

Grants 101

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Agenda – What we'll cover

- 1) Grant landscape
- 2) Key terms
- 3) Anatomy of a grant
- 4) Useful tips

Submit questions via chat



Grant Landscape

Grants are transactional

Gifts are philanthropic



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Private vs. Public grants

Private (foundations, corporations, associations)

- Short guidelines
- Brief proposals & few attachments
- Less transparent
- Variability
- 5–10% success rate

Public (city, state, federal)

- Long guidelines
- Lengthy proposals w/ attachments
- Transparent review process
- Stability
- 15–20% success rate



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Key terms



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PI or PD

- Principal Investigator or Project Director
- Lead person
- Must always have one
- Also have co-PD; people with substantive contribution to project

“Direct” vs “Indirect” costs

Direct

- Allocable to your project
- Salary, supplies, travel, etc.

Indirect

- NOT allocable to your specific to your project
- Still a real cost
- AKA “overhead” or “F&A”



“Cost share”

- Portion the applicant kicks in to pay for the project
- Expressed as percentage or ratio (e.g., 1:1)
- Can be cash or in-kind
- Real money!
- Also known as “cost match”

“Consultant” vs. “Subcontractor”

Subcontractor

With an organization

Substantive, complex

Like a grant within a grant

Consultant

With an individual

Narrowly defined tasks

Specific expertise



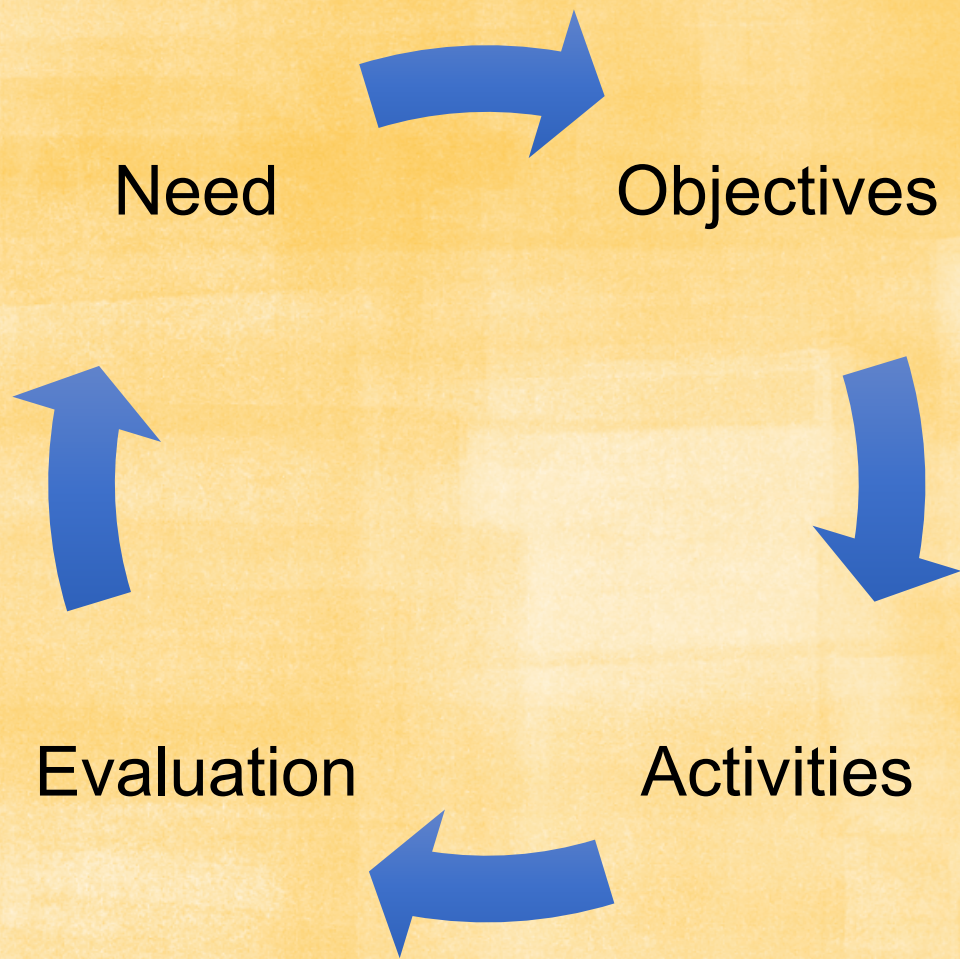
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Anatomy of a grant

Key parts of the narrative...

1. Need / Significance — What is the problem & why does it matter?
2. Goals & objectives—What do you want to achieve?
3. Target population—Who/where will you serve?
4. Activities/Methods—What will you do?
5. Impact/Evaluation—How will you measure success?



Grant writing tips

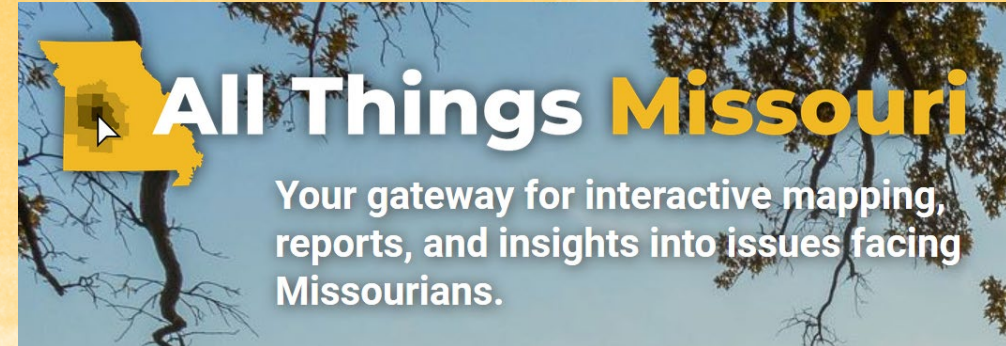
#1 Most Important Tip for Successful Grant Seeking

- Make good decisions about what grants to pursue.
- Fit, fit, fit!
- Scope, geography, stage of project, etc.

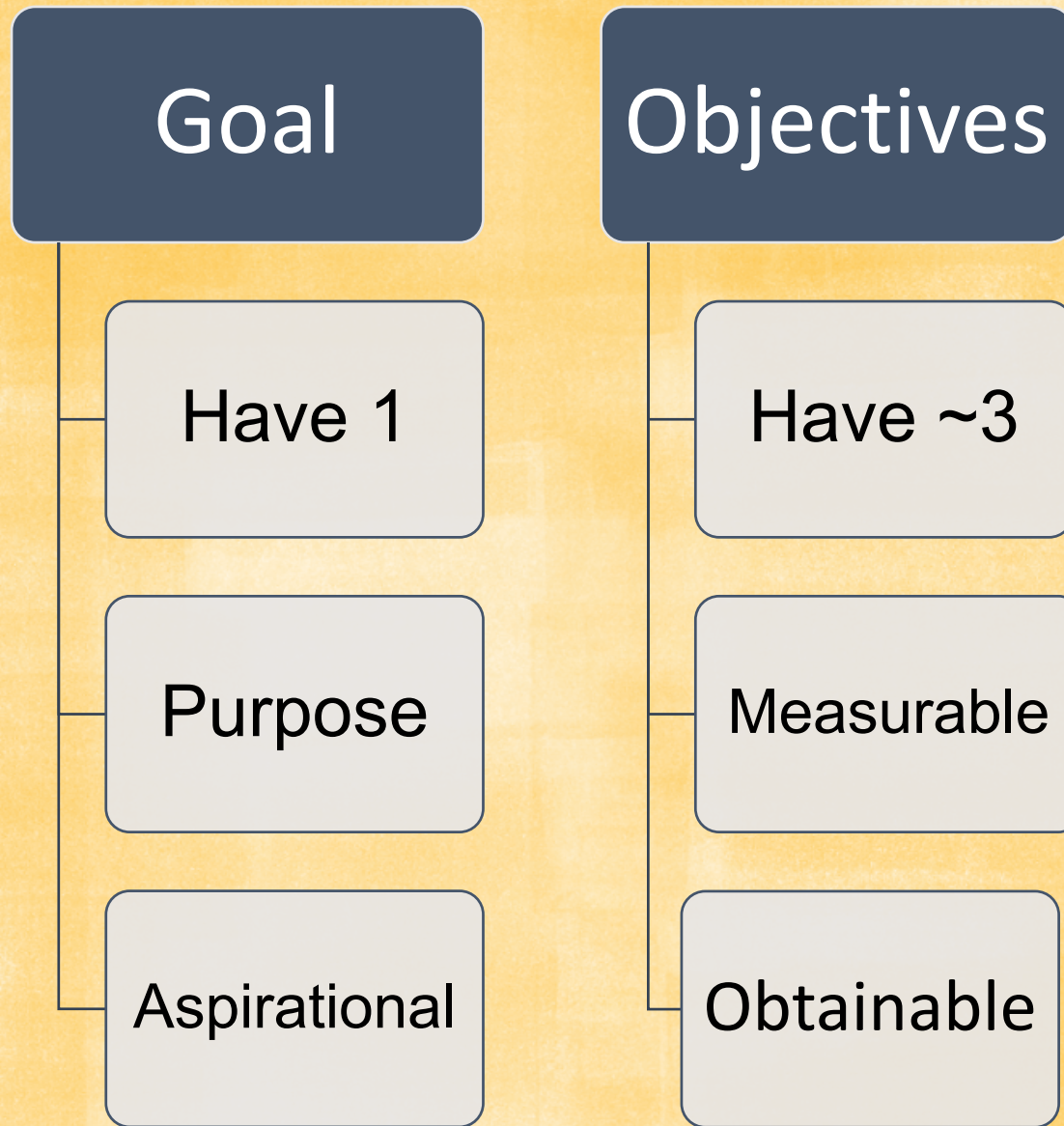


Tip #2 — Make the need compelling

- ✓ Make the need relevant to the funder
- ✓ Use local data, as local as possible
- ✓ Not just why, but *why now?* Or *why here?*



**Tip #3 –
Distinguish
between goals
& objectives**



Sample Goals

The goal of this project is to....

...improve and expand affordable housing options in the community.

...strengthen neighborhoods and revitalize distressed areas of the city.

...expand and grow the Missouri agricultural economy so that fewer rural Missourians are under-unemployed.

Sample Objectives

1. By Fall 2021, MU Extension will deliver at least 6 hours of leadership training to at least 50 residents in Henry county.
2. By Fall 2021, at least ten communities will draft a strategic plan and identify a leadership team.
3. By the end of the project period, 90% of participants will report that they understand the basics of value-added production and marketing.

Goal

- To improve and expand affordable housing options in the community.

Objective

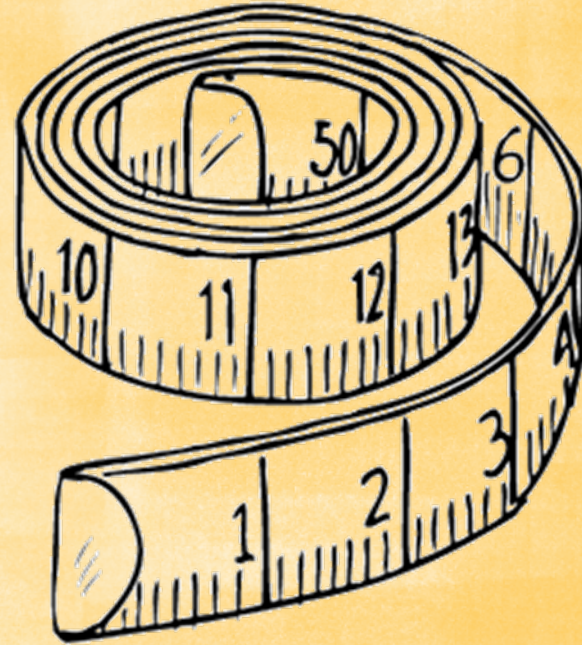
- By Fall 2021, MU Extension will deliver at least 6 hours of leadership training to 50 residents in Henry county.

Activities

- Revise curriculum, market program, create evaluation tools, etc.

Tip #4 — Be specific and measurable

- “Just trust me” is fatal
- Specific project activities
- Active voice
- Who, what, when, where



Tip #5 — Prepare the proposal for people who won't read it.

- Skimmers & readers
- Short paragraphs & topic sentences
- Short bulleted lists
- Headline subheadings



Thank You

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