

Behavioral  
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Development



# Grant Writing & Fundraising

**Presented by  
Catherine Lovvorn**

# Housekeeping



**Join by Phone:** Click Join Audio, Phone Call tab, dial the desired phone number, and enter Meeting ID and Participant ID.

01



**Camera:** Please keep your camera on unless you have low bandwidth.

02



**Name:** Please change your name to your actual name.

03



**Live Captioning:** Click CC Live Transcript to show or hide captions.

04



**Chat:** Click the Chat icon to open the Chat panel.

05



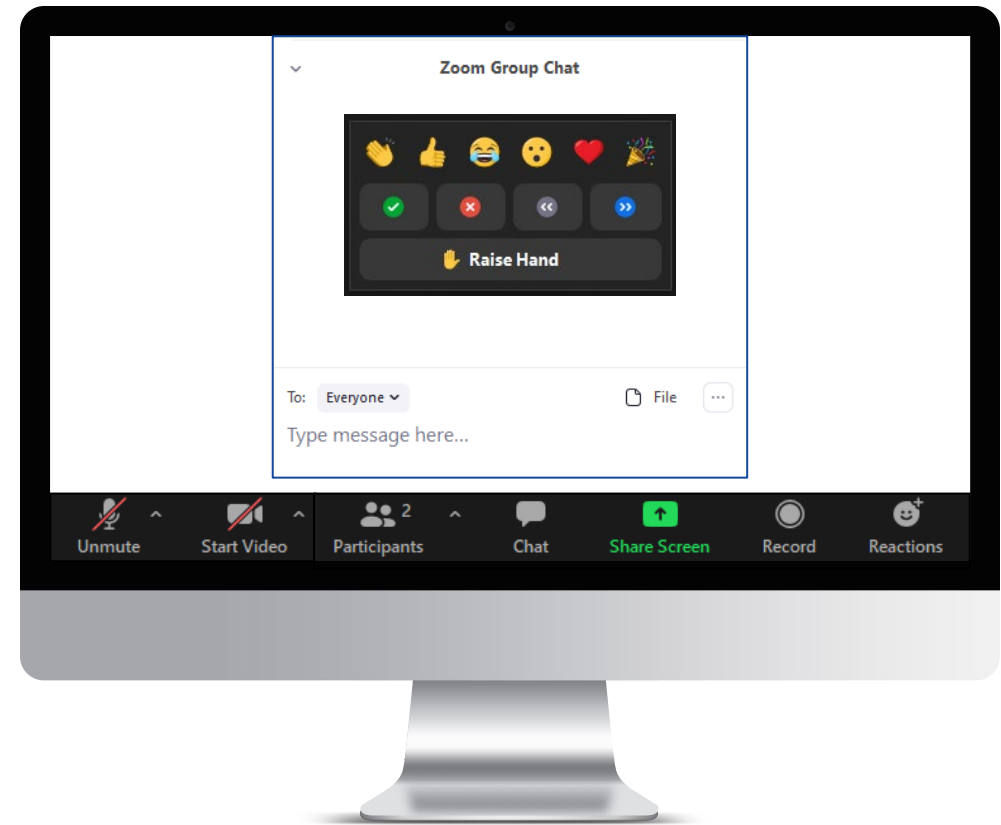
**Reactions:** Find them on the bottom toolbar.  
**Full-screen:** Double-click to toggle.

06



**Need help?** Type in the Chat box!

07



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# Indigenous Land Acknowledgement

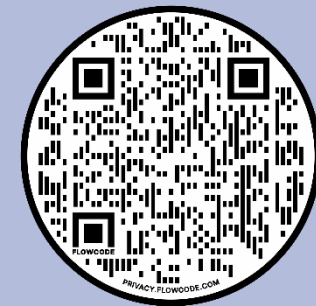
- We respectfully acknowledge that we live and work in territories where indigenous nations and tribal groups are traditional stewards of the land. Our California office resides in Tongva territory.
- Please join us in supporting efforts to affirm tribal sovereignty across what is now known as California and in displaying respect, honor, and gratitude for all indigenous people.

## Whose land are you on?

Option 1: Text your ZIP code to 1-907-312-5085

Option 2: Enter your location at <https://native-land.ca>

Option 3: Access Native Land website via QR Code



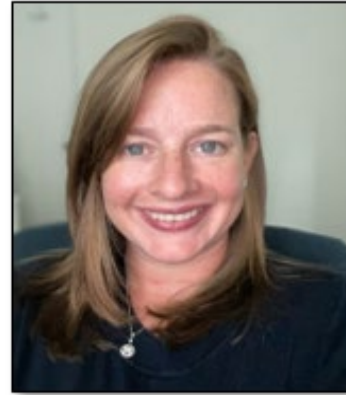
# PWI/EPOC Team at Advocates for Human Potential (AHP)



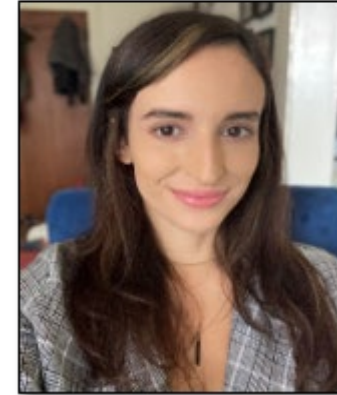
Kathleen West  
Project Director



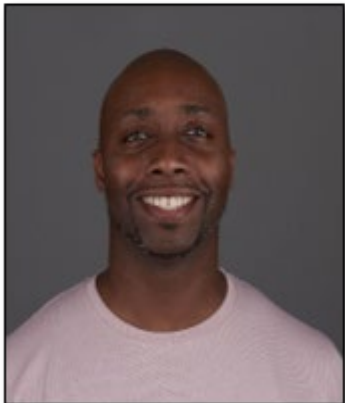
Tammy Bernstein  
Project Manager



Kate Cox  
Operations Manager



Kayla Halsey  
BHWD Data & Analyses Manager  
PWI/EPOC Projects Coordinator



Marques Davis  
Grantee Liaison



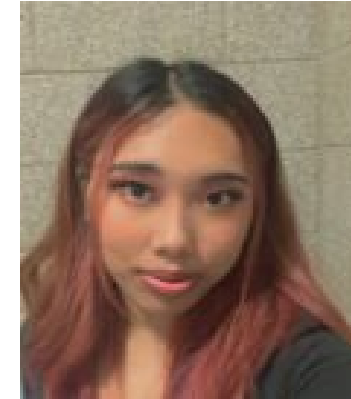
Rosy Larios  
Grantee Liaison



Neyat Tefery  
Grantee Liaison/  
Ops Specialist



Caitlin Storm  
Quality Assurance



Vic Walker  
Operations  
Specialist



Krislyn LaCroix  
Operations  
Specialist



# Meet the presenter

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Catherine Lovvorn is a woman in long-term Recovery. She is a Certified Peer Specialist of Addictive Disease and mental health. A Forensic Peer Mentor and a successful re-entered citizen. Catherine is a wife and mother that is strong in her faith. Catherine spent 5 years working and leading a Recovery Community Organization.

# Overview

- **What is grant writing**
- **Types of Grants**
- **Elements of proposal**
- **10 steps to successful Fundraising**
- **In-kind Donations for Fundraising**
- **Q&A**

# Understanding Grant Writing

- **What is Grant Writing?**

**Grant writing** is the practice of completing an application process for a [financial grant](#) provided by an institution such as a government department, corporation, [foundation](#), or [trust](#).

Such application processes are often referred to as either a *grant proposal* or a *grant submission*. Successful grant writing requires a clear understanding of [grantsmanship](#). While the principles and fundamentals of grantsmanship apply broadly, consistently successful grant writers are able not only to mobilize knowledge about the form and content of the proposal documents, but also the [intertextual](#) relationships of the specific proposal to other, related documents (e.g., the funding agency's own mission statement and current projects, correspondence with agency personnel, supplementary materials, budgets, general and agency-specific writing guidelines, etc.).<sup>[1]</sup>



# Types of Grants

- In the United States, the two primary sources of funds are government grants and foundation grants. Grants.gov is the best place to start a search for grants available through the federal government. Searches can also be filtered by agency.
- "Foundations" can be broken down into several categories: community foundations (they often consist of several or many individual funds, each directed by a separate governing body), private nonprofit foundations and small family foundations.
- Identify as many foundation prospects as possible and then study the guidelines of each to see which are a good fit, before spending the time required to submit an application.

# Types of Grants available for Recovery Community Organizations

Federal/State Grants

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graph TD; A[Federal/State Grants] --> B[Corporate and large foundation grants]; B --> C[Small and private foundation grants];
```

Corporate and large foundation grants

Small and private foundation grants

# Potential Funding Sources

- United Way
- Community Foundations
- Corporate Support
- Individual Donors
- Rotary, Lions and other philanthropic clubs
- Single State Authority, Community Block Grants, Medicaid
- SAMHSA
- County/City government partnerships
- Earned Income

# Grants

SAMHSA (Substance Abuse Mental Health Services Administration)

[Grant information https://www.samhsa.gov/grants](https://www.samhsa.gov/grants)

[Applicant Webinar Video https://www.youtube.com/watch?v=cm2txlaYfQQ](https://www.youtube.com/watch?v=cm2txlaYfQQ)

[Applicant Webinar PDF](#)

<https://www.samhsa.gov/sites/default/files/applicant-webinar-generic.pdf>

# Elements of Proposal

Vary based on the organization's needs

The elements of proposal-creation typically involve:

- Analyzing the intended audience for the proposal
- Analyzing the purpose of the Funding
- Writing the proposal
- Revising, editing, and proofreading the proposal

# Know your Audience

## What is their mission

- focus on the mission and interests of the funding organization

## Tailor

- tailor the content of the proposal to ensure it follows the ideas of the funding organization

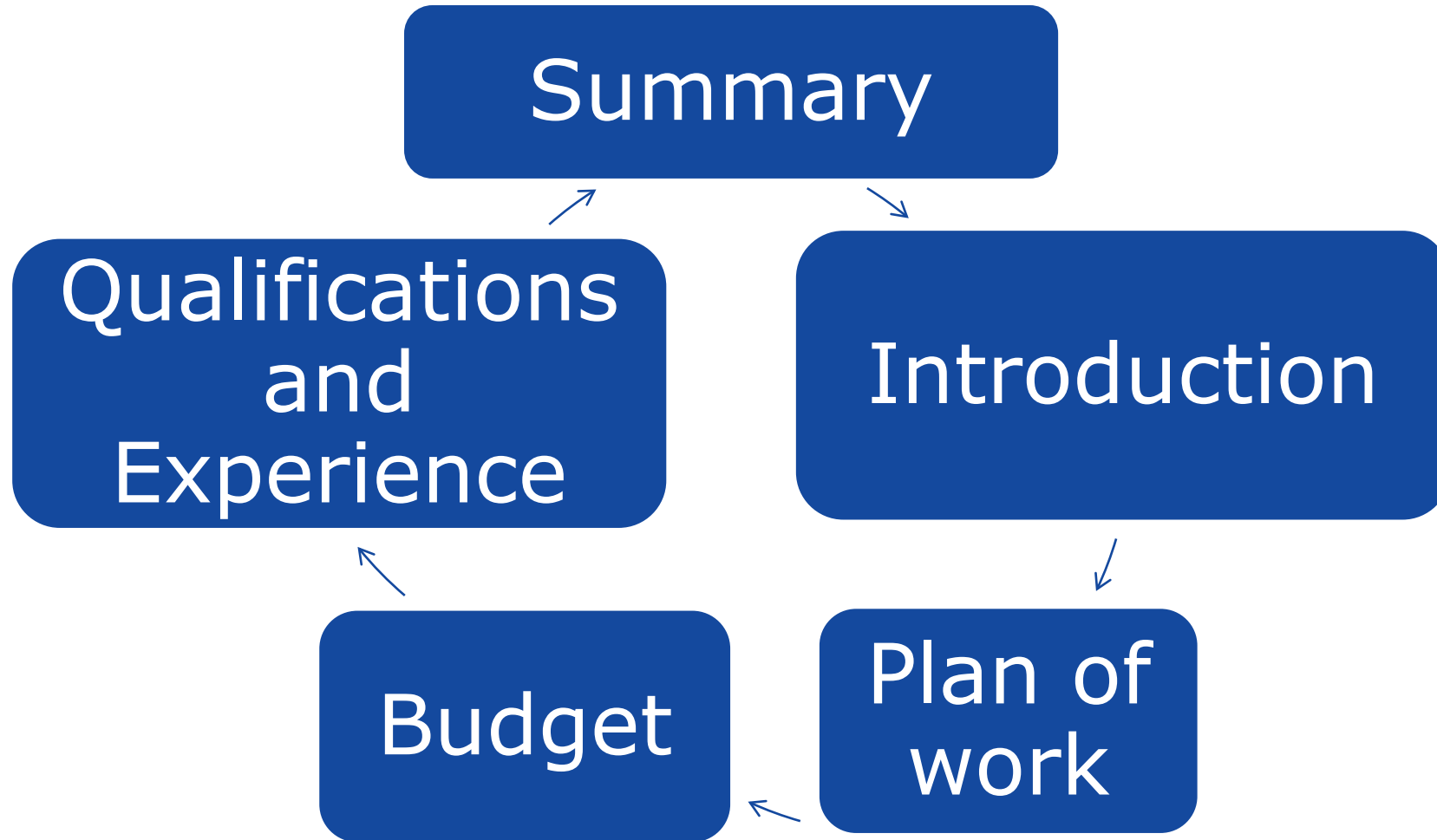
## Culture

- Proper cultural awareness ensures a persuasive argument that is free of cultural misunderstandings

# Purpose of funding



# Writing the proposal





# Summary

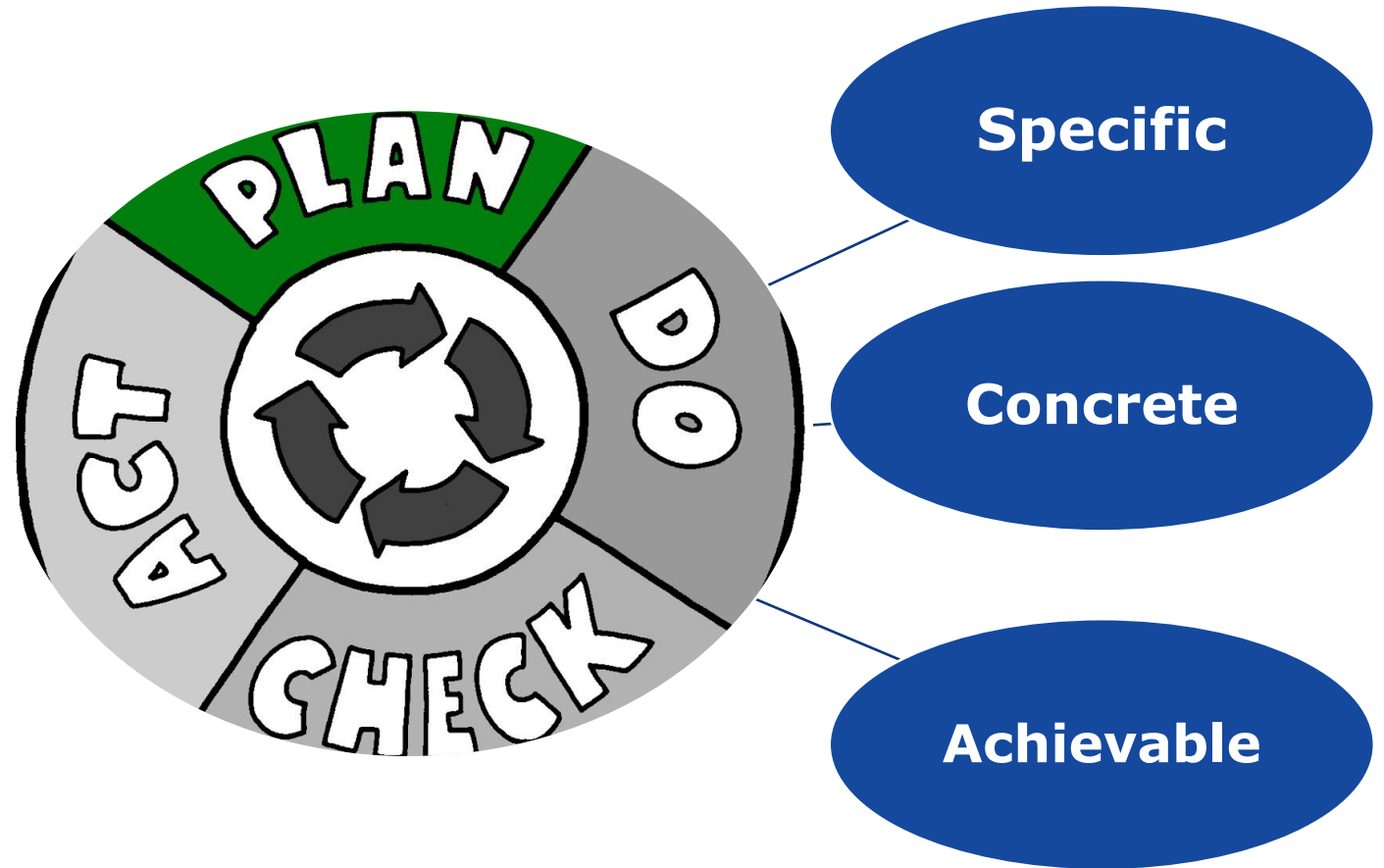
- The summary is the first section of the proposal, it should be short, yet explicit enough to describe the problem or opportunity, solution, outcomes, timeline, expenses, and qualifications, while keeping the attention of the reader.
- It should include a statement regarding a problem or opportunity that the applicant organization is ready to address.

# Introduction

The introduction includes a brief description of the problem or opportunity, also known as the statement of need, the purpose of the proposal, the background of the problem or opportunity, sources of information, scope of the proposal, organization of the proposal, and key terms used in the proposal.

# Plan of work

- This section is where such information should be mentioned, along with statistics and examples. Also, any type of action should be justified with supporting [data](#). The timeline for the plan or work should also be included in the plan of work.
- A successful plan of work should mention the measurable outcomes of the project



# Budget

**The costs of the work plan should be carefully described under this section**

**This section should include a broad outline of the budget in order to make sure the expenses are reasonable and proportionate to the outcomes that are anticipated by the proposal**

**Depending on the type of costs, there can be a division between direct costs (salaries, travel costs, necessary materials, equipment, and supplies) and indirect costs (intangible expenses).**

# Qualifications and Experience

**A description of the qualifications of those carrying out the work plan should be carefully described under this section. The more complex the project, the more detailed the qualifications should be**

# Revising, editing, and proof reading



- Check
- Double Check
- Check Again



# Fundraising

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# 10 Steps to successful Fundraising

## 1. Purpose

Before doing anything else, you must decide what the purpose of your event is.

## 2. Fundraising Goal

you must decide what amount of money you plan to raise at the event.

## 3. Budget

Every [fundraising event](#) plan should contain a complete budget listing all of the expenses that will be required to hold the event.

## 4. Leadership

These people are responsible for contributing substantial amounts to the event and encouraging other attendees to do the same



# 10 Steps to successful Fundraising

## 5. Target Audience

Who is the target attendee for your event? Is this a general fundraiser where everyone will be invited? Or is this event geared towards a specific group like the local businesses, parents, retirees, or young professionals?

## 6. Set Up

The set-up includes all of the particulars of the actual event: Where will it be? Will food be served? Will there be entertainment? What kind of dress will be required? What is the itinerary for the event?

## 7. Marketing

Just like a new product, your event needs to be aggressively marketed to your target attendee. You need to convince your supporters that your organization and event are worthy of their time and money. Make sure they know how the funds will improve someone's world.

# 10 Steps to successful Fundraising

## 8. Sales

Once you market your event, there must be a procedure in place for making the actual ticket sales, or accepting donations for the event. You must decide whether there will be different contribution levels for the event.

## 9. Practice

While you probably won't need a full run-through of your event, it is essential that everyone who is working the event know, ahead of time, what their responsibilities are, where they should be during the event, and how the event is going to "flow."

# 10 Steps to successful Fundraising

- 10. Thank you

One of the most oft heard complaints from contributors to charitable fundraising events is, “They never even said ‘thank you.’” Ditto for your event volunteers. Make sure that the organization takes the time to send thank-you notes to everyone who is involved in your event, including contributors, volunteers, staff and vendors. Keep your friends and donors happy... you’re probably going to be asking them for another donation sometime down the road

# In-kind Donations and Creative Fundraising



Donation of services



Donation of space



Collaborative events



Donation of time



Donation of expertise

# Q & A

## QUESTIONS?

# Upcoming Events

- Please submit questions for PWI & EPOC Round 2 RFA in writing to [CA\\_BHWD@ahpnet.com](mailto:CA_BHWD@ahpnet.com) by **March 15, 2023**, with subject line: PWI/EPOC RFA Question.

- BHWD Administrative Coaching Call

**Thursday, March 23, 2023 – 12:00 PM PST**

- Complete and submit applications (not for existing grantees) for PWI & EPOC Round 2 RFA by **5:00 PM PST on April 11, 2023**.

# References

- Tardy, Christine M. (2003). "A Genre System View of the Funding of Academic Research". *Written Communication*. **20** (1): 7–36. [doi:10.1177/0741088303253569](https://doi.org/10.1177/0741088303253569). [S2CID 5205721](https://pubmed.ncbi.nlm.nih.gov/5205721/).
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- Wikimedia Foundation. (2023, March 6). *Grant writing*. Wikipedia. Retrieved March 9, 2023, from [https://en.wikipedia.org/wiki/Grant\\_writing#cite\\_note-:0-5](https://en.wikipedia.org/wiki/Grant_writing#cite_note-:0-5)
- Hall, G. (2022, November 9). *A 10 step guide to a successful fundraising event*. The Fundraising Authority. Retrieved March 9, 2023, from <https://thefundraisingauthority.com/fundraising-basics/fundraising-event/>