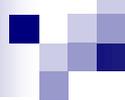


Grants: Proposal Writing for Non-Profits

Mary Jo Thornton, M.S., LMFT
Executive Director of Unity Home

Wednesday, November 7, 2012



Definition of Grant Terms:

- **NOFA** = Notice of Funding Availability, or
Notice of Funds Available
- **NOFO** = Notice of Funding Opportunity
- **BAA** = Broad Agency Announcement
(usually private grants)
- **RFA** = Request for Application
- **RFP** = Request for Proposal
- **LOI** = Letter of Inquiry
or Intent

Grant writing for Non-profits

- **501(c)(3)** – Non-profit status (letter from IRS)
- **990** – Federal tax return of organization exempt from income tax (IRS form)
- **SAM** – System for Awards Management
 - The new federal system as of July 2012
 - Combines 8 federal procurement systems into 1
 - Replaced the **CCR – Central Contractor Registration**
- **D-U-N-S Number** – Data Universal Numbering System
 - Unique 9 digit ID #
 - Originated by Dun & Bradstreet

Department of the Treasury
Internal Revenue Service

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except black lung benefit trust or private foundation)

The organization may have to use a copy of this return to satisfy state reporting requirements.

A For the 2011 calendar year, or tax year beginning _____, 2011, and ending _____, 20
B Check if applicable: **C** Name of organization _____ **D** Employer identification number _____

Return of Organization Exempt From Income Tax

Department of the Treasury
Internal Revenue Service

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except black lung benefit trust or private foundation)

The organization may have to use a copy of this return to satisfy state reporting requirements.

A For the 2011 calendar year, or tax year beginning _____, 2011, and ending _____, 20

B Check if applicable:
 Address change
 Name change
 Initial return
 Terminated
 Amended return
 Application pending

C Name of organization: _____
 Doing Business As _____
 Number and street (or P.O. box if mail is not delivered to street address) _____ Room/suite _____
 City or town, state or country, and ZIP + 4 _____

D Employer identification number _____
E Telephone number _____
G Gross receipts \$ _____

F Name and address of principal officer: _____

H(a) Is this a group return for affiliates? Yes No
H(b) Are all affiliates included? Yes No
 If "No," attach a list. (see instructions)
H(c) Group exemption number ▶ _____

I Tax-exempt status: 501(c)(3) 501(c) () ▶ (insert no.) 4947(a)(1) or 527

J Website: ▶ _____

K Form of organization: Corporation Trust Association Other ▶ _____ **L** Year of formation: _____ **M** State of legal domicile: _____

Part I Summary

1 Briefly describe the organization's mission or most significant activities: _____

2 Check this box if the organization discontinued its operations or disposed of more than 25% of its net assets.

3 Number of voting members of the governing body (Part VI, line 1a) **3** _____

4 Number of independent voting members of the governing body (Part VI, line 1b) **4** _____

ies & Governance

Print Here Signature of officer _____
 Type or print name and title _____

Paid Preparer Use Only
 Print/Type preparer's name _____ Preparer's signature _____ Date _____ Check if self-employed PTIN _____
 Firm's name ▶ _____ Firm's EIN ▶ _____
 Firm's address ▶ _____ Phone no. _____

May the IRS discuss this return with the preparer shown above? (see instructions) Yes No

CCR Registration

Not to be used as certifications and representations. See ORCA for official certification.

05/01/2012.

Registration Status: Active in CCR; Registration valid until 05/01/2012.

DUNS: [REDACTED]

DUNS PLUS4:

CAGE/NCAGE: [REDACTED]

Legal Business Name: MORONGO BASIN UNITY HOME INC

Doing Business As (DBA):

TIN/EIN: [REDACTED]

SSN:

Division Name:

Division Number:

Company URL:

Mailing Name: MORONGO BASIN UNITY HOME, INC.

Mailing St
Mailing St

Mailing Street Address 1: P.O. BOX 1662

Mailing Street Address 2:

Mailing Po
Mailing Z

Mailing City: JOSHUA TREE

Mailing State: CA

Mailing Foreign Province:

Busin

Mailing Zip/Postal Code: 92252-0869

Mailing Country: USA

Fiscal

Number of Employees fo

Business Start Date: 12/01/1982

Number of Employees f

Fiscal Year End Date: 12/31

Annual Receipts fo

Annual Receipts f

Company

Highest Employee Security Level:

ABOUT SAM

1-877-332-8277

Call Now for Government Contractor Registration

It's Time to Migrate Your Registration to SAM!

Big changes are coming to the online federal procurement systems used by vendors and contracting officers.

What is SAM?

SAM, or the System for Award Management, will integrate the eight current federal procurement systems and the Catalog of Federal Domestic Assistance into a new, streamlined system. The systems which will eventually be combined into SAM are:

- CCR
- FedReg
- ORCA
- EPLS
- CFDA
- eSRS
- FBO
- FPDS-NG
- FSRS
- PPIRS
- WDOL



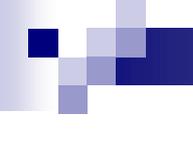
Dun & Bradstreet

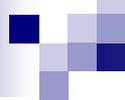
- Federal business number
- Is an industry standard for keeping track of the world's businesses and is required by more than 50 global businesses and associations, including:
 - The U.S. Federal Government
 - UN
 - Australian Government, and
 - European Commission (or European Union = EU), to name a few
- Over 1 million entities are in the database

Read & Re-read the RFP

■ Who can apply?

- Check for eligibility for your agency and save yourself a lot of time and work! If in doubt, contact the funder.
- Watch for “Mandatory Conferences” and attend! Can also save yourself a lot of time and work. You may change your mind after you have all the facts.
- Deadlines!! Make sure you know the deadlines for LOI’s, mandatory conferences, and submission

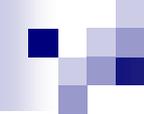
- 
- Also make sure you are registered with whatever system the funder uses
 - Complete **SF-424** or **SF-424A** for federal grants (SF = Standard Forms, and 424 and/or 424A are the beginning application forms to apply for Federal Government grants)
 - San Bernardino County uses a system called **EPro** – you must be registered on that system to apply for a grant. Allow time to set it up – can be very time consuming if left to last minute.



Know the Procurement Timelines and Procurement Conditions

- Does the grant require a match? Important to know, especially if it is a significant amount.
- Is there an administrative or management fee? And how much? (San Bernardino County charges 1% of grant award amount as the CTC – Contract Transaction Charge)
- This section usually covers contingencies (i.e., what is available and under what circumstances)

- 
- Are there any modifications? If so, they should be listed, or posted as an amendment to original RFP.
 - Inaccuracies or Misrepresentation
 - Be honest! Don't try to stretch the facts about your organization or agency
 - Program Requirements
 - Usually states definitions used in the grant and all referenced documents (i.e. laws and government code sections)



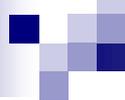
Program Description

- This is the “meat” or essence of the grant
- Also known as the Narrative
- We will return to this section



Program Requirements

- Reference Documents
- Background
- Program Description



Contract Requirements

- Licenses and Permits
- DOJ clearance
- Grievance procedures
- Citing of pertinent Acts, Codes, Local Laws, etc.
- Health and safety issues
- EPA requirements, if necessary
- Legal statues of contractor and sub-contractors
- Billing or Invoicing
- Records
- Copyrights (if applicable)
- Attorney fees (if things go bad)

Contract Requirements cont.

- Privacy and security issues, if applicable (i.e. **HIPAA** = Healthcare Insurance Portability and Accountability Act)
- Legal venue (who has jurisdiction if court action is necessary?)
- Insurance issues: auto, commercial general liability insurance, mal-practice or professional liability, Directors and Officers (D&O) liability, health, etc.
 - Usually must provide current proof of coverage
- Failure to provide necessary insurance



Contract Requirements cont.

- EEO/Civil Rights

- Equal Employment Opportunity
- Grantee or contractor must agree and put in writing an agreement to comply with EEOC (Equal Employment Opportunity Commission) requirements

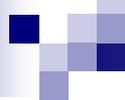
- Conflict of interest

- Are there former government officials in your agency?, etc.



Contract Requirements cont.

- Disclosure of any pending criminal or civil legal proceedings – past?
- Public Records Act (California or Federal)
 - Proposals and grants are public record. If there is a trade secret, you may need to omit it and have it protected.



Proposal Submission

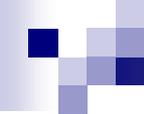
- Must be submitted per the submission requirements noted in the RFP, using their format
- San Bernardino County requires:
 - Original and 5 copies with the original clearly marked “Master”

Proposal Submission cont.

- Other San Bernardino County requirements:
 - On 8 ½ x 11” recycled paper
 - With double-sided print
 - With no less than ½” top, bottom, left, and right margins
 - Double-spaced lines
 - 12-point font
 - All pages must be consecutively numbered at bottom center of pages

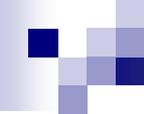
Usual format for Proposal:

- Cover page
- Statement of submission (i.e., this proposal is submitted in response to RFP #__ name _____)
- Table of contents
- Statement of Certification
- Proposal Description
 - Brief synopsis of what you are proposing
 - Narrative
 - Activities (goals, objectives, and activities)
 - Measurements (timeframe)
 - Outcomes
 - Process for reassessing and corrections



Statement of Experience

- List all your agency history and achievements
- Staffing (i.e., conglomerate experience) fields of expertise
- Professional licenses
- History of “doing what you say you do...” very helpful
- Sub-contractor info (if applicable)
- Audited financial statements (allow time to upload them!)



Program Budget

- Usually this area is 2 separate sections
 1. Actual budget by category (i.e., item expenses and cost to grant)
 2. Line item budget, which is where you state what all is included in the particular item (i.e., supplies, etc.)
- This is Not as hard as it sounds.

PROPOSAL CHECKLIST

Proposals submitted in response to RFP HS 12-01 for CaWORKs/Presley Domestic Violence Intervention and Shelter Services must be delivered to the following address no later than 4:00 p.m. on Wednesday, February 29, 2012.

County of San Bernardino
Human Services/ASD
ATTN: Contracts Unit
150 South Lena Road
San Bernardino, CA 92415-0515

One original and five (5) unbound copies of the written proposal are required. Each proposal must include the following items:

1. Proposal Checklist – Attachment E
2. Cover Page
3. Table of Contents
4. Statement of Certification
5. Proposal Description
6. Statement of Experience
7. Subcontractor Information
8. Financial Statements
9. Insurance
10. Budget Summary
11. Complaint and Grievance Procedures



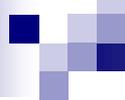
Proposal Evaluations and Selection

- Very important sections!
- Tells how they will judge (rate) the info you have given them in your proposal



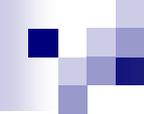
Contract Award Info

- Date contract is awarded
- How it is awarded
- This varies greatly, from funder to funder



Now, back to the Narrative! (Program Description)

- This is where you explain what you're going to do, but most importantly, “Why”?
- Why should the funder give you (or anyone) money for this?



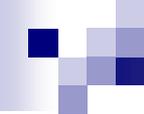
Program Description cont.

- State your case (stats, etc.)
 - Global to local
 - Top down – narrow the scope
- Make sure the data supports your case (i.e., example of miracle for California)
- State the cost savings for your project, intervention



Program Description cont.

- It is hard to quantify all factors in many fields (i.e., how do we measure satisfaction or success?) Give examples



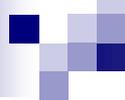
Program Description cont.

- Now, what are you really going to do??
 - Make sure you have detailed activities that will actually impact the objectives
 - Examples:



Program Description cont.

- OK, so lets measure all we've done so far and see if it's working...
 - If not, then re-tool quickly
 - Examples:

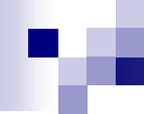


Most common downfall for grantees

- No data or outcomes!!!
- Why should they continue to trust you with their money?
- Fact is, they won't.

Final tips

- Reputations are very important in Grant and Proposals
 - If you don't produce you will lose your grants!
- Make sure you are passionate and motivated to do what you are proposing – otherwise your grant will go in the “round file” ASAP!
- Be realistic – you cannot save the world, only your small area if you plan and work hard.



Finding Grants

- Internet search
 - RFP \$500,000 and below
 - RFP \$500,000 and above
- Narrow it down

What is your idea for a proposal?



Discussion

Q & A

- For more questions you may email:
 - executive.director@unity-home.com