Let's Talk About Grants: What to Include in a Grant Proposal Transcript

Slide 1: Welcome to Part 4 of the webinar series Let's Talk About Grants: What to Include in a Grant Proposal from the Erie County Office of Health Equity. This series of videos is intended to be an introduction to grants and grant writing, covering the basics.

Slide 2: In Part 1, we talked about grants and funders. In Part 2, we discussed eligibility and finding the right funding opportunity. In Part 3, we talked about grant applications and their component parts. In Part 4, we'll be discussing what to include in a grant proposal. These tips will be helpful when writing a proposal for a posted grant opportunity or for a funder that does not have a current opportunity but that accepts unsolicited grant proposals.

Slide 3: Before we talk about what to include, let's review a few terms. Goals and objectives are the short, medium and long term results or changes you want the grant program to achieve. Objectives are smaller, more specific and measurable steps to reach larger goals. An example of a goal would be, "Increase knowledge and skills of sexual and reproductive health among youth on Buffalo's East Side." An example of an objective would be: "By December 31, 2025, deliver 50 one-session evidence-based sexual and reproductive health interventions to youth in community settings on Buffalo's East Side."An important note is that even though these terms have different definitions, a funder may use them interchangeably or use one of them in a different way than you're expecting. If you are unsure what the funder is asking for, ask them to give examples or specific directions.

Slide 4: Outcomes are the benefits or changes you hope will happen as a result of the grant project, such as lower rates of an illness in a community or improved mental health among participating youth. An example outcome would be: "Reduce rates of unplanned pregnancy, HIV and STIs among youth who live on Buffalo's East Side."

Slide 5: Deliverables are the direct, tangible results of grant activities, such as number of people engaged, hours of service provided or materials developed. The activities you are agreeing to complete in exchange for grant funding are called deliverables. A work plan is a written action plan that outlines all of the steps of a project. It can include goals, objectives, tasks, outcomes and deliverables as well as team member responsibilities and timelines.

Slide 6: An evaluation is an assessment of the results of a grant, including what was or was not accomplished, whether the project was completed as planned, and whether the intended goals and outcomes were met. This is usually required as part of grant reporting. Reports and reporting are scheduled updates to the funder during or at the end of the grant period summarizing or describing the project activities and/or spending to date. Reports may be requested monthly, quarterly, annually, or at the end of the grant (final report). Funders request reports in different ways. Some will provide a simple webform to be completed, others will ask for a long, detailed narrative report (narrative meaning storytelling style, not just numbers), and others will ask for a presentation or another format.

Slide 7:   Every grant is different. Every funder will have their own application and requirements that must be followed. However, a strong grant proposal will: Describe the problem you want to address. Who is affected, and how? Why should the funder care about this problem? Why is this problem occurring? Why is it important to address it now? Use research and data, including statistics and stories, and avoid making assumptions.

Slide 8:   A strong grant proposal will also state the outcomes you hope the program will achieve with the grant funding. A funder may also call these objectives, results, or goals. Set goals that: Are specific, can be measured, align with your overall values and goals, and can be met within the amount of time.

Slide 9:   Let's look at two of our earlier examples. One is written to be a more general, overarching goal, and the other to be more specific and measurable. Many grants will ask for both, especially in a workplan or logic model. The first example is specific, but not measurable: "Increase knowledge and skills of sexual and reproductive health among youth on Buffalo's East Side." The second example is specific, measurable, and timebound, meaning it has a specific deadline as well: "By December 31, 2025, deliver 50 one-session evidence-based sexual and reproductive health interventions to youth in community settings on Buffalo's East Side." An important note is that these examples are only strong goals and objectives if sexual and reproductive health are closely tied to your organization's overall values and goals.

Slide 10:   A strong grant proposal will also say how you plan to address the problem and achieve the outcomes. Describe what your organization will do when you get the grant. Include how you will measure and report success. Explain what you will do like you would explain the project to someone who knew nothing about it.

Slide 11:   When describing your project, include the who, what, where, when, why, and how. Who will be served by the program? Who will do the work? What will happen? What strategies will you use? When will it happen? Include a timeline of all of the program activities. Where will the work take place? How will the outcomes be achieved? How will you measure and document progress? Why should the funder choose your program? Why are you the right organization to address the problem (are you experienced, trusted, etc.)?

Slide 12:   You don't need to wait until you find the right grant opportunity to start preparing! If you are not ready to apply yet, or have not found the right grant opportunity, there are still things you can do now to prepare. Write a description of your organization. Include your mission and goals, priority populations and community, partners and assets, and a brief history. Write a description of past (or current) projects. Write a description of the project or program you are trying to fund. Use these slides to help you describe the problem, desired outcomes and plan for your program. If possible, create a sample budget.

Slide 13: The Let's Talk About Grants video series is meant to be an introductory overview of grants. Each of your organizations is unique and each grant opportunity is different. The Erie County Office of Health Equity provides free, personalized grant technical assistance for community organizations and groups serving minority, marginalized, and underserved communities in Erie County. We can help with finding grants that are a good fit for your organization and applying for grants including planning and editing. We can provide free templates for grant documents including letters of commitment and support and workplans, and examples of grant documents like budgets and budget narratives. We can also assist with grant reporting and with data and evaluation with the help of our epidemiology team. Scan the QR code or use the contact information on this slide to get in touch with our office.

Slide 14: Thank you for watching Part 4 of the webinar series Let's Talk About Grants: What to Include in a Grant Proposal, a production of the Erie County Office of Health Equity. To download a PDF copy of the slides from this video with clickable links or a video transcript, visit erie.gov/grantsupport. Parts 1-3 and 5-7 of the Let's Talk About Grants video series cover: Grants & funders, Eligibility & finding the right grant, Parts of an application, Budget basics, Timelines from start to finish, and Resources. To watch another video in the series or for more information, visit erie.gov/healthequity.