplan

- What activities, when, and by whom?
- Address community involvement and support. Consider collaboration possibilities as well as breadth of impact of project.
- Include key staff bios.

Evaluation

- Briefly address sustainability and evaluation-how you plan to measure success of the project. In other words, how will you know when you have been successful? Also, address how you will sustain the program.
- Address who is responsible for evaluation, how the information will be used and how the results will be monitored.

Budget

- Ideally, it is best to present your budget on a separate page unless a different format is required by the funder. Do not guess on costs; do your homework/research thoroughly. Make sure the budget matches the narrative. If the funder says they do not want much detail, then consider limiting financial discussion to an overall dollar amount.
- If you would like to use a generic budget template, please contact one of us.

Budget Narrative

- ◎ Some funders will ask for budget justification/narrative. This narrative offers another opportunity to make your case and is equally, if not more, important than the budget itself. Use it!
- ◎ If requested, describe any sources of financial support for the project. If budget narrative is not permitted, you can use the project narrative to detail expenses.

Ready, Set, Submit!

Remember:

- Only University Advancement or OSP may submit proposals or grant applications on behalf of the university. Once the project has been approved, a representative will submit your proposal. Proposals that are not approved prior to submission:
 - > Can be denied by the university if awarded with unfavorable terms or conditions.
 - > May not include the full protection of the university under the New Jersey Tort Claims Act.
 - > Significantly delay processing time. Even with an award notice, project work cannot begin until university approval is acquired.

Application Follow-Up Process:

- Meetings with Funder
- Site Visits
- Thank you letters. Consider using thank you letter as an opportunity to seek feedback to your proposal submission.
- Reporting/stewardship

Resources

Searching:

www.guidestar.org

www.grants.gov

www.cfda.gov

www.fundsnetservices.com

www.fedconnect.net

Writing:

www.grantcenter.org

www.proposalwriter.com

www.foundationcenter.org