The Other Side of the Community Garden Grant

Bill Dawson
Main Focus Today

• Grant Writing Tips
• Writing to the Reviewer and Funder
• Grant Examples
Grant Writing Tips
Parts of a Proposal

- Need or Problem Statement
- Goal/Objectives
- Activities
- Timetable
- Personnel or Organization Qualifications
- Outcome Measurements
- Continuation Plan
- Budget Spreadsheet and Narrative
- Executive Summary
Need or Problem Statement

• The problem your project will address
• Relate to your organization’s mission
• Support with facts
  – Make sure statistics are accurately labeled
  – Local data is better than generic data
• Show the benefits of meeting this need
Goals/ Objectives

• **S**pecific
• **M**easurable
• **A**ppropriate
• **R**ealistic
• **T**ime-bound
Activities

• State the who, what, where, when, why and how
• Include sequence and timing
• Relate back to the objective
Timetable

• State when each activity will occur
• Include time for preparation, participant input, mid-point evaluation, corrections, and final evaluation
Personnel/ Organization Qualifications

• What makes you the best for the project?
• Include relevant accomplishments and endorsements from others
• Remember to keep it relevant to the project!
Outcome Measurements

• Assess at several stages during the project; pre-test to establish baseline
• Use both quantitative and qualitative indicators
Outcome Measurements

• Include a summative evaluation
  – Did project attain its goals?
  – Were the outcomes worth the cost/time?
  – Should the program be continued?

• And a formative evaluation
  – What are the project’s strengths/weaknesses?
  – Can it be more efficient and retain quality?
Continuation Plan

- What happens after the project ends?
- What mistakes can you help others avoid?
- What successes can you help others attain?
Budgeting Narrative

• Personnel
  – Salary, benefits, job descriptions
• Non-personnel
  – Supplies and equipment all itemized, priced and totaled
  – Travel- miles, specified reimbursement rate
• Contractual
  – Describe service, organization, # hours and rate
• In-Kind Match
  – Include volunteer hours and the estimated value of your organization’s staff time
Executive Summary

• The big pitch!
• Provide overview of project
  – One+ sentence on each part of the proposal
• Some reviewers will only look at this portion of the proposal
Top Tips

• Understand who the grant reviewer is and tailor to them
• Don’t let the funder drive your project but drive your proposals to the most appropriate funders
• Read and re-read grant guidelines
• Have others proof-read your proposal
• Be concise
• Start early
• Check your budget, spelling & math; align timeline with funder’s calendar
• Keep trying! Don’t give up.
Writing to Reviewer & Funder
Understand Types of Foundations: Which Is Right for You?

• **Independent**- Broad discretionary giving allowed with specific guidelines and for specific fields. Usually give to local areas.

• **Company-Sponsored**- Giving in fields related to corporation.

• **Operating**- Giving related directly to foundation’s program

• **Community**- Giving to charitable or nonprofit organizations in the local community
Give The Answers They Are Looking For

- What is the problem?
- What is it you propose to do?
- What will be the result?
- How will you know if it worked?
- Why are you the right group to do it?
- How much money do you need?
- What will you do when money runs out?
On the Mind of the Grantor

• Relevance
• How acute is the need/problem?
  – Is there data to support this need?
• Sustainability
• History of the organization
  – Stability, leadership, past projects
Take Time to Research!

• Does the grant maker:
  – Share a similar mission?
  – Give to organizations that “look like yours?”
  – Give to your geographic area?

• What is their usual range of giving?

• Which pieces of your project are most appropriate for which funding sources?
Grant Examples
Parts of a Proposal

- Need or Problem Statement
- Goal/Objectives
- Activities
- Timetable
- Personnel or Organization Qualifications
- Outcome Measurements
- Continuation Plan
- Budget Spreadsheet and Narrative
- Executive Summary
Clintonville Beechwold Community Resources Center

• ScottsMiracle-Gro Community Garden Academy Grant Proposal 2014
Need or Problem Statement

• The garden is designed to ensure easy accessibility for people of all ages and of different needs, including wheelchair users and developmentally disabled populations. Different from typical community gardens, Gift Garden is composed of “pods,” which are made of raised beds of various heights that are suitable for wheelchair users. Pathways connecting the pods are designed to be of 4 foot wide to ensure accessibility. Plenty of on-site seating and a communal picnic table are intended to make the garden an outdoor classroom as well as a place for leisure for people to enjoy.
  – From Clintonville-Beechwold Grant Proposal 2013
Objectives

• To provide an educational garden that is accessible to people of all ages and of different levels of abilities.

• To continue to provide facility and programming to educate gardening and promote healthy living to Boys and Girls members, ADD’s participants and the community at large in East Franklinton.
  – From Clintonville-Beechwood Grant Proposal 2013
Activities

• To expand the existing Gift Garden in terms of square footage, making it a sizable educational garden.
• To ensure its accessibility to people of all ages and abilities, including wheelchair users.
• To provide continuous gardening education to B&G members and offer the 8-week course with curriculum on gardening to participants and staff of the Association of Developmentally Disabled (ADD).
  – From Clintonville-Beechwold Grant Proposal 2013
Timetable

• Stage 1: Finalize the design, February 2014
• Stage 2: Construction and Community Planting Day, May 2014
• Stage 3: On-going programming, May 2014
Personnel/ Organization Qualifications

- ALTernative is the lead organization of the project. It designs, coordinates the construction of the second phase of the Gift Garden, and organizes programming. An overall layout of the garden has been created in the first phase by ALTernative. To begin phase two, ALTernative will revise and finalize the details towards fabrication of the planting beds.

- B&G (Boys and Girls Clubs Westside) in East Franklinton will provide the land of 2,500 sq. ft. in their existing play areas to complete Gift Garden’s second phase. B&G will coordinate a community planting day, provide staff support, and coordinate their members to be part of the event. B&G will be the primary care giver to the garden. Their existing garden club meets weekly. They have done a fantastic job in growing this season (Spring and Summer in 2013). They have also harvested from the garden and pickled the surplus vegetables. They will continue their garden club program and plans to expand it to future community gardening events to benefit the neighborhood.

- Local Matters will continue provide gardening installation help and education to Boys and Girls Clubs as well as ADD (Association for the Developmentally Disabled). The Gift Garden (when completed) will be made accessible to people of all ages and wheelchair users. Local Matters will offer ADD’s Nature and Gardening Group an 8-week curriculum. The curriculum utilizes sensory based learning to teach participants how to grow, access, prepare and recognize healthy foods, by their look, smell, feel, and taste. Participants get to experience nutrition education through interactive and hands-on activities of how their food is grown, how food affects their bodies and how recognizing the colors of the USDA My Plate can help us make positive food choices. All lessons last one hour and include time in the garden as well as opportunities to taste and prepare foods harvested from the garden.

- ADD (Association for the Developmentally Disabled) will organize their Nature and Gardening Group to attend the 8-week curriculum. They will provide their participants transportation and staff support to attend the classes. They will also coordinate with B&G on cross-programming based on gardening and cooking.
**Budgeting Narrative**

ScottsMiracle-Gro product request:

<table>
<thead>
<tr>
<th>Product description</th>
<th>Specifications</th>
<th>Quantity requested</th>
</tr>
</thead>
<tbody>
<tr>
<td>Garden soil</td>
<td><em>60</em> 30 lb. bags</td>
<td>1 cubic foot/bag 60 bags/pallet</td>
</tr>
<tr>
<td>Topsoil</td>
<td><em>20</em> 30 lb. bags</td>
<td>1 cubic foot/bag 60 bags/pallet</td>
</tr>
<tr>
<td>Mulch</td>
<td><em>60</em> 30 lb. bags</td>
<td>2 cubic feet/bag 60 bags/pallet</td>
</tr>
<tr>
<td>All-purpose plant food</td>
<td><em>20</em> 5 lb. bags</td>
<td>6 bags per case</td>
</tr>
<tr>
<td>Humus &amp; manure</td>
<td><em>10</em> 30 lb. bags</td>
<td>1 cubic foot/bag 60 bags/pallet</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Item description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supplies</td>
<td></td>
</tr>
<tr>
<td>Douglas Fir woods to construct planting beds</td>
<td>$2200</td>
</tr>
<tr>
<td>Nails and screws</td>
<td>$100</td>
</tr>
<tr>
<td>Contractual</td>
<td></td>
</tr>
<tr>
<td>ALTernative design service to design the overall layout</td>
<td>$1,000</td>
</tr>
<tr>
<td>Egner Constructions to build the planting beds</td>
<td>$700</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$4000</strong></td>
</tr>
</tbody>
</table>
Questions?

• Bill Dawson
  – Growing to Green Manager
  – BDawson@fpconservatory.org
  – 614-715-8090