

Effective Grant Writing: Developing a Stand-Out Grant Application

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Logistics



- All participants are muted
- Submit questions and comments in the questions panel
- This webinar is being recorded
- A link to the recording, handouts, certificate, and survey will be emailed following the webinar

Agenda



- Overview of PRO Wellness Center
- Overview of grants
- Keys to navigating a grant application
- Upcoming grant opportunities

Learning Objectives



- Identify the impact of a champion in preparing a grant application
- Recognize the purpose of each component in a grant application
- Understand the role data plays in the application process and the implementation of your project

About PRO Wellness



- Champions for bringing healthy choices to life
- Reduce incidence of childhood obesity
 - Programming, partnerships, interventions
 - Schools, communities, like-minded organizations

www.pennstatehershey.org/prowellness

Audience



Our funded work is primarily in schools.

- Over 400 schools
 - Healthy Champions program
 - Department of Health “1305” program
 - Highmark Foundation’s Creating a Healthy School Environment grant program

Healthy Champions



- Free resources
 - Event planning guides and promotional templates
 - Customized school champion reports
 - Future funding priority
 - Hershey Bears incentives
- Register at:

www.pennstatehershey.org/prowellness/champs

Signature Events





What is a grant?

What is a Grant?



- Funding provided to a group or organization designated for a specific purpose
 - Addresses an identified need or problem

What is a Grant?



- Who offers grant opportunities?
 - Government, Foundations, Agencies
- Application and funding parameters
- Request for proposal vs. request for application

Why to Apply?



- Address an identified need
 - Example: Increase wellness in students and staff
 - Pilot project
 - Expand a project
- Build support for wellness

Who's your Champion?



- Leaders in health and wellness within schools
- Health/Physical Education instructors, nurses, or anyone else!
- Responsible for ensuring project completion, if awarded

How to Apply?



- Identified need
- Find a source
 - PRO Wellness listing
 - SPARK PE Finder
 - Highmark Foundation
- Read guidelines/instructions to determine fit
- Share ideas to gain support
- **WRITE!!!**

Navigating a Grant Application



- Applicant information
- Program description
- Goals/objectives
- Budget

Poll



To Do:

- Applicant information
- Program description
- Goals/objectives
- Budget

Applicant Information

- Read the instructions!
- Be clear about school vs. school district
- Complete each field/question
- Ask questions
- Check and double check your information

To Do:

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Gather Information



- Clearly define the target audience
 - Who?
 - How many?
- Explain the need
 - Expanding a program?
 - Using assessment results?
- Define your qualifications
 - Successful previously funded programs?

Needs Assessment



- Snapshot in time
- Tool to identify strengths and areas for improvement
- Provides direction for wellness efforts
- Strengthens an application
- Gives you a place to start

Where to Start



pennstatehershey.org/prowellness/webinars



Tell your Story



- It's all in the details!
 - Describe the program you wish to have funded
 - Timeline for completion
 - Don't leave gaps

To Do:

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Goals and Objectives



- What do you want to accomplish?
 - Set a reasonable objectives
 - Tie to an assessment
 - S.M.A.R.T
- Has the funder outlined the data they expect you to collect if you are awarded?

Data

(isn't as scary as it sounds!)



- Connected with goals and objectives
- Use data you have on hand
 - Behavioral referrals
 - Absenteeism
 - General health history for student
 - Fitness assessments
 - Participation rates (breakfast, lunch, before/after school programs)
 - Trends in your school

To Do:

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- Program description
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- Budget

Budget



- Eligibility of expenses
- Sustainability
- Be realistic with expenses and their justification
- Back up plan

To Do:

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Grant Writing Tips



- Obtain support for your program
- Read the RFA/RFP guidelines and instructions carefully
- Create a needs statement that is well documented
- Clearly explain your program

Grant Writing Tips cont.



- Keep your goals and objectives S.M.A.R.T
 - Specific, Measurable, Attainable, Realistic, and Timely
- Be mindful of sustainability
- Provide a reasonable and detailed budget
- Proofread your final submission

Upcoming Opportunity



- Highmark Foundation Grant Opportunity
 - Creating a Healthy School Environment Grant
 - Schools **grades K-12** for 2015-2016
 - Available to areas served by Highmark Inc.
 - 49 counties in Pennsylvania
 - » 21 Central PA
 - » 28 Western PA
 - » All counties (55) in West Virginia

Highmark Foundation



- Grants will be awarded for evidence-based programs that address **one** of the following topics
 - **Bullying Prevention**
 - **Child Injury Prevention**
 - **Healthy Eating and Physical Activity**
 - **Physical and Environmental Health**

Highmark Foundation



- Creating a Healthy School Environment grant applications
- Applications are **ONLY** accepted using the web-based application. Those sent by fax or e-mail will not be reviewed.
 - Accepted until May 8, 2015
 - Awards will be announced June 30, 2015

Questions



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Stay Connected



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