Winning Library Grants

PCI Webinars

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Learning Objectives

- apply the basic process of grant work
- develop grant projects based on community needs and library planning
- find library grant funding sources
- write a proposal funders will love

What are you hoping to get out of today’s discussion?
New to grant work?

You have experience.

• finding information,
• answering questions,
• serving the community, and
• building relationships.
AND you are cute!

You have a great reputation.
It’s all about the people… not the money, not the “stuff.”
What current challenges are you facing with writing grants?

The “Hurdles”
Prepare

Focus on Priorities

Design Winning Grants

Research Funders & Grants

Write the Proposal

Implement, Evaluate Continue

Grant Cycle
Reach for the Stars
Optimism & Reality
Know Your Capacity
Understand the Process
Baby Steps are OK
It’s Better Together

- Grant Team
  - Coordinator
  - Community
  - Volunteers

- Elevator Speech
Build Partnerships

- Friend-raising
- Relationships
- Win-win

Who might be good partners?
**Who is your next new partner?**

**Examples of Potential Library Partners:**

<table>
<thead>
<tr>
<th>Schools and Higher Education Institutions</th>
<th>Community Service Organizations (Rotary, Professional Groups, Fraternal Societies, Neighborhood Groups)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Museums, Cultural organizations, Historical Societies, Churches and Religious Organizations</td>
<td>Government Agencies (Family Services)</td>
</tr>
<tr>
<td>Chamber of Commerce and Local Businesses (Banks, Retail, Restaurants, Realtors)</td>
<td>Other Libraries and Nonprofit Organizations</td>
</tr>
<tr>
<td>Economic Development Organizations</td>
<td>Childcare Facilities, Home School Groups, Boys and Girls Clubs</td>
</tr>
<tr>
<td>Media (Newspapers, Radio and TV stations)</td>
<td>Senior Centers and Tech Centers</td>
</tr>
</tbody>
</table>
Grant Cycle

Prepare

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Write the Proposal

Implement, Evaluate, Continue

Focus on Priorities
1. Determine your top library and community needs
Keep the Big Picture in Mind

What are Community Needs?

How Do Libraries Fit into the Community?

It’s about the people.
Needs Assessment

Public records
Interviews
Surveys
Current issues
Focus groups

Analysis

NEEDS
Community Priorities
What are your community needs?
Grant Planning

1. Determine your top library and community needs
2. Set your goals/wishes and be ready to share why you selected them!
How to Turn a Dream into Reality?

“A goal is a dream with a deadline.”

-Napoleon Hill, early American author of personal success
The fastest way to success is by **planning**.

*Prioritize and put it in writing.*
1. Determine your top library and community needs
2. Set your goals/wishes and be ready to share why you selected them!
3. Verify your assets (including partners)
Grant Cycle

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Design Winning Grants
It’s About People…

- Grant project = the answer to a compelling issue that exists in your community.
- How can the library help solve this issue?
Your project helps people.

**Thing:** The Library needs computers.

**People:**
- Community members are unemployed and need job-seeking skills and resources
- **Students** can’t complete their homework
- **Seniors** have health information needs
- **Everyone** got an e-reader for Christmas!
Designing Winning Grants

- Strategic Plans - Needs Assessments
- Community Involvement
- Creative Brainstorming
Designing Winning Grants

Strategic Plans - Needs Assessments

Community Involvement

Creative Brainstorming

Project Planning

Goals, Objectives, Activities, Outcomes

Timeline

Budget

Evaluation Plan
What Makes a Good Grant Project?
Good Projects:

- Solution to real community needs
- Offer something new, innovative, or creative
- Create a model that can be replicated
- Maximize resources
- Have tangible outcomes or products
- Have a reasonable budgets and realistic timelines
- Include community partners and community involvement
- Have goals and SMART objectives
- Have an evaluation plan that measures progress
- Cause a change in behavior, attitude, skill, life condition or knowledge in PEOPLE
- Indicate sustainability
People
Grant Cycle

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Research Funders & Grants
“Just my Size!”
Categories of Grants

Government:
- Federal
- State
- Local
Federal Grant Sources

- Institute of Museum & Library Services
- US Department of Education
- National Library of Medicine
- Department of Housing & Urban Development
  Community Development Block Grant Program
- National Endowment for the Arts
- National Endowment for the Humanities

grants.gov
Funding

Topics on this page:

- NN/LM Funding Assistance
- Regional Funding Opportunities
- NLM Funding Opportunities
- National Institute of Health (NIH) Office of Extramural Research
- Additional Funding and Assistance

NN/LM Funding Assistance

Contact the Regional Medical Library in your area for regional funding information, review of proposals before they go to NLM, letters of support for NLM grant applications, and training support for awarded projects.

Regional Funding Opportunities

- Greater Midwest Region (GMR)
- MidContinental Region (MCR)
- Middle Atlantic Region (MAR)
- New England Region (NER)
- Pacific Northwest Region (PNR)
- Pacific Southwest Region (PSR)
- South Central Region (SCR)
- Southeastern/Atlantic Region (SEA)
Current Funding Opportunities

- Express Training Award
- State and Regional Exhibiting Award

All awards issued under the NLM Contract with the University of Maryland, Baltimore are subject to the Government's availability of appropriated funds in compliance of Federal Acquisition Regulation (FAR) 52.232-18, Availability of Funds. No legal liability on the part of the Government for any payment may arise until funds are made available to the Contracting Officer for this contract and until the Contractor receives notice of such availability, to be confirmed in writing by the Contracting Officer.

- Please use this link to see ALL of our funding opportunities (only projects listed on the Current Funding Opportunities page have available funding at this time)

Online Tutorial:

Wishing Well Series

There are four levels of classes to the series, addressing each stage in the funding and project process.

Only Network Members are eligible for funding in the SE/A Region.
Finding Federal Grants

- Grants.gov
- Federal Agency websites
- Catalog of Federal Domestic Assistance
- Federal Register
- Primary Source
- TGCI Federal Register Grant Announcements
State and Local Government Sources

- Florida Humanities Council: http://www.flahum.org
- Florida Arts Council: http://www.florida-arts.org
- Florida Department of Education: http://www.fldoe.org/grants/gm
- State Library & Archives of Florida: http://dlis.dos.state.fl.us/bld/grants/index.htm
- City: (Arts, Business, Community Development, Environmental, Historical Preservation, Education, Youth, Technology, Archival)
Private Funding Sources

- Foundations
- Corporations
- Clubs and Organizations
- Professional Associations
http://foundationcenter.org

Funding Information Networks: Access online & print resources!!
Community Foundations

http://www.cof.org/community-foundation-locator

http://www.cof.org/community-foundation-locator
## Foundation Grants

### TABLE 6. Top 25 Foundations in Foundation Grants for Preservation in Libraries, Archives, and Museums in the State of New Jersey:

|Foundation Name| State| Amount| Giving
<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>1. The Andrew W. Mellon Foundation</td>
<td>NY</td>
<td>$176,660,225</td>
<td></td>
</tr>
<tr>
<td>2. J. Paul Getty Trust</td>
<td>CA</td>
<td>$20,640,695</td>
<td></td>
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<tr>
<td>3. The Ford Foundation</td>
<td>NY</td>
<td>$18,123,745</td>
<td></td>
</tr>
<tr>
<td>4. The Rockefeller Foundation</td>
<td>CA</td>
<td>$17,805,611</td>
<td></td>
</tr>
<tr>
<td>5. The Robert W. Wilson Charitable Trust</td>
<td>NY</td>
<td>$16,315,578</td>
<td></td>
</tr>
<tr>
<td>6. The Packard Humanities Institute</td>
<td>MD</td>
<td>$12,101,400</td>
<td></td>
</tr>
<tr>
<td>7. The Sherman Fairchild Foundation, Inc.</td>
<td>CA</td>
<td>$11,129,911</td>
<td></td>
</tr>
<tr>
<td>8. The William and Flora Hewlett Foundation</td>
<td>NY</td>
<td>$11,860,861</td>
<td></td>
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<tr>
<td>9. Edward John Noble Foundation, Inc.</td>
<td>CA</td>
<td>$6,129,682</td>
<td></td>
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<tr>
<td>10. The Henry Luce Foundation, Inc.</td>
<td>NY</td>
<td>$6,094,200</td>
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<tr>
<td>11. The Annenberg Foundation</td>
<td>CA</td>
<td>$5,892,876</td>
<td></td>
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<tr>
<td>13. Alfred P. Sloan Foundation</td>
<td>TX</td>
<td>$4,075,936</td>
<td></td>
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<tr>
<td>17. The Coca-Cola Foundation, Inc.</td>
<td>IN</td>
<td>$2,782,400</td>
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<tr>
<td>18. Lilly Endowment Inc.</td>
<td>TX</td>
<td>$2,753,634</td>
<td></td>
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<tr>
<td>19. The Brown Foundation, Inc.</td>
<td>NY</td>
<td>$2,704,847</td>
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<tr>
<td>20. Samuel H. Kress Foundation</td>
<td>NY</td>
<td>$2,492,659</td>
<td></td>
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<tr>
<td>21. AT&amp;T Foundation</td>
<td>MD</td>
<td>$2,214,602</td>
<td></td>
</tr>
<tr>
<td>22. Stockman Family Foundation Trust</td>
<td>NY</td>
<td>$2,201,000</td>
<td></td>
</tr>
<tr>
<td>23. The New York Community Trust</td>
<td>OH</td>
<td>$2,253,678</td>
<td></td>
</tr>
<tr>
<td>24. The Cleveland Foundation</td>
<td>OH</td>
<td>$2,220,000</td>
<td></td>
</tr>
<tr>
<td>25. Houston Endowment Inc.</td>
<td>TX</td>
<td>$2,193,456</td>
<td></td>
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</table>

**Total:** $339,195,909

**Giving:** $980,000

[www.tgci.com/funding](http://www.tgci.com/funding)
Corporate Grant Resources

- Visit web sites of corporations in your community for priorities, grant guidelines, and deadlines.

- Grantsmanship Center Corporate Giving (banks, grocery stores, utilities, stores, etc.)
  http://www.tgci.com/funding

- National Directory of Corporate Giving
  Print directory by The Foundation Center.
Professional Associations & Local Grants!

✓ ALA and PLA grant web pages

✓ Research local community directories
   http://fdncenter.org/getstarted/topical/sl_dir.html

✓ Michigan State University’s service clubs & civic organizations funding list
   http://staff.lib.msu.edu/harris23/grants/servicec.htm

✓ Ask local government contacts, use the yellow pages, talk to friends and staff to discover clubs and organizations that provide funding
6 Easy Grants for Beginners

- Target Store Grants
- Libri Foundation Books for Children
- Ezra Jack Keats Foundation
- Dollar General Grants
- Build a Bear Literacy Grants
- Best Buy Tech Grants

Look for local grants!
Find out about Funders

- Use the language of the resources and funders
- Learn about prospective funders - find a good match!
  - Visit prospective funder websites
  - search on 990s
  - Contacts, grantmaking philosophy/program emphasis, financial information, application process
- Record what you find; Keep your research organized
Communicating with Funders
Ezra Jack Keats Foundation Mini-Grants
DEADLINE EXTENDED: March 31, 2015

The Ezra Jack Keats Foundation, which fosters children’s love of reading and creative expression in our diverse culture, celebrates the 27th year of its Mini-Grant Program with a call for proposals. Approximately 60 grants of $500 each will be awarded to qualifying teachers and librarians at public schools and libraries across the United States. Decisions will be emailed to all applicants by May 1.

Programs relating to the work of Ezra Jack Keats (writer and illustrator) are welcome, but not required. Creative programs funded in the past have included:

- Ongoing pan-club projects bringing disparate communities together.
- Multicultural poetry projects.
- Art projects culminating in art shows, murals, or exhibits.
- Bookmaking.
- Creation and performance of puppet shows or plays.
- Intergenerational journals.

EJK Mini-Grants now fund programs that support the Common Core Standards within the curriculum as well as the kinds of special projects we have always encouraged. For more information and to apply, visit the website.

Monday, December 08, 2014

StoryCorps @ your library Grants
Deadline: February 9th 2015

StoryCorps @ your library grants represent the second phase of the StoryCorps @ your library project, following a pilot program in 2013-2014. The grant is offered by StoryCorps, in partnership with the American Library Association, and is designed to engage community members in storytelling initiatives. The grant provides funding for libraries to support the recording and archiving of interviews between community members and library patrons, as well as the creation of resources and materials to support these projects. The grant offers opportunities for libraries to cultivate new audiences for oral history, connect with community members, and foster a deeper understanding of local narratives. For more information about StoryCorps @ your library grants, visit the website.
Prepare

Implement, Evaluate Continue

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Research Funders & Grants

Write the Proposal

Grant Cycle
Write the Winning Grant Proposal

1. Tell the story (PASSION and facts)
2. Keep the audience in mind
3. Seek feedback
4. Ask for everything you need
5. Stay positive!
Common Grant Components

- Cover Letter, Title Sheet, Table of Contents
- Abstract/Summary
- Organizational Overview
- Statement of Needs/Justification
- Project Description
- Timeline/Activities/Methods
- Budget
- Evaluation
- Appendix
Writing an Evaluation Plan

1. Why are you evaluating? (purpose)
2. Who is the audience for the results?
3. What do you need to know to measure progress?
4. When do you need the information?
5. How will you collect the data and stories?
Outcome Based Evaluation

- **Outcome** = **Impact** on end user
  - Behavior
  - Attitude
  - Skills
  - Knowledge
  - Condition/state

- Know where you started.

- Are you spending resources on projects and programs that are making a difference?
Implement, Evaluate, Continue

Grant Cycle

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Research Funders & Grants
Getting Funded

CELEBRATE!

Then:

• thank the funder!
• tell appropriate officials/staff
• send out a press release
• begin activities
Implementing the Project

Stay in touch with Funder

Update the timeline

Schedule reports

Purchase equipment, materials, supplies

Establish a baseline for evaluation

Hire personnel
Not funded?

Don’t give up!
Ask for reviewers’ comments
Strategize a new approach
  ● Revise and edit
  ● Try another source
Common Reasons Not Funded

- Grant proposal didn’t match funder’s purpose
- Guidelines not followed
- Proposal was poorly written
- The budget: inaccurate or unclear
- The project necessity and potential impact not apparent
- Needed partners or collaborators
- Evaluation not planned
- Not sustainable
Plan, prepare, and go for it!

What did you learn?
If you don’t ask, you won’t get!

“I have tried raising money by asking for it, and by not asking for it. I always got more by asking for it.”

--Millard Fuller, founder, Habitat for Humanity

Good Luck with Grants!
Winning Grants

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