

# Grants Workshop

*Anna Tatro*

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July 21, 2022



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# Agenda

Grant Planning & Prospect Research

Free Nonprofit & Grant Resources, including  
Foundation Directory Online and Foundation Maps

Completing a Successful Grant Application

Storytelling with Data



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# Hi, I'm Jennifer

I studied art and music in college (some years ago).

This kind of work involves taking things apart, putting them back together, and telling a story – as well as both seeing things as they are and also how they could be. I use these sensibilities and skills in my job as an analyst and my work with grants.



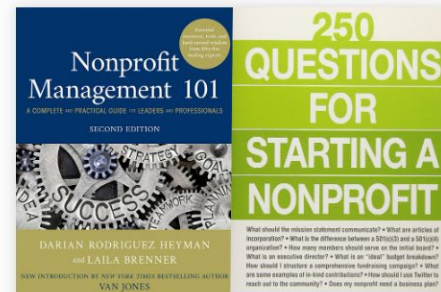
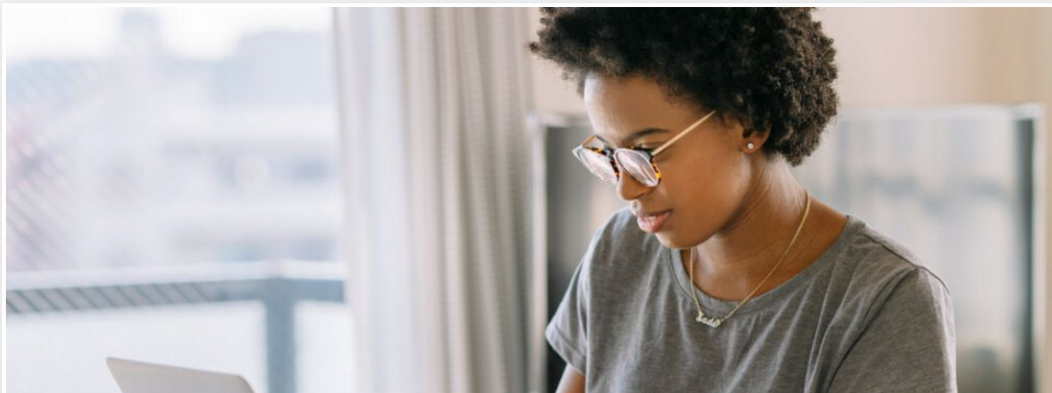
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# Writing a Grant Proposal

Are you applying for a grant on behalf of your nonprofit organization? This guide will help you write a master proposal.

A master proposal includes all the information you may need to apply for a grant. Every foundation will have different instructions, make sure you follow them. A primary reason grant proposals are not accepted is because instructions were not followed.

Be discriminating about to whom you send a grant proposal. Having a master proposal ready will make it easier and faster to organize everything, but it should not be the only format an organization uses. Many foundations have moved to an online format that will ask specific questions about the goals and mission of your organization.



## How to Start a Nonprofit in Maryland

Find resources and assistance for starting a nonprofit in Maryland, or finding alternatives to starting a nonprofit.



[www.prattlibrary.org/research/guides/writing-a-grant-proposal](http://www.prattlibrary.org/research/guides/writing-a-grant-proposal)



**Baltimore Community  
Foundation**

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# News & Notes



## Stronger Neighborhoods Grants Available!

What would make your neighborhood stronger? Over the past 50 years, BCF has granted millions of dollars for resident-led programs and projects that build cleaner, greener, safer and more vibrant communities. Fortunately, our funds have grown over time and we want to multiply our impact! So, think about it: what would make your neighborhood better? Is it clearing a vacant lot to create a community garden? Starting a



## What Is Your Vision?

Apply today for a Stronger Neighborhoods grant to make it a reality.

**Apply For A Grant Here**

Questions? Click here to contact Maya Smith, Program Administrator.

*[bcf.org/stronger-neighborhoods-grants](https://bcf.org/stronger-neighborhoods-grants)*

# Grant Writing Tip #1

You must start *before* you think you're ready. You'll need ample time to navigate technology, ask a lot of questions, gather materials, and work together. Don't worry if everything is not already organized. Developing a grant proposal will help you think through and plan your project.



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# Need inspiration?

Check out some of the past projects we've funded below!

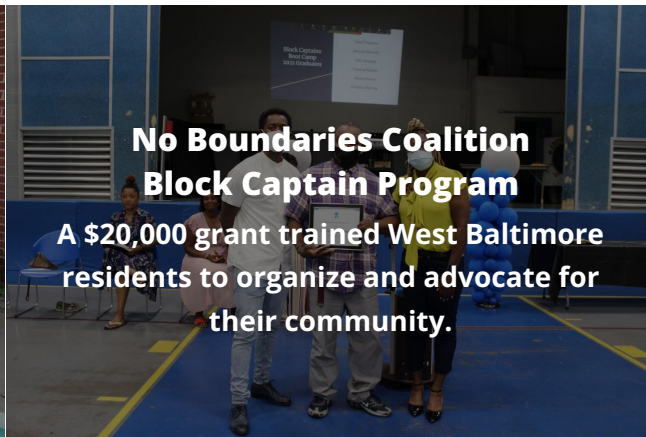
## Harwood Community Garden

A \$3,000 grant transformed a vacant lot into a vibrant growing and gathering space on Greenmount Avenue.



## No Boundaries Coalition Block Captain Program

A \$20,000 grant trained West Baltimore residents to organize and advocate for their community.



## Whitelock Art Walk

A \$8,000 grant brought neighbors together to paint a street mural and slow traffic in Reservoir Hill.





## Apply for a Grant

Our on-line application system provides applicants with a portal to start a new grant application or to continue updating an application already in process. Please be sure to select the "Save and Finish Later" button when you are finished working on your application in order to save your current session's work. At any time during the application process you can select the "Contact Us" button in the top right corner of the screen and you will be able to send an email to the Baltimore Community Foundation staff with specific questions.

To be considered for funding, proposals must be submitted through the online application portal, however, **we provide a PDF version of the application.**

### Have you ever applied for a grant from BCF?

☐ No ☐ Yes

### Have you ever applied for a grant from BCF?

☒ No ☐ Yes

STEP 1 of 2  
Start by creating an account

STEP 1

STEP 2 of 2  
Start a new application

STEP 2

### Have you ever applied for a grant from BCF?

☐ No ☒ Yes

OPTION 1  
Login with your existing account and start a new application

SELECT OPTION 1

OPTION 2  
Login with your existing account to continue working on the application that you started (but did not fully submit) during a prior session

SELECT OPTION 2

OPTION 3  
I have an existing account but I cannot recall my password

SELECT OPTION 3

# Grant Writing Tip #2

Before you submit a grant proposal, talk to the program officer where you are applying. Reach out out to them by their preferred method (email, phone call, etc.) Talk to them about your ideas. They will offer sound advice.



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# How Can We Help?



**Maya Smith**  
Program Officer

For general inquiries about BCF funding, please use the form below to send Maya Smith an email. She will respond to your inquiry as soon as possible.



I'm not a robot



reCAPTCHA  
[Privacy](#) • [Terms](#)

**SEND MESSAGE**



**Baltimore Community  
Foundation**

# Grant Writing Tip #3

Read the grant guidelines and follow the directions!

Read the grant guidelines and follow the directions!

Read the grant guidelines and follow the directions!



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# Grant Writing Tip #4

In the guidelines, find the part that explains how your proposal will be evaluated – the “evaluation criteria”. Address these directly in your proposal. Consider using some of this language in the proposal narrative as you talk about your work.



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# Sample Evaluation Criteria

All grant proposals will be evaluated on the following criteria:

**Alignment:** Fit within the funder's mission, vision, values, and investment areas.

**Organizational Capacity:** Clear mission, vision and strategy. Strong track record of service to the community. Strong leadership and management. Engaged board of directors. Commitment to collaboration and learning. Sound financial management.

**Soundness of Project:** Evidence of sound methodology. Project reflects knowledge of the field and the local community. Clear plan for implementation. Sufficient staffing and partnerships to ensure success. Appropriate budget.

**Potential for Impact:** Clear, realistic, measurable goals and outcomes. Clear plan for how goals and outcomes will be achieved.

# Grant Application / Basic Parts

General information (fill-in and check boxes)

Budget and budget narrative

Proposal narrative

Attachments



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## BCF Standard Grant Application

### Organization Information

- **Org Name**
- **Address**
- **Website**
- **Org Tax ID**
- **Fiscal Year 20XX Operating Budget**
- **Organization Background** – Please provide an overview of your organization's mission and the impact you've had on the community.

### Contact Information

- **Primary Contact** – Please provide the name of individual who is considered the head of your organization (i.e. Executive Director or CEO)
  - **Title**
  - **Name**
  - **Phone**
  - **Email**
- **Applicant Primary Contact** – Please provide the primary contact for this particular grant application
  - **Title**
  - **Name**
  - **Phone**
  - **Email**

### Project/Program Application Narrative

- **Project/Program Title**

- **Project/Program Total Cost**      **Requested Amount**
- **Proposed Start Date**      **Proposed End Date**
- **Please check the area(s) your proposal addresses:**
  - Calvin Rodwell Elementary/Middle School
  - Clean Neighborhood
  - Community Leadership
  - Dorothy Height Elementary School
  - Early Childhood
  - Forest Park
  - Green Neighborhood
  - Howard Park
  - Liberty Elementary School
  - Other Neighborhood \_\_\_\_\_
  - Penn North
  - Reservoir Hill
  - Safe Neighborhood
  - School+Community Project
  - School Leadership
  - Vibrant Neighborhood
  - Youth Leadership

- **Please provide a summary of your program/project.**
- **Please describe what you will do with the funds requested (be specific about what costs will be incurred and how funds will be spent).**
- **How will your proposal meet this need?**
- **Describe the population you will serve and the need you have identified.**

- **Describe how many you expect to serve and the outcomes you expect as a result of your efforts.**
- **Who are the partners you will be working with (if any)?**
- **If this work addresses any racial disparities, please explain.**

### **Attachments**

- 501(c)3 determination letter
- Fiscal sponsor support letter (if applicable)
- List of Key Staff and Board Members
- Organizational Budget
- Organization's most recent audit or balance sheet (if applicable)
- Project Budget
- Other Funding Sources

*\*If you are required to file a 990 form we will review it.*

# Grant Writing Tip #5

After entering your basic grant information using the online portal, go through and read all the questions. Make note of any word limits, page limits, special instructions, and the evaluation criteria. Then draft the budget and narrative *not* in the online form, but separately – in a way you can easily share with others and rewrite as you go along. When you are done – *then* copy and paste your information into the online form. (But not at the last minute!)



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# Grant Writing Tip #6

Start with the budget.  
(Then you have the  
important framework  
for the proposal.)

***What Grantmakers Say:***

“An accurate, detailed budget and budget narrative is super important and a requirement. I should be able to understand the organization or project just from reading the budget.”

– ***A Guide to Maryland Philanthropy  
Network’s Grant Proposal Format***

[www.marylandphilanthropy.org/grant-writing](http://www.marylandphilanthropy.org/grant-writing)



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# Grant Writing Tip #7

Write the  
introduction  
last.

**Sample First Sentence:** The [Your Organization] seeks a grant of \$ [How Many Thousand Dollars] from the [Funder Name] to [Do What Where].

**Sample Second Sentence and beyond:** Why? What is the need and what will the impact be? Are you working with a partner? If the project addresses one of the funder's investment priorities, say so. Etc.



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# Grant Writing Tip #8

Use data to support your grant proposal.



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# Storytelling with Data

Explain

Provide context

Make meaning



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# Storytelling with Data / Explain



**Explain.**  
Help your audience interpret and understand your insights.



**Enlighten.**  
Use data visualizations to reveal insights hidden in the data.



**Engage.**  
Combine narrative with visuals to connect with your audience.

Brent Dykes

<https://www.forbes.com/sites/brentdykes/2016/03/31/data-storytelling-the-essential-data-science-skill-everyone-needs/?sh=5069329b52ad>

# Storytelling with Data / Provide Context

Describe Change:

- Across place/geography
- Across time (showing trends)

Example: This week a library customer attending a program about community grants wanted to know how to get started using data to address the frustrating, ongoing issue of trash and illegal dumping in her neighborhood, Sandtown-Winchester.



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## WHO WE ARE

Our goal: To strengthen Baltimore neighborhoods by providing meaningful, accurate, and open data at the community level.

BNIA-JFI is dedicated to producing reliable and actionable quality of life indicators for Baltimore's neighborhoods.

Vital Signs provides indicators that "take the pulse" of Baltimore neighborhoods by measuring progress towards a better quality of life for all residents.

## QUICK LINKS

Baltimore Community Change Project

Get Vital Signs 20 Report

Open Data Portal

## INFORMATION FOR

## VITAL SIGNS 20



Vital Signs By  
Community



Vital Signs By Topic  
Area



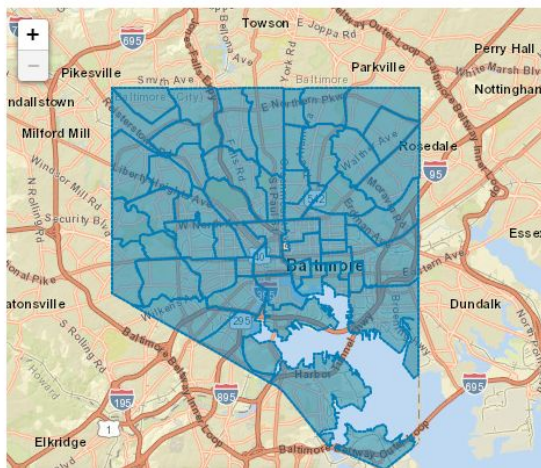
Vital Signs By  
Indicator

Find Your Community:

Baltimore City

Get Data

Address Lookup



## COMMUNITY OVERVIEW

Click on a community on the map to view more information.

# VITAL SIGNS 20

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Vital Signs By  
Community



Vital Signs By Topic  
Area



Vital Signs By  
Indicator



## Vital Signs by Indicator

Search for an indicator by name. Use the search field below to go directly to an indicator. For a list of all available indicators, please visit the [All Indicators page](#).

Go

Rate of Dirty Streets and **Alleys** Reports  
per 1,000 Residents (Sustainability)

# Rate of Dirty Streets and Alleys Reports per 1,000 Residents

Change Year:

2020


▼


Topic Area: [Sustainability](#)


Source: [Baltimore City CitiStat](#)


Years Available: [2010](#), [2011](#), [2012](#), [2013](#), [2014](#), [2015](#), [2016](#), [2017](#), [2018](#), [2019](#), [2020](#)

The rate of service requests for dirty streets and alleys through Baltimore's 311 system per 1,000 residents. More than one service request may be made for the same issue but is logged as a unique request.

 Indicator Data

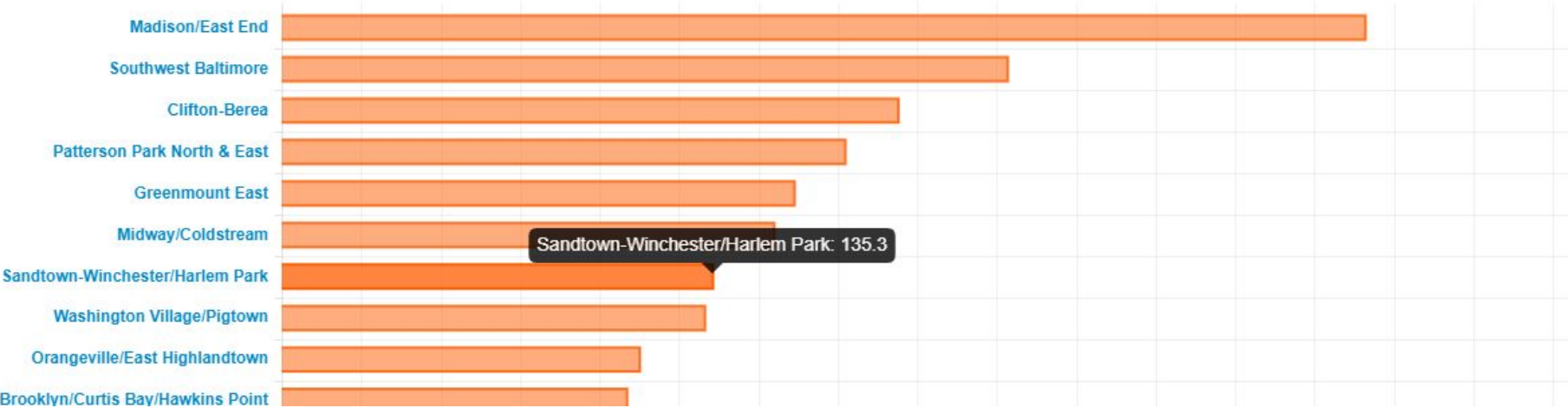
 Indicator Charts

 Indicator Trends

 Indicator Maps

Rate of Dirty Streets and Alleys Reports per 1,000 Residents - 2020

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# Rate of Dirty Streets and Alleys Reports per 1,000 Residents

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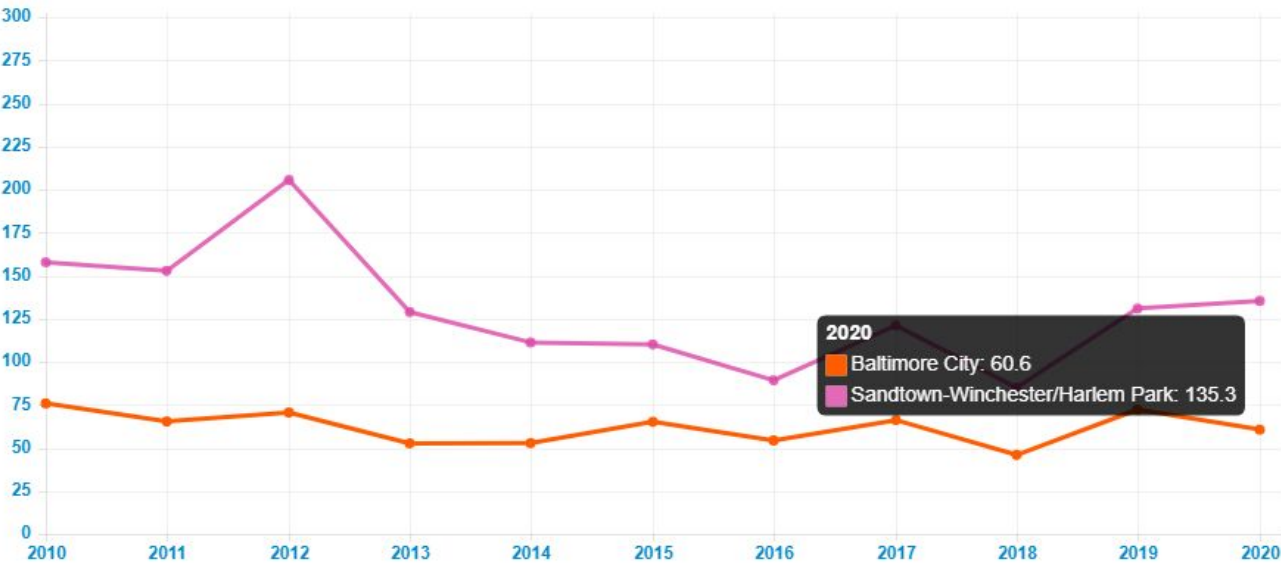
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Indicator Data

Indicator Charts

Indicator Trends

Indicator Maps



Legend

Sandtown-Winchester/Harlem I

Baltimore City

Sandtown-Winchester/Harlem Park



# HOW HAVE BALTIMORE'S COMMUNITIES IMPROVED QUALITY OF LIFE?

Issue Brief #6: Baltimore Community Change Project 2010–2020

Eliminating disparities among quality of life indicators is the only way to healthier communities.  
February 4, 2022

*[communitychange-bniajfi.hub.arcgix.com](https://communitychange-bniajfi.hub.arcgix.com) and  
[communitychange-bniajfi.hub.arcgis.com/apps/how-have-baltimores-communities-improved-quality-of-life/explore](https://communitychange-bniajfi.hub.arcgis.com/apps/how-have-baltimores-communities-improved-quality-of-life/explore)*



# Change in Rate of Dirty Streets and Alleys Reports per 1,000 Residents By CSA, 2010-2020



So, what might we actually say in a grant proposal – about the need to address dirty streets and alleys in Sandtown-Winchester/Harlem Park?

In Sandtown-Winchester/Harlem Park, there were 135.3 311 service reports of dirty streets and alleys per 1,000 residents in 2020, the most recent data available. [We've stated the fact.] Given the neighborhood's population of 14,896, that's 2,015 service reports per year – or an average of more than 5 service reports per day, every day, 365 days a year. [We've reframed the information in more understandable terms.] This is the 7th highest rate of the city's 55 neighborhoods. It's more than double the Baltimore City average of 60.6 service reports per 1,000 residents (123% more). [We've provided context, comparing to other city neighborhoods and Baltimore City overall.] Furthermore, over the past 10 years this rate is consistently, significantly higher than the Baltimore average. [Further context, explaining trend over time.] Nonetheless, 2020 actually represents a small (2%) improvement (22.4 fewer calls per 1,000 residents) compared to 2010 (and the following two years), when reports of dirty streets and alleys were even higher. [Described direction of change over time.]

## Supporting calculations, just for reference

**14,896 Total population of Sandtown-Winchester/Harlem Park:** At [bniajfi.org](https://bniajfi.org), found under Total Population indicator, or click on Sandtown-Winchester/Harlem Park area of the Vital Signs 2020 map and Total Population of 14,896 pops up.

**2,015 Service reports per year:** 14,896 Total Population of Sandtown-Winchester /Harlem Park divided by 1,000 = 14.896. A population of 14.896 “thousands” x 135.3 service reports per thousand = 2015.43 total service reports (rounded down to 2,015 because .43 is closer to 2,015 than to 2,016).

**More than 5 service reports per day:** 2,015 service reports divided by 365 days per year = 5.52 services reports per day.

**More than double the Baltimore City average of 60.6 (123% more):** 135.3 divided by 60.6 = 2.23. The *increase*, however, is  $2.23 - 1.00 = 1.23$  or 123%. This makes sense. *Exactly* double the rate would be  $60.6 \times 2 = 121.2$ . But 135.3 is more than 121.2, or “more than double.”

# Storytelling with Data Make Meaning

*Why is data important?*

*Community mapping with ArcGIS, Roosevelt High School, Los Angeles (Boyle Heights)*  
[www.youtube.com/watch?v=FZYZn28NFyE](https://www.youtube.com/watch?v=FZYZn28NFyE)

Play (k)



0:00 / 3:08



# Grant Writing Tip #9

If you are awarded a grant, awesome! If you are not awarded a grant, still be proud of your work. Re-connect with the program officer. Ask – How could your proposal be improved in the future? Sometimes you can get a copy of the review panel ratings and comments. Ask – What were the strengths of those proposals awarded a grant? Use all this information in your next grant proposal!



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# Other Free Resources

Open Baltimore

Maryland's Open Data Portal

Peer City Identification Tool



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[Sign In](#)

# Open Baltimore

[Home](#)[Data Catalog](#)[Dashboards](#)[Training & Resources](#)[Data Governance](#)[Blog](#)[Mayor's Office](#)[Contact Us](#)

# Open Baltimore

Welcome to Open Baltimore. On this site you will find hundreds of datasets published by the city and our partners for greater transparency, accountability and access. The City of Baltimore invites you to interact with the data by using our dashboards, download content, analyze data, or build apps using our APIs. Check back frequently as new content, dashboards, and data governance information will be added as we work together to build a more open and accountable city.

## Featured Content



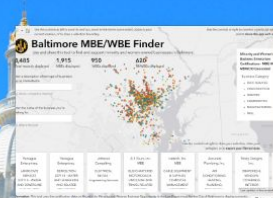
### Baltimore City COVID-19 Vaccination Dashboard

The City's vaccination dashboard maintained by the Baltimore City Health Department.



### Baltimore City COVID-19 Dashboard

The City's COVID-19 dashboard, built by the Baltimore City Health Department and the Mayor's Office...



### Baltimore MBE/WBE Finder

Find and support the Baltimore region's minority and women-owned businesses.



### Minority and Women's Business Enterprises...

This dataset includes minority and women-owned business enterprises certified with the Minority and...

*data.baltimorecity.gov*

# Maryland's Open Data Portal

Quickly search for the latest data and content from Maryland contributors. Use keyword or searches to find and quickly display content. Maryland is committed to being open, transparent and providing data that is easy to find, is accessible, and is usable.



Administrative



Agriculture



Budget



Business &  
Economy



*opendata.maryland.gov*



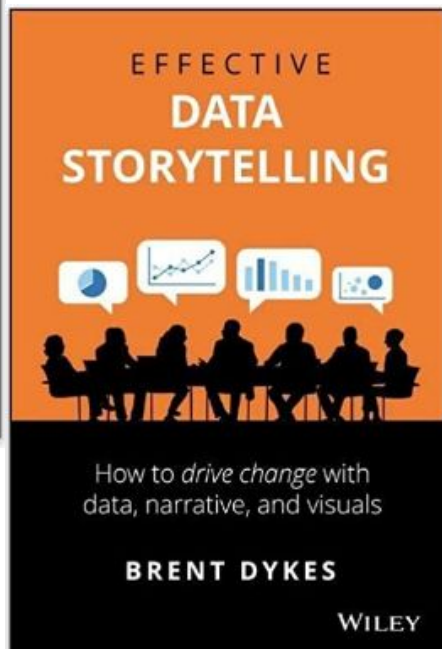
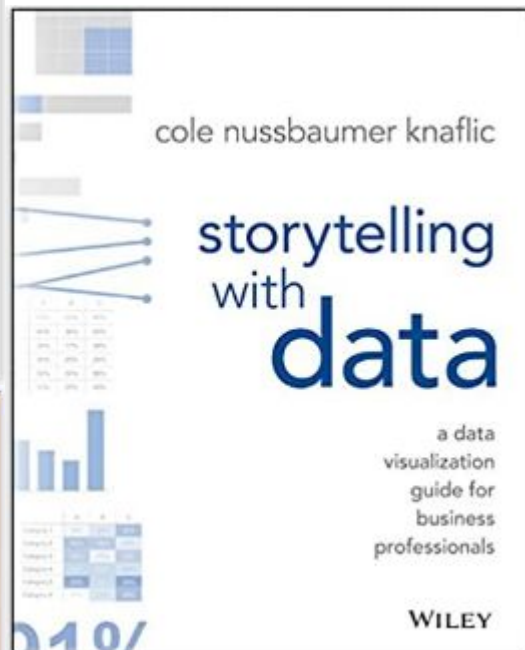
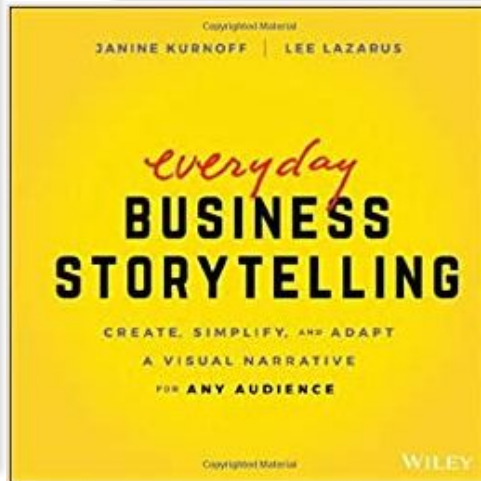
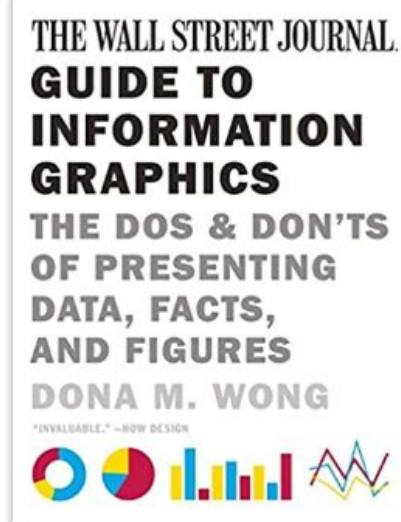
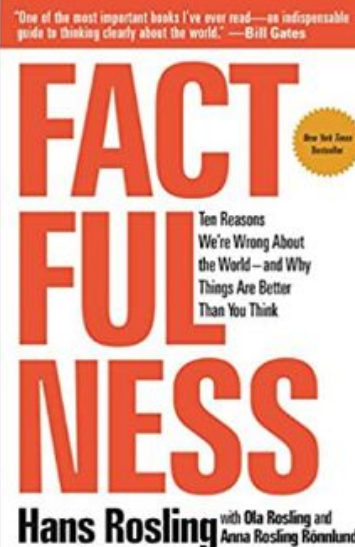
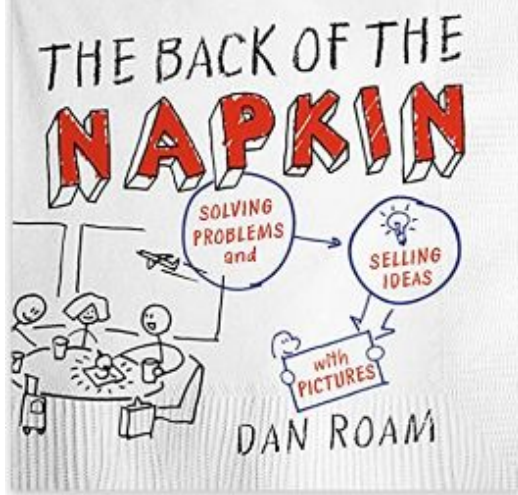


## Peer City Identification Tool

Peer cities are cities that are experiencing similar trends or challenges. Identifying a city's peers can give needed context to policymakers and practitioners. To identify peers, click on the map or enter a city name, select a theme, and scroll down to explore the results. [Learn more about this tool.](#)

[Equity](#)[Resilience](#)[Outlook](#)[Housing](#)

[www.chicagofed.org/region/community-development/data/pcit](http://www.chicagofed.org/region/community-development/data/pcit)



# Questions?



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