

# ***Grant Writing & Best Practices***

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# Today we will discuss...

1. Ensuring organizational fit
2. Aligning your program with the funder's goals and objectives
3. Tying your program to local, state, and global strategic plans
4. Where to find strong data to support your program
5. Formatting tips to match the funder's RFP/NOFO and specifically the scoring criteria
6. Planning your timeline
7. Resources to help you apply
8. Celebrate

# Learn the lingo

- LOI – Letter of Intent Concept Paper
- RFA – Request for Applications/RFP – Request for Proposals
- NOFO – Notice of Funding Opportunity (Federal)
- MOU – Memorandum of Understanding/MOA – Memorandum of Agreement
- LOS/LOI – Letter of Support/Letter of Intent

# How do I confirm my organization is eligible for the application?

- As a first step, your organization should ALWAYS look at the eligibility requirements for the RFP.
  - Is your organization included? (State Agency, Community non-profit, public or private university etc.)
  - Ensure your organization is eligible to apply as the lead. Some RFP's ask for Hospitals, Universities or Behavioral Health Care Orgs, with at least 2 years experience to be lead agencies or included in your plan.

If you don't qualify, don't apply...reach out to your partners and see if anyone else is interested in applying and willing to include you as a partner!

# Establish your vetting process and identify the responsible parties

Vetting ensures you are applying for strategic opportunities that enhance your organizations mission.

**How many organizations have a vetting process currently?**

## **What to vet and include?**

- How many awards? Amount of the award?
- Due Date
- Are there funding restrictions (infrastructure, data and collection, MATCH?)
- Is there a financial risk to your organization?
- Will this grant require major changes to process and procedure at your org.?
- Are there significant data and reporting requirements?
- Does the grant assist your organization in providing new services, or does it expand upon current work?

**WHAT DEPARTMENT WILL THE GRANT LIVE IN, AND WHO WILL BE RESPONSIBLE IF AWARDED?**



# How to align your program with the grant goals and objectives stated in the NOFO.

Utilize the grant language to build your grant goals. Are you provided with a purpose and executive summary? If so, utilize this! If the purpose is to increase the number of individuals trained, your goal should be to...?

Utilize the required activities/allowable activities you will be funding to build your objectives. If a required activity is establish referral pathways. Your objective should be to...?

Ensure your overarching Goal and Objectives ties into your Statement of Need. SAMHSA doesn't like referencing to other sections, so include tying statements like

- Goals and objectives align with the statement of need...
- Grant goals support state identified service gaps by...

# Tying your program to local, state, and global strategic plans.

## LOCAL/STATE:

- Can you tie program objectives to the goals of Greene County and Missouri?
- What reports come out annually or bi-annually that support your org's focus?
- Are there task force groups, consortiums or coalitions you can reach out to?

Research is key- be prepared to read, highlight, link and connect!

EXAMPLE: "YOUR ORG" recognizes that Strategic Prevention Framework goals are currently in progress in Arkansas to combat SUD and MH issues. The 2019- 2023 Arkansas Strategic Prevention Plan includes collaboration to provide training on bullying, MHFA and suicide prevention with the Arkansas Department of Health Injury and Violence Prevention. MHAT goals and objectives will strengthen the state's plan and provide support to the NWA region to reach more community members in need of training and increased awareness.

# Global Sustainable Development Goals- United Nation

17 interlinked global goals to be a “blueprint to achieve a better and more sustainable future for all”

<https://sdgs.un.org/goals>

## WHY?

- Shows the funder you know and understand the importance of a world-wide effort to tackle issues that are globally important to all
- Not only aligns objectives BUT indicators of success.
- They have cool data and infographics!



# Where to find strong data resources to support your application.

## **Greene County**

Springfield Greene County Community Mental Health and Substance Abuse Assessment  
[CMHSAA-Full-Report \(springfieldmo.gov\)](#)

Springfield Greene County Community Focus Report  
[Community Focus 2019 \(springfieldcommunityfocus.org\)](#)

Ozark Alliance to End Homelessness Unsheltered Point-in-Time Report  
[OAEH-Unsheltered-Report-2020-1.pdf \(cpozarks.org\)](#)

Food Insecurity report 2018

[Food-Security-Assessment-2018 \(springfieldmo.gov\)](#)

Springfield Inclusion Survey

[Springfield-Inclusiveness-Survey \(springfieldmo.gov\)](#)

Business and Industry

[Business & Industry | Springfield Regional Economic Partnership](#)

Springfield Public Schools

[Analytics, Accountability and Assessment / Data & Statistics \(sps.org\)](#)

## **MISSOURI**

[CHIR | Health & Senior Services \(mo.gov\)](#)

[Community Initiatives | Health & Senior Services \(mo.gov\)](#)

[HOME | HealthierMO](#)

# Formatting tips to match the NOFO to your Narrative and align with scoring criteria.

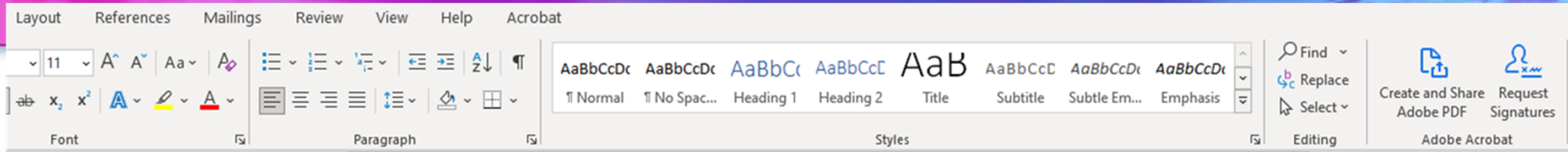
- Review their scoring criteria in the application packet
- Follow NOFO
- Ensure you submit a clean copy – save it in PDF and not Word
- For online submissions with text boxes – remember the character count includes letters AND spaces
- Use tables or maps to display data and for timelines
- Make sure it prints in black and white clearly
- Keep it in portrait layout
- Use tables and bullet points up front for place savers

# Formatting tips to match the NOFO to your Narrative and align with scoring criteria.

- Copy and Paste Questions into Narrative

- Project approach to address identified needs
  - Provide details of how you propose to serve your target population/ service area based on the needs identified. Include how you will monitor your progress and make adjustments as needed to ensure target population(s) are served.
  - Provide a clear overview of the partnerships or collaborative organizations you propose as part of this project, if any. NOTE: A partnership is not required, but may be helpful to accomplish the program activities and meet the needs of your selected target population. Letters of Intent from these organizations may be included to demonstrate support in the application but are not required. Please outline the names and point of contact of the organizations involved in the project and a brief overview of their responsibilities in this project. Please provide any related experience these organizations have in public health projects or outreach to your proposed target populations.
  - Include specific activities you propose to engage in. Include your proposed staffing approach (e.g., the workforce roles you will employ) and vaccine-related activities to meet the identified needs of your target population(s). Note that activities and approaches may be tailored to best fit the needs of individual target population(s).
  - Describe your ability to quickly hire or otherwise engage and train community outreach workers and other staff, specific activities of the staff, and demonstrate a commitment to diversity, equity and inclusion, and hiring staff from the communities they serve.
  - Include a high-level timeline for completing activities after award, including specifying which activities will be completed in each quarter of the 12-month period of performance.





## SET UP FORMATTING AND STRUCTURE

1. Copy and paste questions
2. Format it so you can fill in answers and know exactly what you are answering (also reviewers will know exactly what they are reviewing)
3. Good time to set font, size, margins, page numbers, footers, etc.

### **Overview of the service area and target population to be served**

Specifically outline the States/regions/counties and specific target populations you will serve.

Describe how you identified the needs of the proposed target population(s) and area(s) that are the most vulnerable and medically underserved and your capacity to reach this population.

Provide a demographic overview of the population to be served, including racial and ethnicity data, as available. Include information on any impacted subpopulations who have historically experienced poorer health outcomes, health disparities, and other inequities.

Provide data and statistics from appropriate, reliable sources for your proposed service area or population that reflect the most recent timeframe available.

### **Project approach to address identified needs**

Provide details of how you propose to serve your target population/ service area based on the needs identified. Include how you will monitor your progress and make adjustments as needed to ensure target population(s) are served.

Provide a clear overview of the partnerships or collaborative organizations you propose as part of this project, if any. NOTE: A partnership is not required, but may be helpful to accomplish the program activities and meet the needs of your selected target population. Letters of Intent from these organizations may be included to demonstrate support in the application but are not required. Please outline the names and point of contact of the organizations involved in the project and a brief overview of their responsibilities in this project. Please provide any related experience these organizations have in public health projects or outreach to your proposed target populations.

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Include a high-level timeline for completing activities after award, including specifying which activities will be completed in each quarter of the 12-month period of performance.

## 1. Review Criteria

HRSA has procedures for assessing the technical merit of applications to provide for an objective review. HRSA will use the following criteria in order to complete the review and score applications. HRSA will conduct reviews for completeness, eligibility, and allowable costs. HRSA reserves the right to request budget modifications, scope changes, and/or narrative revisions if an application is not fully responsive to the instructions or if ineligible activities or purchases are proposed.

### Service Area/target population (35 total points) **7 pages**

1. To what extent does the application clearly identify vulnerable target population(s) using data from a reliable and recent data source such as the [CDC Social Vulnerability Index](#)? (20 points)
2. To what extent does the application outline the needs of the population to be served? (10 points)
3. To what extent does the application provide a demographic overview of the service area and target population to be served? (5 points)

### Project Approach (45 total points) **8 pages**

4. To what extent does the application describe a plan to address the identified needs of the population as related to COVID-19 vaccinations along with a timeline for completion of these activities? (10 points)
5. To what extent does the application propose organization(s) with capacity/experience engaging the identified target population(s) to address the identified needs of the service area/target community? (10 points)
6. To what extent does the application propose regional and local organization(s) capable of quickly hiring community outreach workers, engaging the target population(s), and assisting people in getting the COVID-19 vaccination? (15 points)
7. To what extent does the application describe the applicant's ability to quickly hire, train, and deploy outreach staff with a commitment to diversity, equity and inclusion, and hiring from the communities they serve? (10 points)

### Budget (20 total points)

8. To what extent does the application provide a 12-month budget and budget narrative that explains how the requested budget aligns with the activities and project timeline being proposed? (10 points)
9. To what extent does the budget reflect the proposed approach and size of the service area? (10 points)

Can use scoring criteria to determine page length for each section

10-15 pages split between the two narrative scoring sections

Can copy and paste into narrative to make sure you address it





**Overview of the service area and target population to be served**

Specifically outline the States/regions/counties and specific target populations you will serve. To what extent does the application clearly identify vulnerable target population(s) using data from a reliable and recent data source such as the CDC Social Vulnerability Index? (20 points)

Describe how you identified the needs of the proposed target population(s) and area(s) that are the most vulnerable and medically underserved and your capacity to reach this population. To what extent does the application outline the needs of the population to be served? (10 points)

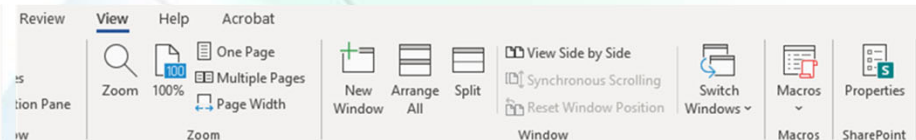
Provide a demographic overview of the population to be served, including racial and ethnicity data, as available. Include information on any impacted subpopulations who have historically experienced poorer health outcomes, health disparities, and other inequities. To what extent does the application provide a demographic overview of the service area and target population to be served? (5 points)

Provide data and statistics from appropriate, reliable sources for your proposed service area or population that reflect the most recent timeframe available.

**Project approach to address identified needs**

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Provide a clear overview of the partnerships or collaborative organizations you propose as part of this project, if any. NOTE: A partnership is not required, but may be helpful to accomplish the program activities and meet the needs of your selected target population. Letters of Intent from these organizations may be included to demonstrate support in the application but are not required. Please outline the names and point of contact of the organizations involved in the project and a brief overview of their responsibilities in this project. Please provide any related experience these organizations have in public health projects or outreach to your proposed target populations. To what extent does the application propose organization(s) with capacity/experience engaging the identified target population(s) to address the identified needs of the service area/target community? (10 points)



Include specific activities you propose to engage in. Include your proposed staffing approach (e.g., the workforce roles you will employ) and vaccine-related activities to meet the identified needs of your target population(s). Note that activities and approaches may be tailored to best fit the needs of individual target population(s). To what extent does the application propose regional and local organization(s) capable of quickly hiring community outreach workers, engaging the target population(s), and assisting people in getting the COVID-19 vaccination? (15 points)

Describe your ability to quickly hire or otherwise engage and train community outreach workers and other staff, specific activities of the staff, and demonstrate a commitment to diversity, equity and inclusion, and hiring staff from the communities they serve. To what extent does the application describe the applicant's ability to quickly hire, train, and deploy outreach staff with a commitment to diversity, equity and inclusion, and hiring from the communities they serve? (10 points)

Include a high-level timeline for completing activities after award, including specifying which activities will be completed in each quarter of the 12-month period of performance.

# How to plan your timeline for submission so you don't miss deadlines

SAMHSA MAT Deadline for completed documents: April 23, 2021					Notes
<b>Tasks to Prepare the Grant</b>					
<b>Narrative Documents &amp; Misc</b>					
<b>Project Narrative - 10 page limit</b>	10	BV/SH	4/19	Need program details from Shawn & Heather, but Brandi will format/edit	
<b>Project Abstract - No more than 35 lines long</b>	-	BV	4/21	Brandi will write after Narrative is complete	
<b>SF-424A Budget Information</b>	-	BV/SH	4/14	Need \$ amounts from Shawn, but Brandi will format	
<b>Budget Narrative (Title BNF)</b>	-	BV	4/14	Need \$ amounts from Shawn, but Brandi will format	
<b>Project Performance Site Locations</b>	-	BV/SH	4/12	Need all partner site addresses	
<b>SF 424: Application for Federal Assistance</b>	-	BV	4/21		
<b>SF-424B: Assurances Non-Construction Programs</b>	-	BV	4/21		
<b>SF-LLL: Disclosure of Lobbying Activities</b>	-	BV	4/21		
<b>HHS 690 Form</b>		BV	4/12		
<b>Charitable Choice Form SMA 170</b>		BV	4/12		
<b>BioSketches &amp; Job Descriptions</b>		HC	4/19	Need for all project staff. Job Description limit 1 pg, BioSketch limit 2 pg	
<b>Att 1: ID 1 experienced, licensed MH/SUD provider organization; list of direct service providers; letters of commitment</b>		BV/SH	4/14	30 pg limit for Att 1, 3 & 4 combined	
<b>Att 2: Data Collection Instruments/Interview Protocols</b>		HC/SH	4/14	No pg limit	
<b>Att 3: Sample Consent Forms</b>		HC/SH	4/15	30 pg limit for Att 1, 3 & 4 combined	
<b>Att 4: Letter to the SSA</b>		BV	4/14	30 pg limit for Att 1, 3 & 4 combined	
<b>Att 5: Confidentiality &amp; SAMHSA Participant Protection/Human Subjects</b>		BV/SH	4/19	No pg limit	
<b>Page Total</b>	<b>10</b>				
<b>Pages remaining in # total</b>					

# Resources to help you write the application

- MoCAP through Missouri Foundation for Health

# MoCAP (Missouri Capture)

MFH helps participants capture more health funding for Missouri by offering free grant-writing services and technical assistance to eligible organizations pursuing federal or national funding opportunities.

Visit [mffh.org/MoCAP](https://mffh.org/MoCAP)



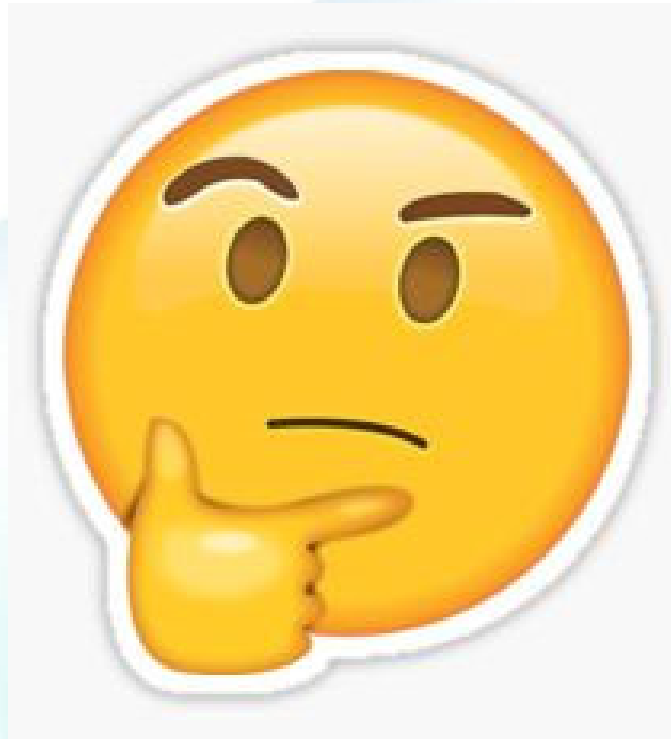


# Time to Celebrate!

- Celebrate your work and take a break



# Questions?



# Additional Resources

- Southwest Missouri Grant Writers Association – [smgwriters.org](http://smgwriters.org)
- American Grant Writers Association
- Grant Professionals Association
- Grantsmanship Center
- Nonprofit Resource Librarian at the Springfield Greene County Library Center



# Thank you!

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