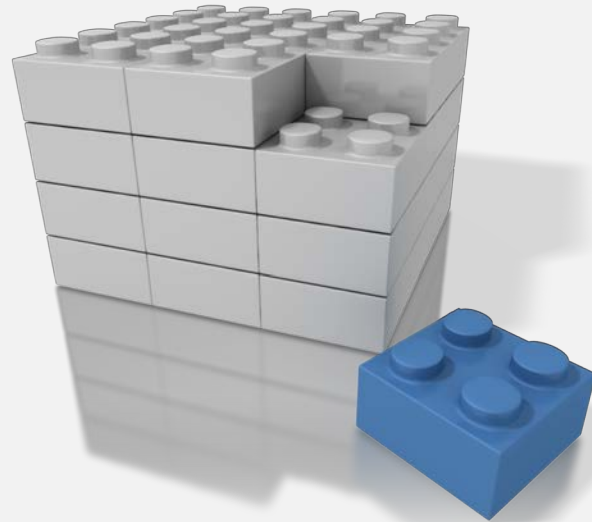


# Nonprofit Prince George's County

## WRAG – Grant Writing Training

April 10, 2019



**Presented by:** J&G Consultants, LLC

Mr. Gable Barmer, President

(202) 656-5024

[jandgc5@gmail.com](mailto:jandgc5@gmail.com)

[www.jandgc.com](http://www.jandgc.com)

**Nonprofit Prince George's County**

Hillary Lindeman, Executive Director

1201 MLK Hwy. Suite 207

Bowie, MD 20720

(240) 582-5654

[www.nonprofitpgc.org](http://www.nonprofitpgc.org)



Welcome:  
**WRAG 2019**



**Your Name & Title**  
**Organization's Name**

**8 Seconds or Less**  
**One Word Description**

# AGENDA

1. Welcome
2. Common Grant Background
3. Washington Regional Association of Grantmakers
4. Who Accepts the Application?
  - a. Executive Summary
  - b. Letter Intent
  - c. Accomplishments
  - d. Priority Areas for Grantors
  - e. Categories
  - f. Grant Writing Process
5. Corporations – Connecting Dots
6. Why Give to Charity?
7. Corporate Giving
8. Team Activity
9. Proposal Narrative
  - a. Proposal Review
  - b. Discussion
  - c. Attachments
  - d. Financials
10. Next Steps



# COMMON

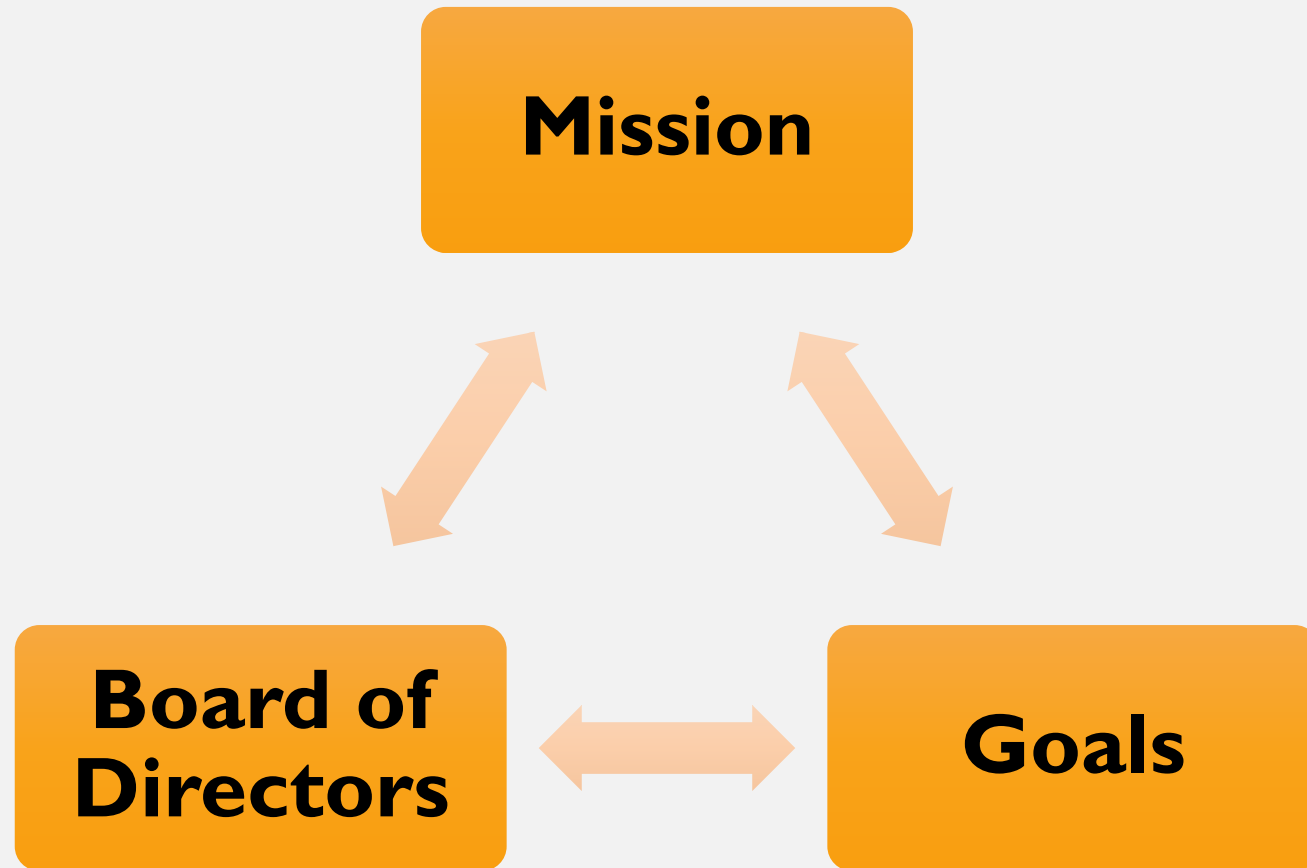
Grant Application

Resources - Regional Associations of Grantmakers

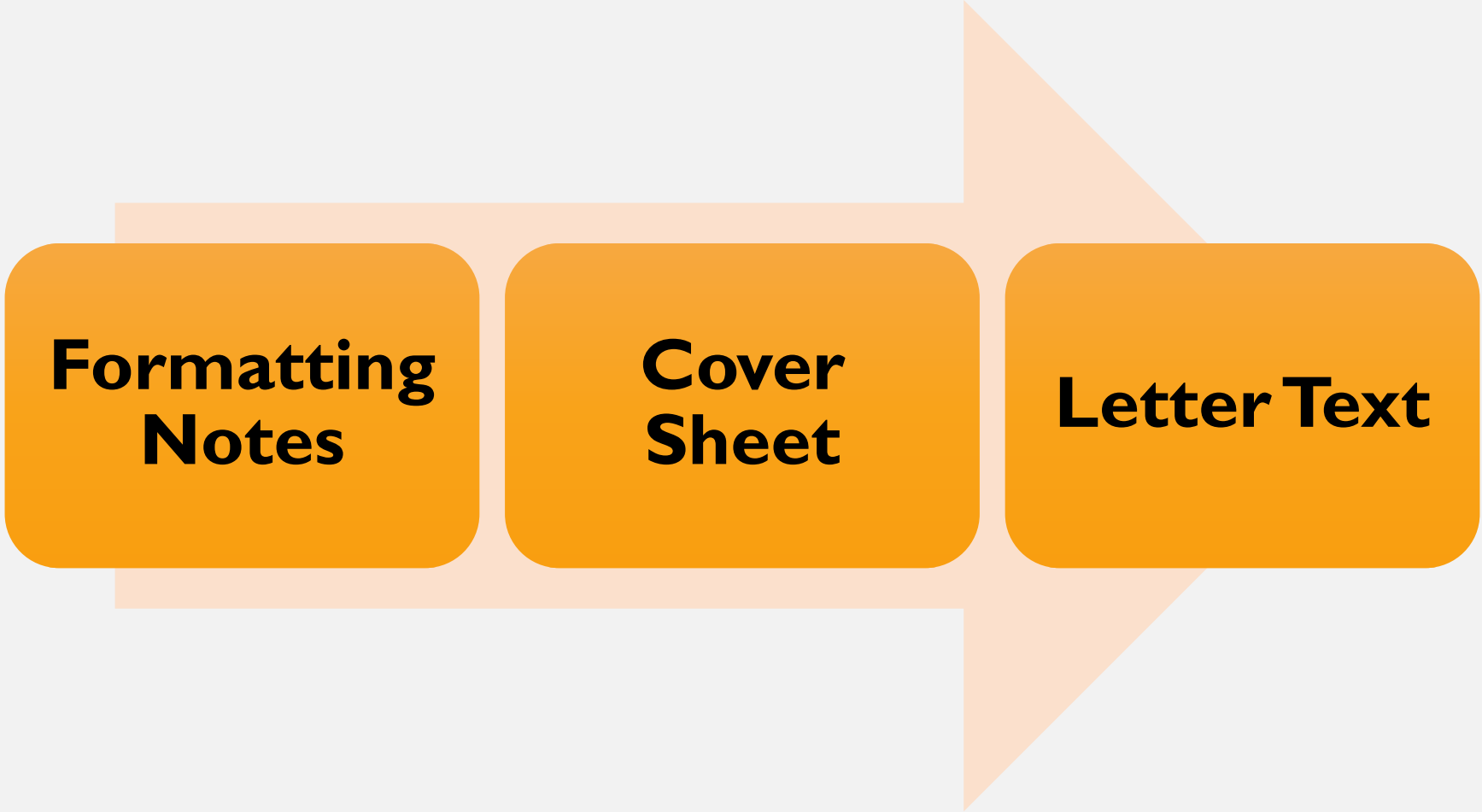
Regional Associations Of Grantmakers					
#	Name	Location	Web	Form Of Their Common Application	Form Of Their Common Report
1	Associated Grant Makers	Boston, MA	<a href="http://www.agmconnect.org">www.agmconnect.org</a>	Word and Excel	Word
2	Association of Baltimore Area Grantmakers	Baltimore, MD	<a href="http://www.abagmd.org">www.abagmd.org</a>	Word	Word
3	Colorado Association of Funders	Denver, CO	<a href="http://www.coloradofunders.org">www.coloradofunders.org</a>	Word form	Word form
4	Conference of Southwest Foundations	Dallas, TX	<a href="http://www.c-s-f.org">www.c-s-f.org</a>	None	None
5	Connecticut Council for Philanthropy	Hartford, CT	<a href="http://www.ctphilanthropy.org">www.ctphilanthropy.org</a>	Word	Word
6	Council of Michigan Foundations	Detroit, MI	<a href="http://www.michiganfoundations.org">www.michiganfoundations.org</a>	Word	Word
7	Council of New Jersey Grantmakers	Trenton, NJ	<a href="http://www.cnjg.org">www.cnjg.org</a>	PDF	PDF
8	Delaware Valley Grantmakers	Philadelphia, PA	<a href="http://www.dvg.org">www.dvg.org</a>	PDF	Word
9	Donors Forum	Chicago, IL	<a href="http://www.donorsforum.org">www.donorsforum.org</a>	Word form or PDF	PDF
10	Donors Forum of South Florida	Miami, FL	<a href="http://www.donorsforumsf.org">www.donorsforumsf.org</a>	None	None
11	Donors Forum of Wisconsin	Milwaukee, WI	<a href="http://www.dfwonline.org">www.dfwonline.org</a>	Word or Word form	None
12	Gateway Center for Giving	St. Louis, MO	<a href="http://www.centerforgiving.org">www.centerforgiving.org</a>	Word	None
13	Grantmakers Council of Rhode Island	Providence, RI	<a href="http://www.gc-ri.org">www.gc-ri.org</a>	None	None
14	Grantmakers Forum	Phoenix, AZ	<a href="http://www.azgrantmakers.org">www.azgrantmakers.org</a>	Word and Excel	None
15	Grantmakers Forum of New York	Rochester, NY	<a href="http://www.grantmakers.org">www.grantmakers.org</a>	Word	Word
16	Grantmakers of Oregon & Southwest Washington	Portland, OR	<a href="http://www.gosw.org">www.gosw.org</a>	None	None
17	Grantmakers of Western Pennsylvania	Pittsburgh, PA	<a href="http://www.gwpa.org">www.gwpa.org</a>	PDF	PDF
18	Indiana Grantmakers Alliance	Indianapolis, IN	<a href="http://www.indianagrantmakers.org">www.indianagrantmakers.org</a>	None	None
19	Iowa Council of Foundations	Des Moines, IA	<a href="http://www.iowacounciloffoundations.org">www.iowacounciloffoundations.org</a>	None	None
20	Maine Philanthropy Center, University of Southern Maine	Portland, ME	<a href="http://www.mainephilanthropy.org">www.mainephilanthropy.org</a>	None	None
21	Minnesota Council on Foundations	Minneapolis, MN	<a href="http://www.mcf.org">www.mcf.org</a>	Word or PDF	None
22	New Mexico Association of Grantmakers	Santa Fe, NM	<a href="http://www.nmag.org">www.nmag.org</a>	None	None
23	Northern California Grantmakers	San Francisco, CA	<a href="http://www.ncg.org">www.ncg.org</a>	None	None
24	Ohio Grantmakers Forum	Columbus, OH	<a href="http://www.ohiograntmakers.org">www.ohiograntmakers.org</a>	Word and Excel	Word
25	Philanthropy Northwest	Seattle, WA	<a href="http://www.philanthropynw.org">www.philanthropynw.org</a>	Word or PDF	None
26	Regional Association of Grantmakers	New York, NY	<a href="http://www.nyrag.org">www.nyrag.org</a>	PDF	PDF
27	San Diego Grantmakers	La Jolla, CA	<a href="http://www.sdgrantmakers.org">www.sdgrantmakers.org</a>	Word	None
28	Southeastern Council of Foundations	Atlanta, GA	<a href="http://www.secf.org">www.secf.org</a>	None	None
29	Southern California Grantmakers	Los Angeles, CA	<a href="http://www.socalgrantmakers.org">www.socalgrantmakers.org</a>	None	None
30	Washington Regional Association of Grantmakers	Washington, DC	<a href="http://www.washingtongrantmakers.org">www.washingtongrantmakers.org</a>	Word	PDF
31	Western New York Grantmakers Association	Buffalo, NY	<a href="http://www.wnygrantmakers.org">www.wnygrantmakers.org</a>	None	None
32	West Virginia Grantmakers's Association	Weston, WV	<a href="http://www.wvgrantmakers.org">www.wvgrantmakers.org</a>	PDF	None

Informal research conducted by Common Grant Application as of: 9/21/2011

# EXECUTIVE SUMMARY



# LETTER OF INTENT



The diagram illustrates the components of a Letter of Intent. At the top, a white rectangular box with a black border contains the title "LETTER OF INTENT". Below this, a large, light-orange arrow points from left to right. Along the path of the arrow, there are three orange rounded rectangular boxes. The first box on the left contains the text "Formatting Notes", the middle box contains "Cover Sheet", and the final box on the right contains "Letter Text".

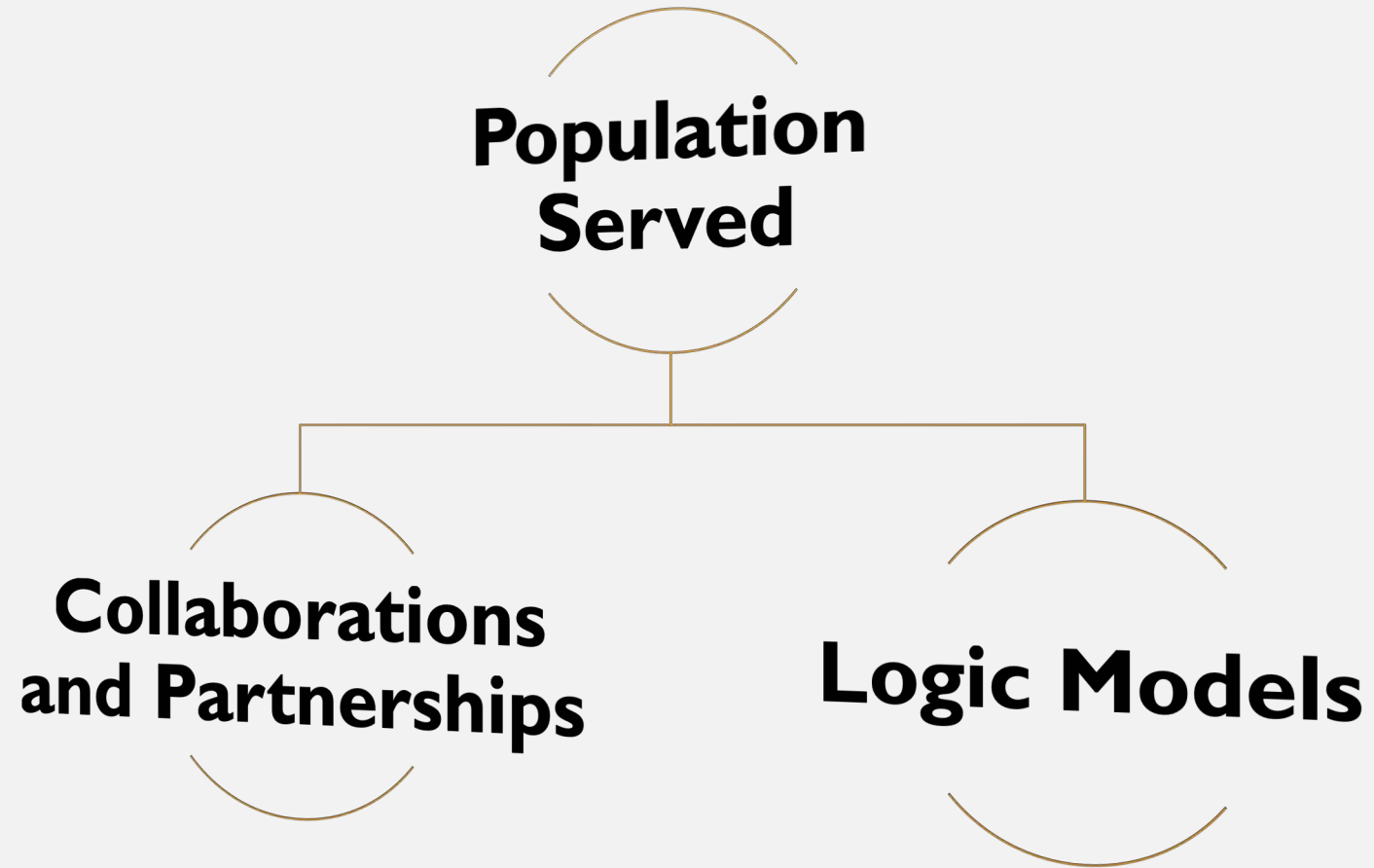
**Formatting  
Notes**

**Cover  
Sheet**

**Letter Text**



# ACTIVITIES, PLANS & ACCOMPLISHMENTS





# NARRATIVE CATEGORIES





# OVERVIEW - GRANT WRITING PROCESS

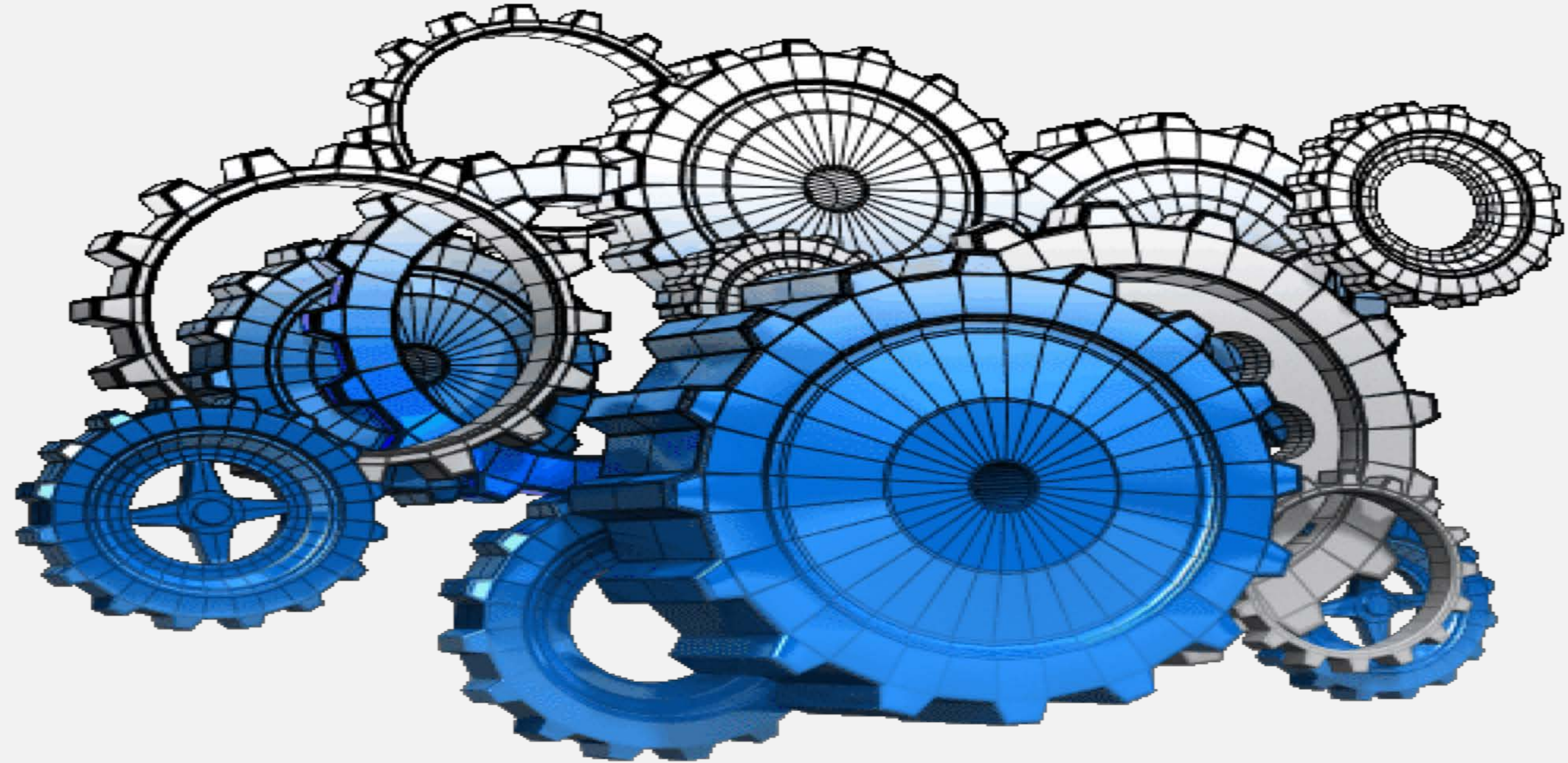


- **Identify the problem/goal area for which funds will be sought.**
- **Thoroughly search for relevant grant opportunities.**
- **Consider the proposed project/goal's fit with the funder(s).**

## OVERVIEW OF THE GRANT WRITING PROCESS (CONT.)



- **Create an evaluation plan for the project.**
- **Prepare a budget for the project.**
- **Plan for sustainability of the project.**
- **Keep at it.**



#GIVING  
TUESDAY

LUNCH DINNER



amazon



DO GOOD WITH BURRITOS



DO MORE

Power your community.

[domore24.org](http://domore24.org)

24<sup>TM</sup>



# A Global Day of Giving

December 3, 2019

GivingTuesday is a global day of giving fueled by the power of social media and collaboration.

Celebrated on the Tuesday following Thanksgiving (in the U.S.) and the widely recognized shopping events Black Friday and Cyber Monday,

GivingTuesday kicks off the charitable season, when many focus on their holiday and end-of-year giving.

One of the best ways to get involved is in your own community. We've created a directory to help you find organizations, charities, events and more in your own community.

# JERSEY MIKE'S ANNUAL DAY OF GIVING



Source: faquier.com

## Prince George's County Locations:

**A** **Jersey Mike's Subs**  
Capitol Heights, MD · (301) 499-7872  
Open · Closes 9PM

**B** **Jersey Mike's Subs**  
Centre at Laurel  
Laurel, MD · (301) 490-6969  
Open · Closes 9PM

**C** **Jersey Mike's Subs**  
New Carrollton, MD · (240) 714-5667  
Open · Closes 9PM

# AMAZON SMILE



AmazonSmile is a website operated by Amazon with the same products, prices, and shopping features as Amazon.com. The difference is that when you shop on AmazonSmile, the AmazonSmile Foundation will donate 0.5% of the purchase price of eligible products to the charitable organization of your choice.

---

Source:

[https://www.google.com/search?rlz=|C5CHFA\\_enUS789US789&ei=z5eXXJatI8Ou5wLv2Yf4Cg&q=amazon+logo&oq=amazon+logo&gs\\_l=psy-ab..0.0i5j0i10j0i4.2532.586i..7654...0.0..0.145.1145.18j1.....0....1..gws-wiz.....0i71j0i67j0i22i30j0i131.5moB8ZtsVAE](https://www.google.com/search?rlz=|C5CHFA_enUS789US789&ei=z5eXXJatI8Ou5wLv2Yf4Cg&q=amazon+logo&oq=amazon+logo&gs_l=psy-ab..0.0i5j0i10j0i4.2532.586i..7654...0.0..0.145.1145.18j1.....0....1..gws-wiz.....0i71j0i67j0i22i30j0i131.5moB8ZtsVAE)

# CHIPOTLE



## DO GOOD WITH BURRITOS



## HOST A FUNDRAISER WITH US & KEEP 33% OF THE PROCEEDS

We do more than just roll burritos. Each of our restaurants is committed to supporting local groups like neighboring schools, youth sports teams and non-profit organizations. One way we do this is by hosting fundraisers at our restaurants.

Source: <https://community.chipotle.com/fundraisers>



United Way of the National Capital Area is excited to announce our 7th Annual Do More 24 - where we convene the region's nonprofit community to collectively focus on engaging donors, partners and volunteers in an effort to do more throughout the National Capital Area - all in 24 hours.

For more information about Do More 24, please refer to our FAQs or contact 202.488.2009 or [questions@domore24.org](mailto:questions@domore24.org) \* [www.unitedwaynca.org](http://www.unitedwaynca.org)



**Increase your  
Impact**

Invite your friends and colleagues to join the fight and expand the reach. It's a win-win for you and the community you care about.

Source: <https://www.domore24.org/>

**May 22-23, 2019 (Noon to Noon)**

## **Do More 24 was a success last year!**

We had more nonprofits than ever benefit from the event with 350 Peer-to-Peer ambassadors generating \$500K through 3,400 gifts. Thank you to the philanthropists of the National Capital Area for your generosity and kindness.

#GIVING  
TUESDAY

December 3, 2019

LUNCH DINNER



March 27, 2019

amazon

Year Round



DO GOOD WITH BURRITOS

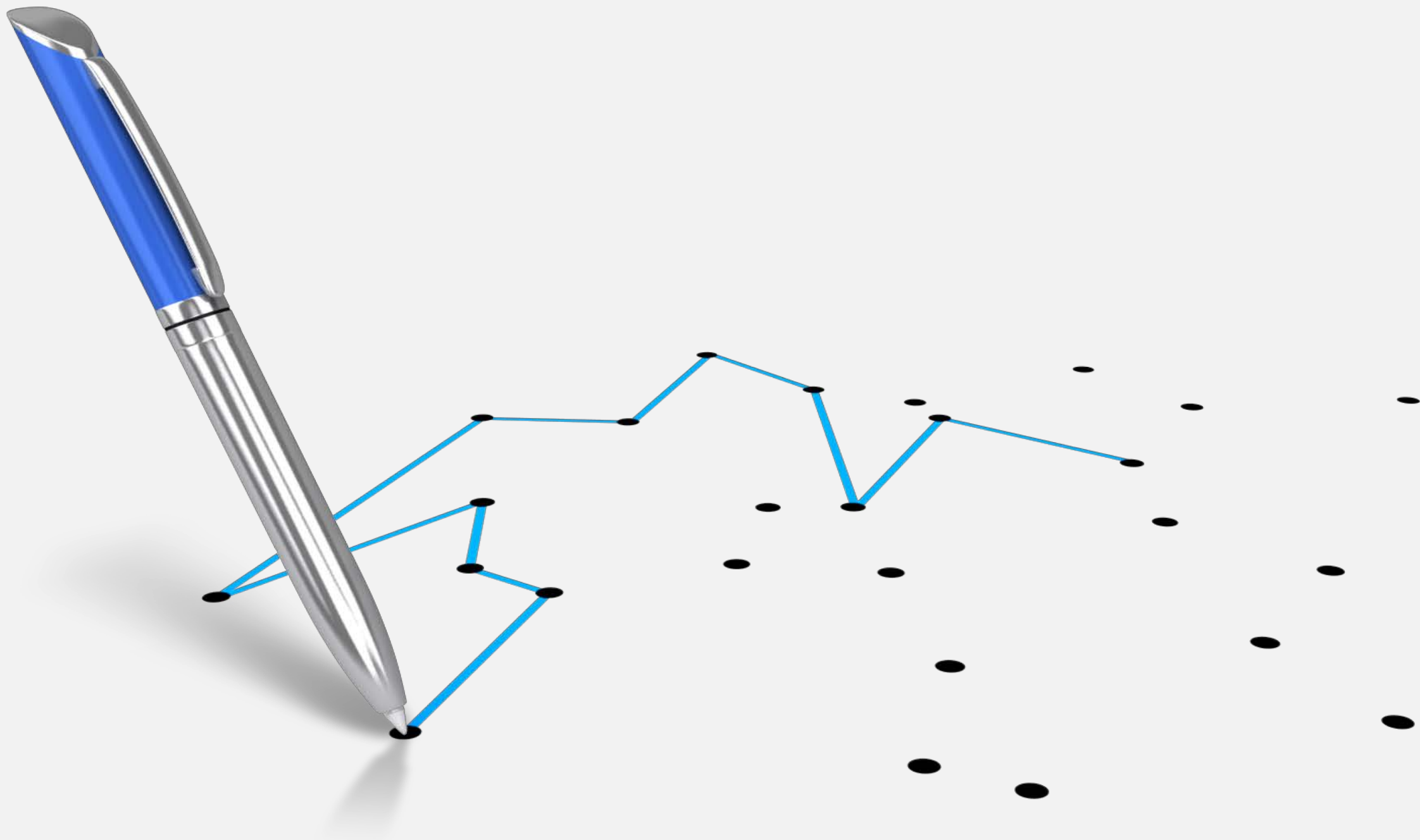


Year Round

DO MORE 24<sup>TM</sup>  
Power your community.

[domore24.org](http://domore24.org)

May 22 – 23, 2019



# **WHY SHOULD CORPORATIONS GIVE TO CHARITY?**

1. Tax Deduction
2. It's Good for your Community
3. Increased Marketing
4. Builds Employee Morale

# CORPORATE GIVING



[www.google.com](http://www.google.com)

**Bank of America**



[www.bank-of-America.com](http://www.bank-of-America.com)



[www.generalmills.com](http://www.generalmills.com)



[www.darden.com](http://www.darden.com)



[www.generalelectric.com](http://www.generalelectric.com)



### Google's Matching Gift Program

Google matches between \$50 to \$12,000 in donations per employee each year.

One of the highlights of Google's match program is that the company not only matches personal donations to nonprofit organizations, but also matches money employees personally raise for charitable events that they actively participate in.

 [Learn more about Google's matching gift program.](#)

### Google Dot Org

Google Dot Org is one of the ways that Google gives back to local, national, and global communities.

Each year, Google Dot Org donates \$100,000,000 in grants, 80,000 volunteer hours, and \$1 billion in products.

They provide seed funding for global entrepreneurs in developing countries, community grants, disaster relief, and much more.

Additionally, Google provides grants to help boost traffic to nonprofits' websites through a program called [Google Ad Grants](#).



## Bank of America's Matching Gift Program

Every Bank of America employee is eligible to request up to \$5,000 per year in matching gift funds to nearly any organization.

Bank of America's matching gift program will match donations made to nonprofit organizations up until March 15th of the following year. That means that your organization has plenty of time to make a last minute end-of-year appeal or start-of-year appeal to remind your donor base to submit match requests.

## Bank of America Charitable Foundation

Bank of America Charitable Foundation offers several funding opportunities to nonprofit organizations.

They direct their funding to meet the needs of low-income communities, with a particular focus on revitalizing neighborhoods, educating the workforce, and addressing basic needs like hunger and homelessness.

Bank of America employees also help their communities through volunteerism and connect nonprofits and communities to much-needed resources.



**i General Mills' Matching Gift Program**

General Mills matches donations ranging from \$25 to \$15,000.

Full-time, part-time, and retired employees as well as board members are all eligible to have their gifts matched at a 1:1 ratio.

General Mills donates to educational institutions and arts and cultural organizations.

**i General Mills' Global Responsibility Initiatives**

General Mills' most recent global responsibility initiatives sought to champion global food safety, increase community food and nutrition security, invest in their hometown communities and improve global water stewardship.

General Mills also has a foundation that focuses on the sustainability of agriculture and protecting natural resources.

### Darden's Matching Gift Program

Darden Restaurant Group, which is composed of restaurants like Olive Garden, LongHorn Steakhouse, Bahama Breeze, Seasons 52, The Capital Grille, Eddie V's, and Yard House, offers a generous matching gift program to full-time and part-time employees.

Donations ranging from \$100 to \$10,000 are eligible to be matched at a 1:1 ratio. Darden only matches gifts to k-12 schools, colleges, and universities.

### Darden Harvest Program

The Darden Harvest Program was launched in 2003 and offers an alternative to throwing away food.

Each day, across all of their restaurants, the surplus food that isn't served to guests is safely prepared for donation.

Darden partners with Food Donation Connection to coordinate the distribution of the donated food to food banks, shelters, and other nonprofits.



## General Electric's Matching Gift Program

Since 1954, GE has been known as one of the top companies that donates to nonprofits.

While GE initially only matched employee donations to colleges and universities, the company has expanded its match program to include nearly all nonprofits.

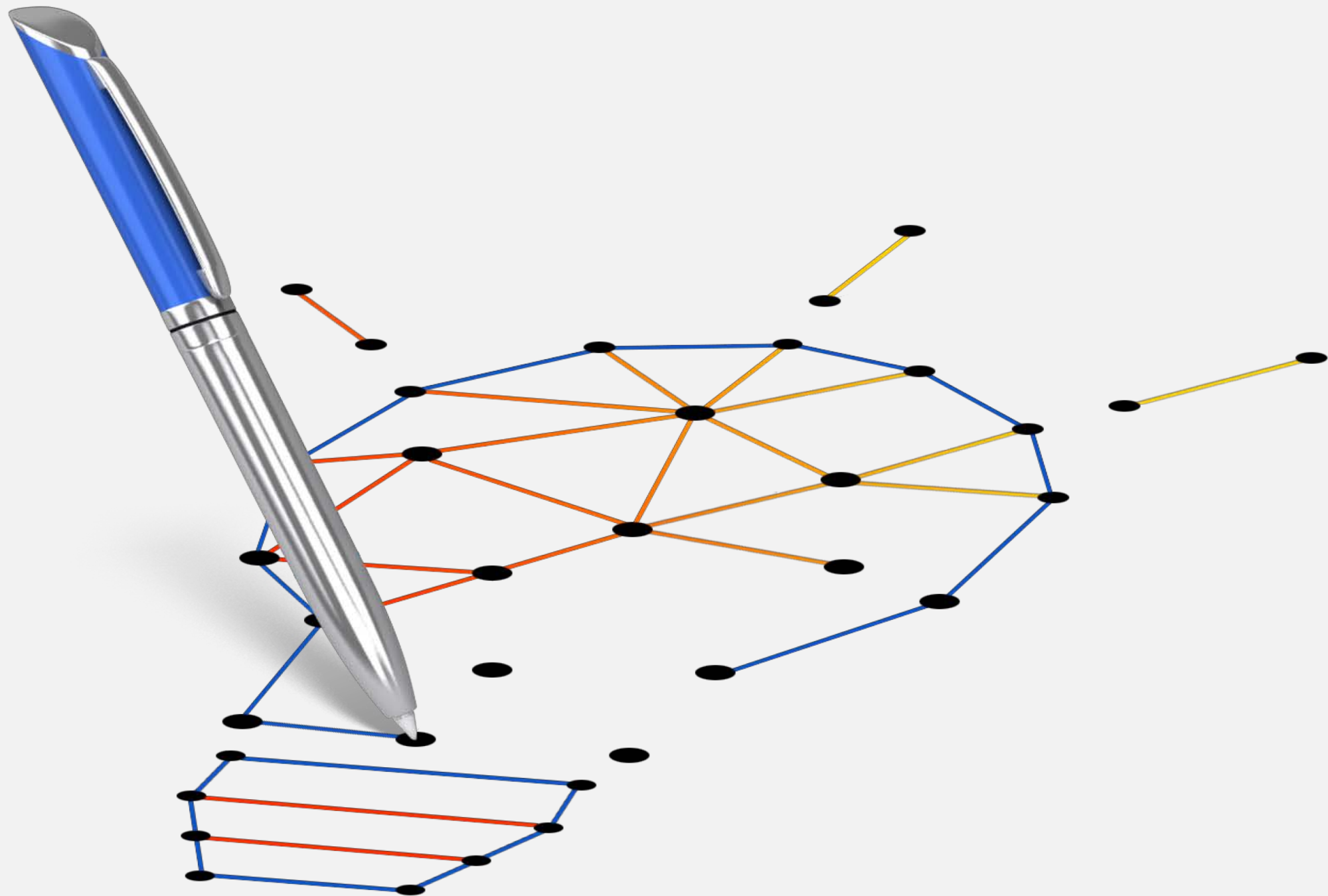
Employees can have donations ranging from \$25 to \$5,000 matched at a 1:1 ratio as long as they submit the request by April 15th of the year following the donation date.

## The GE Foundation

The GE Foundation is the philanthropic arm of General Electric and focuses its efforts on global health, education, and skills-based economic growth, and entrepreneurship.

The GE Foundation does not encourage unsolicited grant proposals.

However, organizations whose mission aligns with the goals of the GE Foundation may be selected by the Foundation to receive a grant.



# **ACTIVITY**

**Participant Engagement**



**ORGANIZATIONAL INFORMATION**

**1. Briefly describe your organization’s history, mission, and goals.**  
ABC Nonprofit was founded in 2008 by a group of concerned adult learning educators that resided primarily in the central region of Prince George’s County, MD. Based on the dismal accounts relative to adult literacy and unemployment rates, it was decided that ABC Nonprofit would address the literacy and workforce domains.

The *mission* of ABC nonprofit is to increase the adult literacy rate through educational and workforce development alternatives that will prepare Prince George’s County adults for post-secondary, vocational and high growth employment opportunities.

Our goals include increasing the adult literacy and employment rates for Prince George’s County residents -- so that they can become healthy, productive citizens in mainstream society.

**2. Briefly describe the role of your organization’s board of directors, including how your board carries out its responsibilities for financial and programmatic oversight and fundraising.**  
ABC’s Board of Directors is comprised of community, corporate and strategic professionals that live or work in Prince George’s County, MD. The Board is guided by a prescribed set of bylaws to ensure that the legal, fiscal, and organizational oversight is performed with high integrity that is in the best interest of ABC Nonprofit.

**3. Briefly describe current activities, recent accomplishments, and future plans.**  
ABC Nonprofit’s activities, major accomplishments and future plans are illustrated below.

Current Activities	Recent Accomplishments	Future Plans
Adult Literacy Tutorial Program	Over 75 adult learners will complete the Laubach literacy program	Double the number of enrolled adult learners by 2021
Laubach Literacy Coaching	Successfully trained over 50 adults (through the train-the-trainers evidence-based model)	Increase the number of trained literacy coaches by 40% by 2021
Adult Literacy Tutorials	Our professionally trained tutors logged more than 2500 hours over the past two (2) year	Expand programming from north and central County to the southern region by 2022
GED Preparation	1 out of 10 participants that complete our GED prep classes obtained their diplomas	Refine the GED preparation program to include online tutorial services by 2022
Resume & Application Preparation	Of the over 100 adults that received resume tune-ups over the past year, nearly 50% have obtained meaningful full and part-time employment	Enhance the resume preparation initiative to assist 50% more adults by 2022. Institute a jobs club by 2023.

**4. Briefly describe how the population you serve is involved in the work of your organization.**  
Key adult learners that we serve are actively engaged in the preparation and execution of all ABC Nonprofit programs and services. In addition to serving on our Advisory Board and committees, the adult learners participate in our strategic planning sessions every (3) three years in a leadership role.

**5. Briefly describe your most significant collaborations and partnerships.**

Collaboration is an essential part of ABC Nonprofit’s strategy. Our partnerships have included Prince George’s County Agencies, the Community College; the Literacy Council, Laubach World-wide, Chamber of Commerce, foundations, corporations; and local community and faith-based organizations.

PROJECT INFORMATION

1. What problem or need does your project address?

The adult literacy rate is extremely low in Prince George’s County, MD (include stats). Low literacy rates lead to underpaid residents, limited post-secondary options, and increased poverty.

2. What is your proposed solution to this problem or need?

ABC Nonprofit will increase the level of adult readers through strategic educational programming -- to prepare them for high-growth jobs, vocational and post-secondary options. This will increase the employment and educational rates for adult learners that reside in Prince George’s County.

3. What is the plan for implementation of this project?

The year-one implementation plan will consist of April 1, 20XX – March 30, 20XX to target the following:

Month	Activities
April – June	Enroll adult learners; and Train, clear and certify adult tutors
July – September	Provide intensive tutoring and workforce soft skills
October – December	Provide intensive tutoring and provide on the job experiences
January – March	Program completion

4. Is this a new project? If yes, how was the project approach developed? If not, what have you accomplished so far?

This project is not new. ABC Nonprofit has been successfully providing adult literacy services since 2008.

5. Are there additional partners who you are working with for this project (who were not listed in the previous section)? If so, who are they and what are their roles?

The additional partners working on the project include the following:

* Prince George’s Community College	* XXXX Faith Institution
* Employ Prince George’s County	* Nonprofit Prince George’s County
* Prince George’s Chamber of Commerce	* XYZ Construction & Development, LLC
*Prince George’s County Library	* XXXX Restaurant

6. What results are you committed to achieving during the grant period? What is the timeline for accomplishing these results? What evidence will prove your success?

The illustration below outlines ABC Nonprofit’s programmatic results, timeline for accomplishments, and evidence of achievement|

Results	Timeline	Evidence
Enroll 100 adult learners	April 20XX – Sept. 20XX	Enrollment forms
90% course completions	April 20XX - March 20XX	Certificates of completion
Train at least 40 adult tutors	April 20XX – March 20XX	Train the trainer certifications





# ATTACHMENTS

**Fiscal Agent Agreement or IRS tax-exempt determination letter**



**Most recent audit or form 990**



**One-page organizational chart**



**Short biographies**



**List of board members**



**Memoranda of Understanding or Memoranda of Agreement**

## **MEMORANDUM OF UNDERSTANDING (MOU)**

A Memorandum of Understanding, while not a legally binding document, does indicate a voluntary agreement to assist in the implementation plans of a grant funded collaborative project. The agreement is between the lead agency/applicant and a partnering entity. It generally defines the overall program goals and describes the collaborative nature and relationship between the identified project and MOU-referenced participant.

The initial paragraphs should contain the following information:

- **Name of project**
- **Name of agencies involved in the MOU**
- **Identification of funding source**
- **Identification of grant period**
- **Project goals and key services to be provided**
- **Project outcomes to be addressed**

The body of the MOU should include the following five areas:

- 1) **Term and conditions of the MOU should address the timeframe of agreement and, if applicable, timetable for renewing commitment.**
- 2) **Identification of roles and responsibilities of the lead agency.**
- 3) **Identification of roles and responsibilities of the partnering agency.**
- 4) **Termination clause is very important as it defines how the agreement can be ended (i.e. by written 30 day notice).**
- 5) **Signatures of the agency representatives, including date signed, is located at the end of the MOU.**

# FINANCIAL STATEMENTS

**For previous & current fiscal years:**

**Organizational budget v. actual**

**Organization's year-to-date Statement of Financial Position**

**Organization's year-to-date Statement of Activities**

**Organization's projected/proposed/draft budget for the next fiscal year**

# REVENUE

**\$300,000**

**Total Revenue**

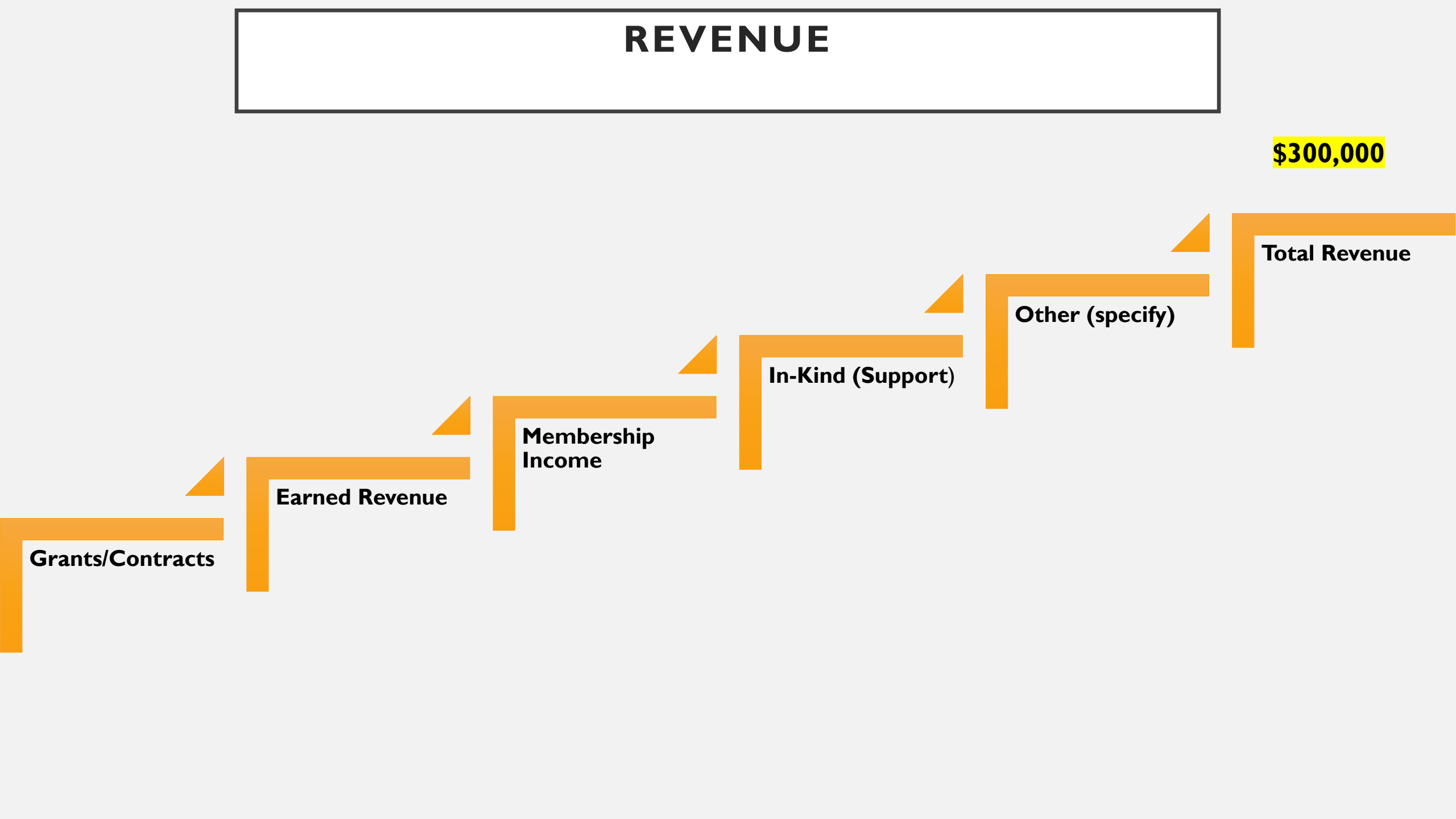
**Other (specify)**

**In-Kind (Support)**

**Membership  
Income**

**Earned Revenue**

**Grants/Contracts**



# EXPENSES

**\$300,000**

**Consultants  
&  
Professional  
Fees**

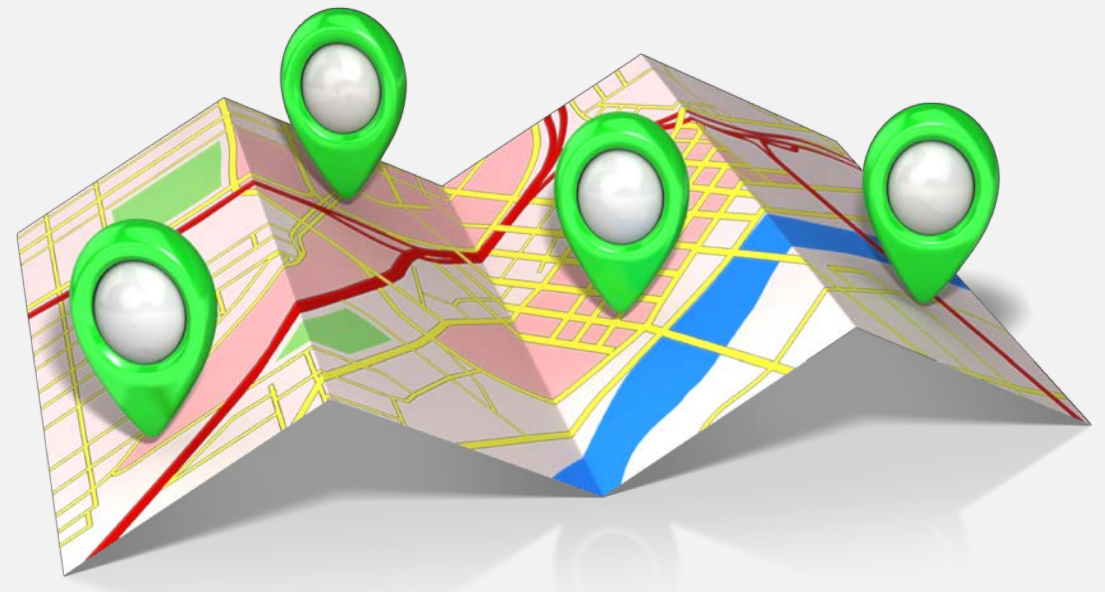
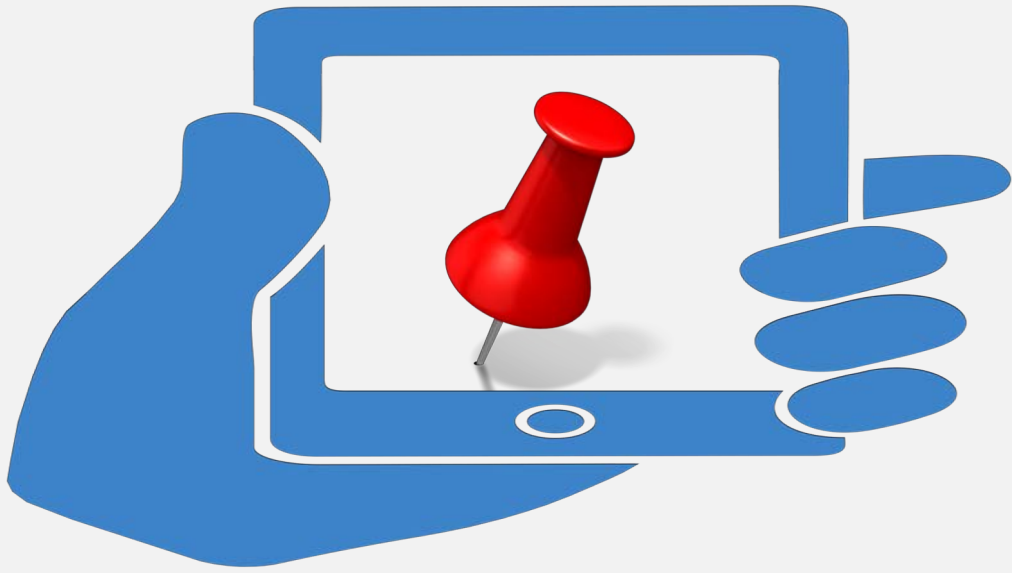
**Travel,  
Equipment &  
Supplies**

**Printing,  
Copying  
Telephone &  
Fax**

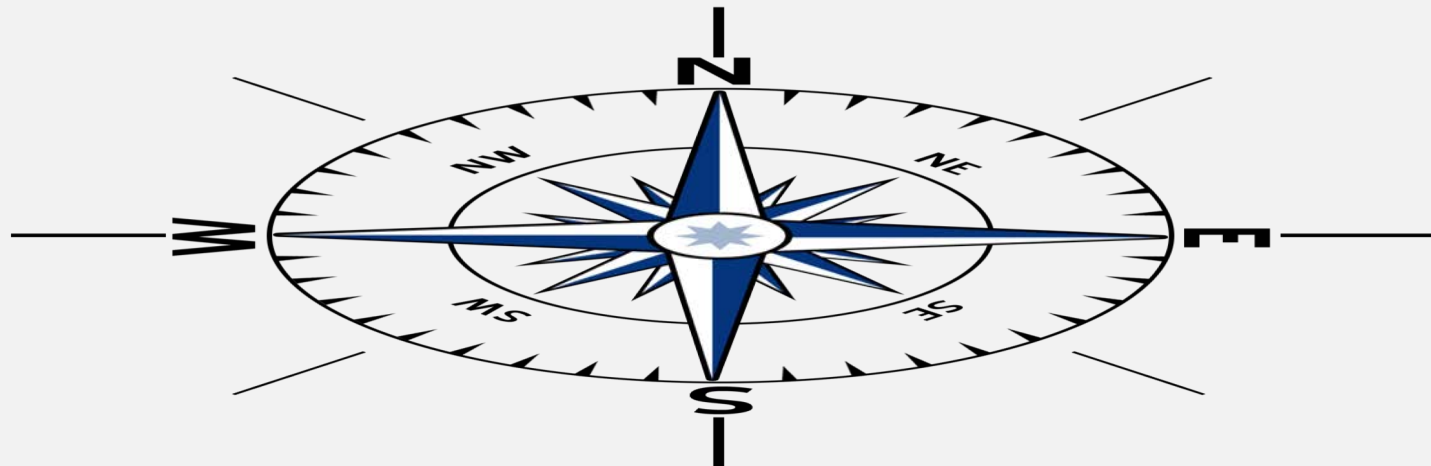
**Postage  
Delivery,  
Rent &  
Utilities**

**Maintenance,  
Technology &  
Evaluation**

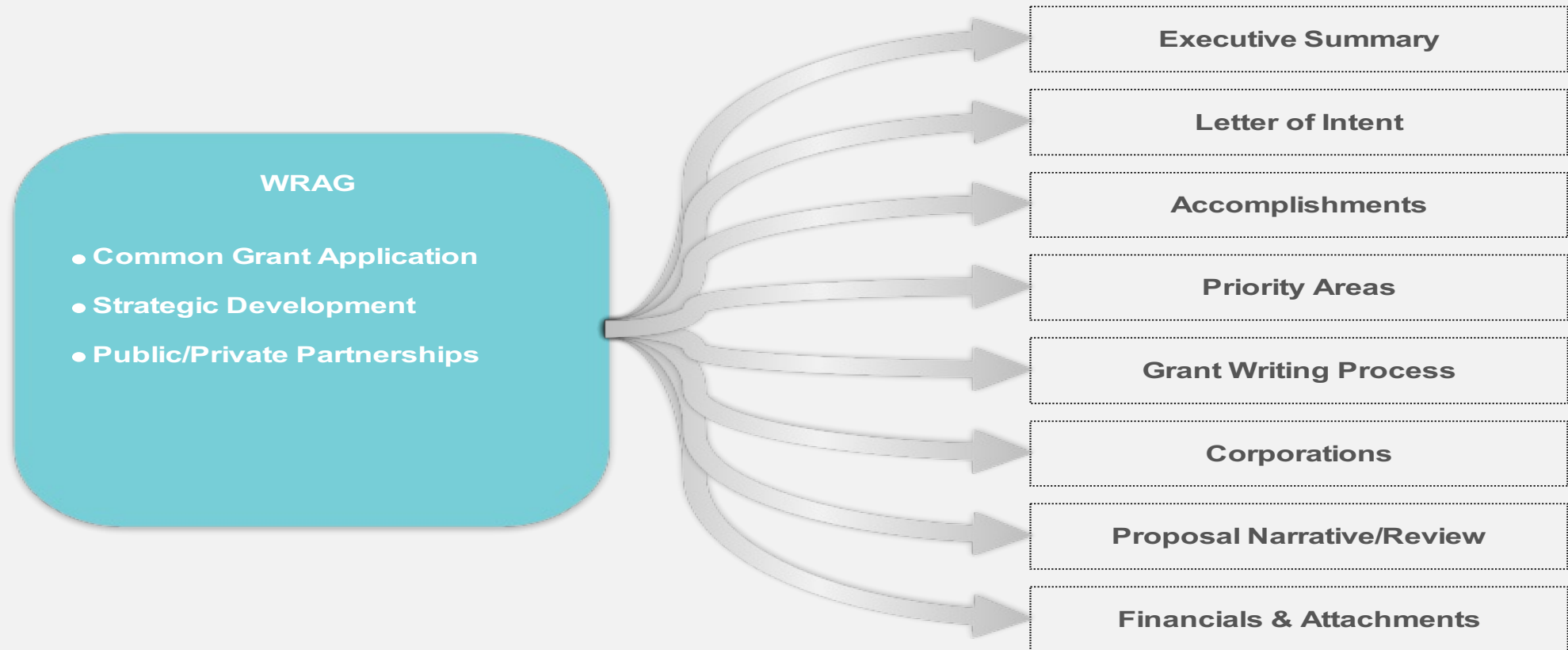
**Salaries &  
Payroll  
Taxes/Fringe  
Benefits**



**How do you chart the course to secure funding?**



# WRAG Proposal Writing Recap



# Nonprofit Prince George's County

## WRAG – Grant Writing Training



**Thank You!**



**Presented by:** J&G Consultants, LLC

Mr. Gable Barmer, President

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