

# APPLYING for FEDERAL FUNDS

April 30, 2013

Presented by

Greater New Orleans Foundation

AND

Enterprise Community Partners, Inc.



## About Us

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## Working Agreements

Recognize we are all at different levels, with varying experiences. Celebrate the diversity and the learning.

Cell phones on stun.

When asking questions or making a comment—please project your voice so everyone can hear you!

Questions, questions, questions...  
keep 'em coming.

## Introductions

1 MINUTE with your partner:

Name

Organization

Role—Executive Director, Development Director, etc.

What's the word that comes to mind when you think of "Federal Grants"?

4 MINUTES with your team:

Name

Organization

Role—same as above, etc.

What's the word that comes to mind when you think of "Federal Grants"?

POPCORN Response

## These are challenging times!

- Slow recovery from the recession ....
- Diminishing tax revenues ....
  - Proposed discretionary spending freeze ....

### Financial challenges for grant seekers

- Less funds to go around
- More competition from others seeking grant funds

## What does it take to win a federal award?

- ❖ **Organizationally – Are you Prepared?**
  - ❖ **Seeking Grant Opportunities**
  - ❖ **Preparing your Application**
  - ❖ **Award Notification – Now What?**

## Are you Prepared?

- **Financial Management Systems**
  - Timekeeping systems
  - Segregation of federal funds
  - Allowable costs – Salaries & Fringe, Travel, Consultants, etc.
  - Unallowable costs – Fundraising, Advocacy/Lobbying, Contingency Reserves
  
- **Federal Requirements**
  - Compliance with Employment, Drug Free, Lobbying, etc.
  - Reporting requirements
  - Procurement procedures – RFP, RFQ, Bid Process
  - Possible audit

## Are you Prepared? - *Cont'd*

- **DUNS (Data Universal Numbering System) Number Required**
  - <http://fedgov.dnb.com/webform>
  - Needed for registration in SAM
- **SAM (System for Award Management) System Registration**
  - Replaces Central Contractor Registration
  - <http://www.sam.gov>
- **Federal Funding Accountability and Transparency Act Requirement**
  - <http://www.fsrs.gov>
- **Grants.gov**
  - Registration needed in order to login

## Are you Prepared? - *Cont'd*

### Do You Have a Project?

- Not a current project – current project can be the base
- What kind of project is it – Healthcare, Housing, Safety
- Project must have a future – what will it do
- Costs must be segregated

## Seeking Grant Opportunities

- **Research funding opportunities in advance**
  - Which federal agencies (sub-agencies) fund your project type
    - *Community Development* – HUD, NTHP, USDA, NEA
    - *Economic Development* – EDA, RHED, USDA, SBA
    - *Safety* – DOJ, Corp for Nat'l Svc, HHS, ED, DHS
    - *Environment* – EPA, USDA, DOE
    - *Health* – HHS, SAMHSA, HRSA, CDC
    - *Seniors* – AoA, Corp for Nat'l Svc, HUD
    - *Job Training* – DOL,
    - *Housing* – HUD, USDA, VA

## Seeking Grant Opportunities – cont'd

### What are their program offerings?

#### **Agency Websites**

- Program Summaries, Listserv, RSS, Webinars

#### **Federal Register** [www.gpo.gov/fdsys](http://www.gpo.gov/fdsys)

- Weekday listings of funding announcements, legal notices, executive orders, presidential proclamations and regulations

#### **CFDA** (Catalog of Federal Domestic Assistance) [www.cfda.gov](http://www.cfda.gov)

- Extensive information on grants and other forms of assistance across the federal government

#### **GSA** (General Services Administration) [www.gsa.gov](http://www.gsa.gov)

- Information on offerings and operations of federal government, contact information for agencies and departments

## Seeking Grant Opportunities – cont'd

### Other places to find grant offerings:

#### **Grants.gov**

- Summaries of opportunities – searchable by agency or category

#### **Federal Business Opportunities** (FedBizOpps) [www.fbo.gov](http://www.fbo.gov)

- Government website for government contracting opportunities >\$25,000

#### **State and Local Agency websites**

#### **and.....**

- Federal Fund Management [www.federalfundmanagment.com](http://www.federalfundmanagment.com)
- Thompson Publishing Group [www.thompsonpublishing.com](http://www.thompsonpublishing.com)
- Grant Professionals Association [www.grantprofessionals.org](http://www.grantprofessionals.org)
- National Grants Management Association [www.ngma.org](http://www.ngma.org)

## Preparing Your Application

### **This is Hard Work!**

*Writing a winning proposal takes a lot of time and effort!*

- Review the solicitation summary for points of importance:
  - Program description – including special instructions
  - Submission due date
  - Eligibility requirements
  - Contact name and number/email address for solicitation
  - Maximum award ceilings
  - Match/Leverage Requirements

## Preparing Your Application - *cont'd*

- Download the application, all forms and attachments
- Develop a “proposal” team to respond to the solicitation
  - Proposal Manager/Lead
  - Program Staff
  - Budget Staff
- Create a summary of the solicitations' instructions
  - Notate instructions for submission of questions
    - dates, times, method

## Preparing Your Application - *cont'd*

- Submission due date
- Program description
- Award levels – maximum and minimum
- Match/Leverage requirements
- Timeframe for use of award funds
- Eligible activities
- Budget/cost details
- Formats, Charts, Pictures
- Special instructions
- Resumes
- Required data components
- Evidence of commitments from other organizations
- Proposal formatting instructions
- Required certifications/assurances forms
- Any additional documents/information

## Preparing Your Application - *cont'd*

- Develop a submission outline
  - Narrative criteria (rating factors)
  - Maximum points to be earned
  - Description of information required and how each section will be evaluated
  - Detail on how to earn extra points
- Assemble proposal team – discuss writing and budget assignments, collection of documents/data, develop proposal timeline



## Preparing Your Application - *cont'd*

Most proposal solicitations require written narrative around some of the following areas:

- Summary of the project – one paragraph to one page
- Organizational capacity and experience, key personnel
- Need and extent of the problem – to include data
- Goals and Objectives
- Project plan including timelines, key milestones and management plan
- Partnerships
- Measurable Outcomes
- Sustainability plans
- Program Evaluation Plan
- Leverage

## Preparing Your Application - *cont'd*

**Building a proposal around a strong and detailed project plan increases your competitiveness**

- Create a checklist of everything you will need to complete your submission – resumes, letters of commitments, data points, etc.
- Use your submission outline to guide your writing.
- Consider making an org chart around the project.
- Use staff job descriptions – if unavailable, search the web.
- Develop a flow chart of the activities to assist in writing the project plan and determining the timelines and/or milestones.
- Include an experienced fiscal person to cost out the project based on the project activities.

## Preparing Your Application - *cont'd*

### Let's Write .....

- Follow all directions.
- Address all the key project elements mentioned in the notice.
- Use clear language – make it easy to read. Describe your project and its goals in concrete terms. Avoid rhetoric and explain how the project will work. Use concrete details to describe your project.
- Support your narrative with statistics from accurate data sources.
- Ensure timeline includes benchmarks for implementing key components of your project.
- Explain how you will address and overcome anticipated problems
- Make sure you answer every questions, even if it appears again in a later section of the notice.
- When explaining your evaluation plan, make sure you describe how you will judge the progress and success of your project.

## Preparing Your Application - *cont'd*

### Budget

*Ensure your fiscal staff is a part of the development of the budget!*

- Many notices require a line item budget **and** a budget narrative.
- Line item budgets lay out the type of costs that will be incurred for the project.

Typically **direct costs** (necessary to conduct, and are specific to the project) are:

- salaries, travel, consultant, equipment, materials and supplies

Typical **indirect costs** (not project specific but support the organization) are:

- Rent, utilities, telephones, organizational management, accounting

## Preparing Your Application - *cont'd*

A **budget narrative** describes the detail and purpose of the line item costs.

- Avoid being vague in your descriptions.
  - Make sure the narrative amounts tie back to your budget line items and total project budget amount.
- Ensure that you have considered all costs necessary to provide the services laid out in your narrative.
  - Double check the notice to ensure that you have included all eligible expenses.
  - If Match is required be sure to address that in your budget.

## Preparing Your Application - *cont'd*

### ***Home Stretch.....***

Your narrative is written and your budget is complete

- Have someone else review the narrative and budget and make revisions as needed.
- Print out all required documents, compare against a checklist and review for accuracy.
- Make sure everything that needs a signature is signed.

## Preparing Your Application - *cont'd*

- Assemble your proposal and make copies as needed.
  
- If submissions are required to be **mailed**, send via FedEx or certified mail. Make sure they can arrive before the deadline.
  
- If you are submitting via **grants.gov** make sure that files have the correct naming format and file extensions before you upload.

## Preparing Your Application - *cont'd*

### Grants.gov Submissions

- Make sure you have registered at least 1 week before submission is due.
  
- Have the grants.gov helpdesk number nearby.
  - 1-800-518-4726 27 hours a day, seven days a week
  
- Application is not successfully submitted until the screen returns a message of successful submission.
  
- You will receive a series of emails as the submission moves through the acceptance stages.



## Award Notification

- ❖ Upon notification of award, verify the amount and look for any preliminary requirements you may need to satisfy prior to receipt of award document.
- ❖ Retrieve your submission and review what services you stated you would provide. This will be key to implementation. If the award amount is lower you may need to re-state your work plan.
- ❖ Celebrate!!! It was hard work putting it together - you deserve it!