



# Grant Writing for Adult Basic Education

December 1, 1-3pm

December 13, 1-3pm

Barbara Garner, Retired Adult Ed Program Director (and more)

Amy Letteney, Development Director First Literacy

# Welcome!

- ▶ General introductions
  - ▶ Name, titles, size of organization
  - ▶ Review the pre-workshop survey results
- ▶ Goals
  - ▶ Session 1: Where to find funding and how to position your grant program to succeed
  - ▶ Session 2: Build comfort with funding guidelines and completing an application
  - ▶ Overall: Address questions and brainstorm throughout the sessions, feedback is welcome and appreciated!

# Large and Small Organizations - Communication is Key

## ▶ Small

- ▶ Make sure your organization has the bandwidth to submit and carry out promised activities

## ▶ Large

- ▶ Make sure you're not competing against a colleague for funds - coordinate internally before beginning the process


# Types of Funders - Tailor Your Message

- ▶ DESE - information, information, information
- ▶ Large Foundations - impact
- ▶ Small Family Funds - mission driven



## Prepare your organization to pursue a grant program


- ▶ What are you looking for and why?
- ▶ Invest time in prototype writeups of your programs, along with budgets
- ▶ Do you have impact data on hand?  
[*Group brainstorm*]
- ▶ Do you have stories and/or narratives about the success of your program?  
[*Group brainstorm*]
- ▶ Pull together documents that are often requested by funders: most recent 990/audited financial statements, 501c3, Board list, including affiliations, Staff leadership biographies, Organization and program budgets, demographic information (staff, leadership, board, clients/beneficiaries)
- ▶ **Keep track of deadlines and plan ahead!**



## Who can help you build a grant program?

Look at your organization's network, personal connections are best

- ▶ Where do existing donors work? Do employers have corporate giving programs?
- ▶ If you have corporate/event sponsors, can they connect you to the organization's foundation?
- ▶ Do members of your Board of Directors have helpful connections?



# How should you research and evaluate a potential funder?

- ▶ Confirm that the funder's priorities align with your organization's programming
  - ▶ Don't waste your time or theirs if it's not the right fit
  - ▶ Respect the funder requests
- ▶ Research their giving history
  - ▶ ProPublica, e.g. [First Literacy, schedule I](#)
  - ▶ [Liberty Mutual \(pg.11\)](#)
  - ▶ Read all information available online

# Liberty Mutual Foundation

Established in 2003, Liberty Mutual Foundation supports the communities in which we live and work. In partnership with our grantees, our common purpose is: to invest the expertise, leadership and the financial strength of Liberty Mutual Insurance and its employees to improve the lives of our most vulnerable neighbors.

Our grants help nonprofits that work to empower families and individuals who are struggling to thrive amid challenging situations. **To that end, our grant-making priorities focus on organizations and programs in Greater Boston, Greater Puget Sound, and select counties of Washington State (defined below) to provide advanced security and resilience for people and communities.** We seek to accomplish this through our three strategic goals by:

1. Creating a safe and secure place
2. Providing access to workforce and educational opportunity
3. Creating climate resilient communities

[Liberty Mutual Foundation Giving Guidelines | LMG](#)  
[libertymutualgroup.com](http://libertymutualgroup.com)

## Class Example - Group Discussion



# Where should you look for funding?

- ▶ MassNonprofit News Wednesday Report – join the list
- ▶ [City of Boston – The Funding Update](#)
- ▶ [Literacy Grants & Funding | ProLiteracy](#)
- ▶ [Massachusetts Grants and Foundations](#)
- ▶ [Massachusetts Grant Watch](#)
- ▶ [Philanthropy News Digest](#)
- ▶ [Impala](#)
- ▶ Research other nonprofits in your space, who funds them?  
[*Group discussion*]
- ▶ [IINE example](#), page 16

# Optional Homework

- ▶ Using the resources provided earlier, pick one funding opportunity for discussion at the next session.
- ▶ Review and familiarize yourself with a sample application, Philanthropy Massachusetts offers many resources and templates:
  - ▶ [Common Grant Application](#)
  - ▶ [Budget Template](#)
  - ▶ [Demographic Data Form](#)
- ▶ First Literacy Blogs to read:
  - ▶ [Applying For A Grant? Steps To Ease The Process | First Literacy Blog](#)
  - ▶ [Finding Inspiration with Faces and Facts | First Literacy Blog](#)

# Draft Agenda for Session 2:

- ▶ Homework progress, questions or issues? *Group discussion*
- ▶ Laying the Groundwork for your Application
  - ▶ Who is reading it
  - ▶ Helpful language
- ▶ The Funding Cycle
  - ▶ Tracking requests, awards and reports
- ▶ What to do if you receive an award
  - ▶ Get ready to Evaluate

**ANY REQUESTS?**

**Next workshop session is  
December 13, from 1-3  
Mark your calendars!**



# Thank you!

We want your feedback.

<https://docs.google.com/forms/d/1HXb0xQ6hXdHVPkCkGhIEsHPIC4D4sN5upqC0CtBTnj8/>  
<https://bit.ly/3Q4WqUr>



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# ▶ End Session One



# Grant Writing for Adult Basic Education

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Amy Letteney, Development Director First Literacy

# Welcome Back!

Did you make progress on the homework?

- ▶ Today we will do more work on
  - ▶ Searching for funders
  - ▶ Tracking requests, rewards and reports
  - ▣ The Funding Cycle
    - ▣ Laying the groundwork for your Application
      - ▶ Your readers, your writing
      - ▶ Helpful language
  - ▶ What to do if you receive an award
    - ▶ Evaluating and reporting
  - ▶ Budgeting, don't be scared



# Searching for Funders - Mining for Gold

- ▶ Many tools available, most are fee-based
- ▶ Free sources were shared in Session 1, let us know if we should resend
- ▶ Candid Gold - benefit of membership
  - Working example at [Foundation Directory](#)
    - ESL and Second Language Acquisition
    - Boston Massachusetts
    - Adults, People of Latin American Decent, Immigrants and Migrants
    - Results are: [Foundation Directory | Candid \(foundationcenter.org\)](#)
      - ▶ Examine: Yawkey Foundation II, look at 990, LinkedIn Profile

# Who is reading your application?

- ▶ We analyzed our wait list data from the past three semesters. 70% of the prospective students are level 2. We proposed adding one level 2 class of 15 students to start with our next semester classes on January 10. The library in which we hold our classes has a room available that we can use three days a week from 1:00-3:00 for free.
- ▶ The funding decisions will be announced on December 25.
- ▶ Our ADP students must pass the MCAS to receive the BPS diploma.

# Who is reading your application?

- ▶ How much education is needed? Write as if you are explaining to someone who knows very little about ABE/ESOL.
- ▶ Respect the reader; they will know if your timeline isn't realistic or if there is padding in your budget.
- ▶ Make the text, images and data easy to navigate - it should lead the reader on a journey



# Common Application Questions

- ▶ Please explain the program/project using the prompts below:
  - What you want to do (activities) and the timeframe
  - Why you want to do it (opportunity, challenge, issue or need)
  - Who will be impacted (target population, including age, gender, ethnicity, other relevant characteristics)
- ▶ **Your Impact:** What does success look like?

# Awarded Grant Application - Does it addresses funder priorities and explain need?

We know that the need in [*name of town*] is extensive. We have a large wait list for our ESOL classes. We also know that many employers in the area have employees with very low level English. These workers are not able to access better paying jobs within the same company, or move easily to better paying employment because of the language barrier. We have run a few pilot classes with employers to provide English classes to incumbent workers, but lack a robust approach that identifies and clearly defines the scope of the project; builds out contextualized materials and lesson plans; and moves students forward efficiently. Our goal is to build a program based on researched and experience best practices that will give us a flexible program that we can adapt to different employment sectors and contexts providing incumbent workers with language training they need to be successful at work and get promotions.



# Phone a Friend

- ▶ Enlist a friend or colleague to read your work.
- ▶ Make sure you have **PLENTY OF TIME** to revise
- ▶ Ask them:
  - What do they understand?
  - What doesn't make sense?
  - Does the program seem viable?
  - Any jargon?
  - Any contradictions?
  - Grammar? Typos? Facts? Figures?

# Funding Cycle

- ▶ When is the proposal due? When will the organization make its decision? How will this timeline impact your submission?
- ▶ Your request should reflect your understanding of the funder's timeline.
  - ▶ Large organizations can have a very long process
  - ▶ Smaller funders reply and award at their own speed, sometimes with very little transparency.

## *Cumming Foundation Grant Program Timeline*



# Tracking Requests, Awards and Reports

FOUNDATION NAME	DEADLINE	TASK	NOTES
Rockland Trust/Blue Hills	10/14/2023	Supports "Education - Initiatives that raise the aspirations of students, enhance their knowledge, and support education" support of specific projects or programs, including capital requests, or operating support. Multi-year requests are accepted. The average grant award ranges from \$1,000 - \$5,000.	<a href="#">Rockland-Trust-PUBLIC-Contribution-G</a>
The Philanthropy Connection	10/19/2023	New cycle opens. Check for Details!!!	<a href="https://thephilanthropyconnection.org">https://thephilanthropyconnection.org</a>
Latino Equity Fund	10/19/2023	Request submitted. Must have at least 51% programming directed to LatinX population	
PwC Foundation	10/30/2023	10/26 grant report submitted, no opportunity for a request.	
National Grid Foundation	10/31/2023	Apply - ask for non-tuition support, emergency fund offered to each student at the beginning of the year	<a href="https://www.cybergrants.com/pls/cyber">https://www.cybergrants.com/pls/cyber</a>
The Philanthropic Connection	11/17/2023	Submit LOI	<a href="#">TPC Letter of Intent Application 2023-</a>
Sparkplug Foundation	11/2/2023	9/23/23 - submitted LOI, declined. We don't meet all criteria but worth a try.	<a href="#">Information – Sparkplug Foundation</a>



# When you get funding... Celebrate!

- ▶ Communicate the win with your team and the organization – make sure everyone involved gets the news and understands the terms of the grant, timeline and budget
- ▶ Do what you proposed or contact the funder to discuss changes before investing the grant funds
- ▶ Be ready to report on successes and challenges, honesty is the best policy
- ▶ Craft report to prepare for a second request

# Then Get Ready to Evaluate!

- ▶ Are you following the process you laid out?
- ▶ Is it on time?
- ▶ If not, why not?
- ▶ Who is responsible for tracking this, when, and how?

# Outcomes and Impact

## Outcomes

- What is the baseline?
- What is supposed to happen?
- What has happened?

What has changed as a result of the outcomes?

- What are some of the outcomes that you see in your work?  
Ripple effect?

# Budgeting



What do you think of when you hear the word "Budget"?



What activities are included in your project?



Who is included in your project?



Where is your project going to be held?



# If you would like to continue the journey...

- ▶ To learn more about grant writing and building a grant program:
  - ▶ Join a proposal review board for another organization
  - ▶ Look at available webinars, [Philanthropy Massachusetts](#), [Chronicle of Philanthropy](#), and more
- ▶ Are there additional grant-related topics you would like to discuss in future workshops?



# Thank you!

We want your feedback.

<https://bit.ly/3FmTQUL>

<https://docs.google.com/forms/d/1jLwM1zsOtpMkhLqu7zNz4oWiHa51SO-IZ0g1mbxSnpA/edit>

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