

Agenda

- Philanthropy Overview
- Strong Grant Application Characteristics
- Keeping Your Donor
- Exercises
- Questions & Answers

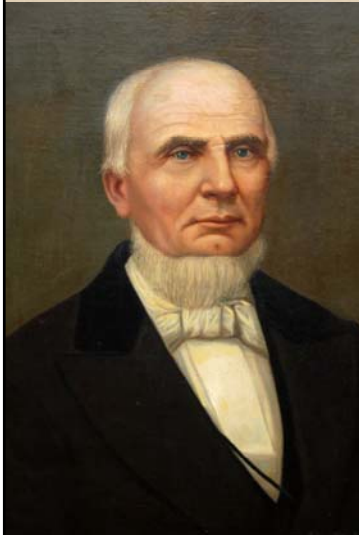
Get to Know You



**EVERYONE
SEEMS NORMAL
UNTIL YOU GET
TO KNOW
THEM**



Our History

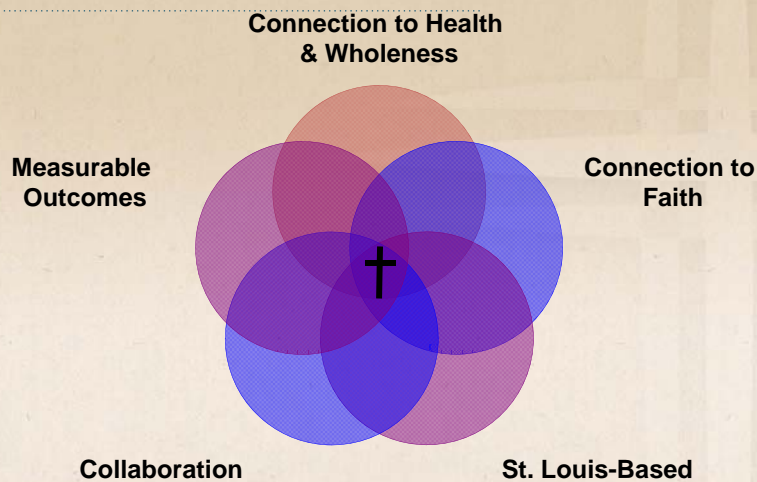


Our Vision

Lutheran Foundation of St. Louis sees the Church brought into the lives of hurting people and people included in the healing life of the Church.



Our Core Values

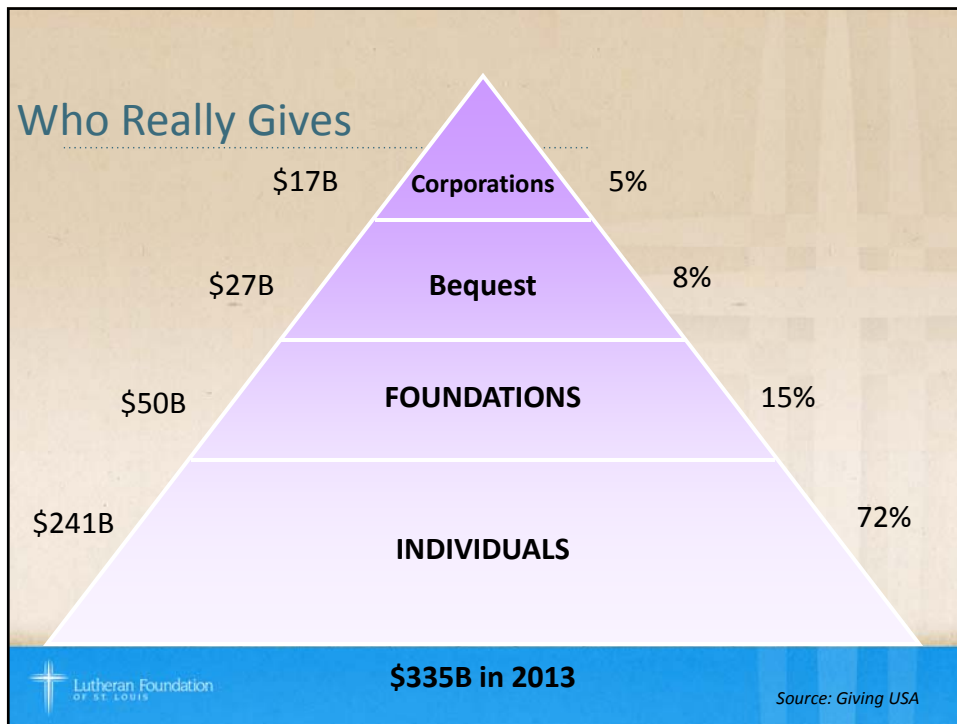


Funding Focus Areas



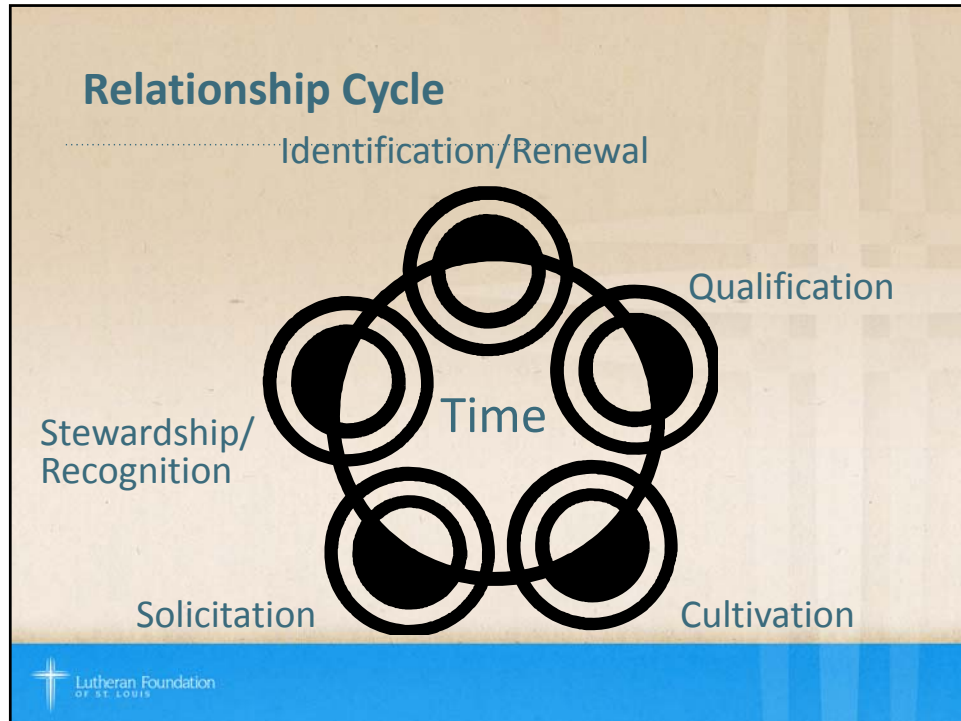
Types of Philanthropy

<i>Time</i>	<i>Talent</i>	<i>Treasure</i>
<ul style="list-style-type: none"> • Volunteer service 	<ul style="list-style-type: none"> • Services • Products 	<ul style="list-style-type: none"> • Individuals • Sponsorships • Grants <ul style="list-style-type: none"> – Foundations – Corporations – Government



Philanthropy Trends

- More strategic
 - Mission driven
 - Outcome focused
 - ROI
- Combining time, talent, & treasure
- Increased attention on capacity building
- More competitive



Request Basics

- What?
- So what?
- Now what?



Identify a Project



What's the Goal/Impact?

Good Grant Application Characteristics

- Mission & strategic fit
- Clear understanding of community need & assets
- Description of target population
- Tie to best/promising practices
- Strong program design
 - Clearly articulated outcomes
 - Activities that support the outcomes



More Good Characteristics

- Reasonable evaluation plans
- Collaboration with others
- Leadership & staffing
- Realistic budget & revenue sources – program & overall



Be Sure It
Ties Together.....



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Mission & Strategic Fit

Organization Background

- Founding & development of organization
- Original issue & how it has changed

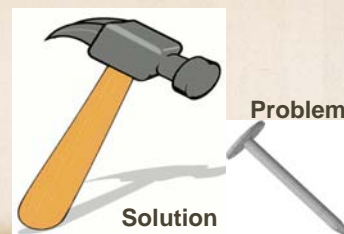
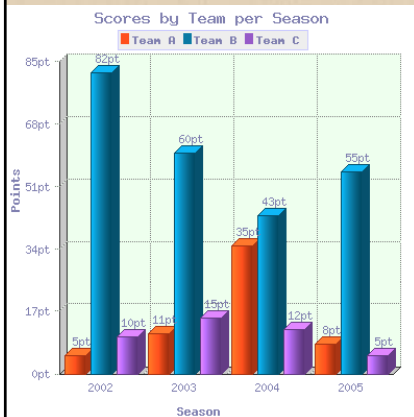
Organization Overview

- Current services
- Population & numbers served



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Needs Statement



Target Population

- Characteristics
- How many



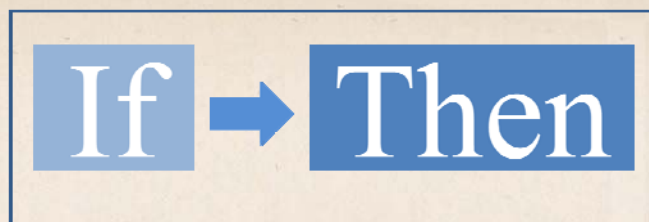
Evidence-based/Best/Promising Practices

- Do some research!
- Cite studies & programs
- Don't refer to yourself – unless you have evidence



Strong Program Design

- Clearly articulated outcomes
- Activities that support the outcomes

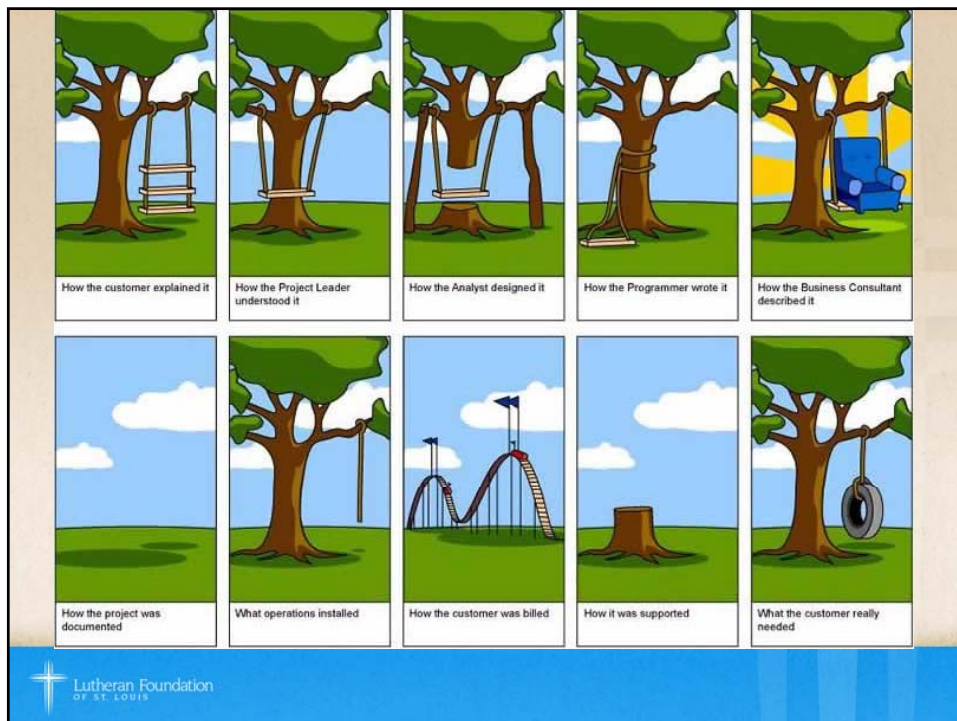


Logic Models: Definition

A systematic & visual way to present & share your understanding of the relationships among the resources you have to operate your program (inputs), the activities you plan to do (activities/services), and the changes or results you hope to achieve (outcomes/impact).

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A simple, visual way to show your program – from soup to nuts



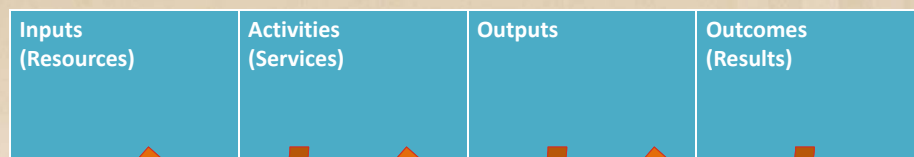
Logic Model

Inputs (Resources) <i>What do you need in order to do what you do?</i>	Activities (Services) <i>What will you do?</i>	Outputs <i>How much will you do? How many will you serve?</i>	Outcomes (Results) <i>What difference will it make?</i>
Materials, Staff, Equipment, Space, Equipment, Training	Activities, Services, Efforts	Activities Quantified Numbers Served	Knowledge, Beliefs, Attitudes, Skills
Quantified			Behavior
Align with Budget and Narrative			Status/Condition



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Start with the End



In order to do that (activities), we must have this (inputs).

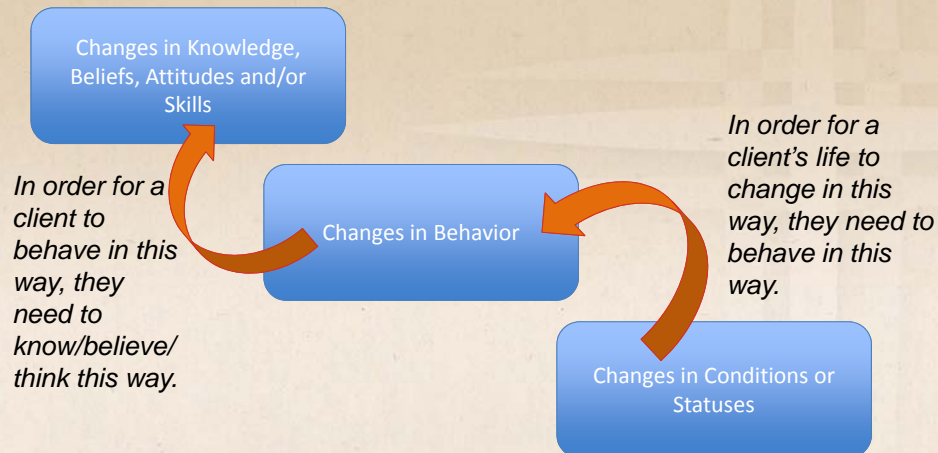
In order to provide that (outputs), we must do this (activities).

To achieve these results (outcomes), we must provide this (outputs).



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Types of Outcomes



Types of Outcomes

- **Knowledge, Skill, Attitude, Belief**
 - What will clients *know* or *believe* as a result of your program?
 - Ex. Gain knowledge about positive parenting.
- **Behavior**
 - What will clients *do* differently as a result of your program?
 - Ex. Interact more positively with children.
- **Condition/Status**
 - What will be different about your *clients' lives* as a result of your program?
 - Ex. Family remains intact.

Activities vs. Outputs vs. Outcomes

Activity (What?)	Output (How much?)	Outcome (So what?)
Teach weekly workshops	32 workshops	Clients gain knowledge of coping skills.
Provide lunch every M, T, W	Serve 300 lunches to 150 people	Clients experience the love of God.
Provide Case Management	Serve 15 clients Provide 100 home visits	Clients will reduce risk factors and increase safety at home.
Match & Facilitate Mentoring	Make 12 mentor matches. 10 mentor meetings/year	Clients gain knowledge in job seeking.
Subsidize & Manage Transitional Housing	House 20 ex-offenders for 6-9 months each	Ex-offenders avoid recidivism .



Outcome Statements

 of (%) participants who will by .

Each Outcome Statement specifies 6 components:

- # Achieved
- # Measured
- % Achieved
- "Who": Participants included in Measure (subset)
- "Will": Outcome
- "By": Timeframe

Ex. 75 of 80 (94%) of parents who participate in at least 10 counseling sessions will gain knowledge of positive parenting strategies within 3 months.



Writing an Outcome Statement: Key Words

- Focused on Change

- Knowledge, Attitudes, Beliefs, Skills

- Gain, increase, demonstrate, express, etc.

- Behavior

- Apply, choose, demonstrate, join, use, etc

- Focused on Activities

- Receive, participate, attend, complete, enroll

NO

YES!



**KEEP
CALM
AND
GO
PRACTICE**

Collaboration

- Describe significant interactions with other organizations



Key Players

- Staff/volunteers who will carry out the project
- Qualifications



Reasonable Evaluation Plans

The systematic collection of information about the activities, characteristics, & outcomes of programs to reduce uncertainties, improve effectiveness, & make decisions regarding what those programs are doing & affecting.

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Evaluation Plan

Outcome	Evaluation Tool	Apply To	How Often



Evaluation

Evaluation Tools

- How measure outcomes

Past Success

- Identify past outcomes for existing programs

Continual Improvement

- Use of past performance to determine future actions




**KEEP
CALM
AND
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PRACTICE**



Budget

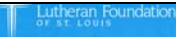


"How much of Robin Hood's money went to fund-raising expenses and campaign contributions and how much actually went to the poor?"

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Program Budget Template - MODIFIED		
Expenses	Total Program Expenses	Amount Requested from Funder
Salary and Benefits	\$150,000	\$40,000
Contract Services (consulting, professional, fundraising)	\$30,000	\$5,000
Occupancy (rent, utilities, maintenance)	\$10,000	
Training & Professional Development	\$5,000	\$5,000
Insurance	\$5,000	
Travel	\$7,000	\$2,000
Administration	\$15,000	\$8,550
Project Expenses: Curriculum	\$15,000	\$5,000
TOTAL EXPENSES	\$237,000	\$65,550

Revenues	Committed	Pending
Contributions, Gifts, Grants, & Earned Revenue	\$50,000	
<i>Local Government</i>		
<i>State Government</i>	\$40,000	
<i>Federal Government</i>		\$10,000
<i>Individuals</i>	\$5,000	\$10,000
<i>*Foundation – We Are Awesome Foundation</i>		\$35,000
<i>*Corporation - _____</i>		
<i>Program Service Fees</i>		
<i>Fundraising Events (net)</i>	\$20,000	
TOTAL REVENUES	\$115,000	\$55,000
		

Budget Narrative

- Explain/justify expenses
- Distinguish existing, expanded, and new expenses
- No surprises!
- *Example:*
 - *Lisa Jones will serve as project director and will oversee the entire project. Additionally she will do XYZ for the project. She is a 20% FTE. She will devote XX months effort and \$\$\$\$ salary. The fringe benefit rate is 28%. Salaries are increased 3% annually. (existing position; funded by XYZ Foundation)*
 - *Phillip Harris, will serve as the case manager and is responsible for daily operations of the project. Additionally, he will do XYZ for the project. He is a 100% FTE. His salary will be \$\$\$\$.* The fringe benefit rate is 28%. Salaries are increased 3% annually. (new position; seeking funding from Lutheran Foundation)

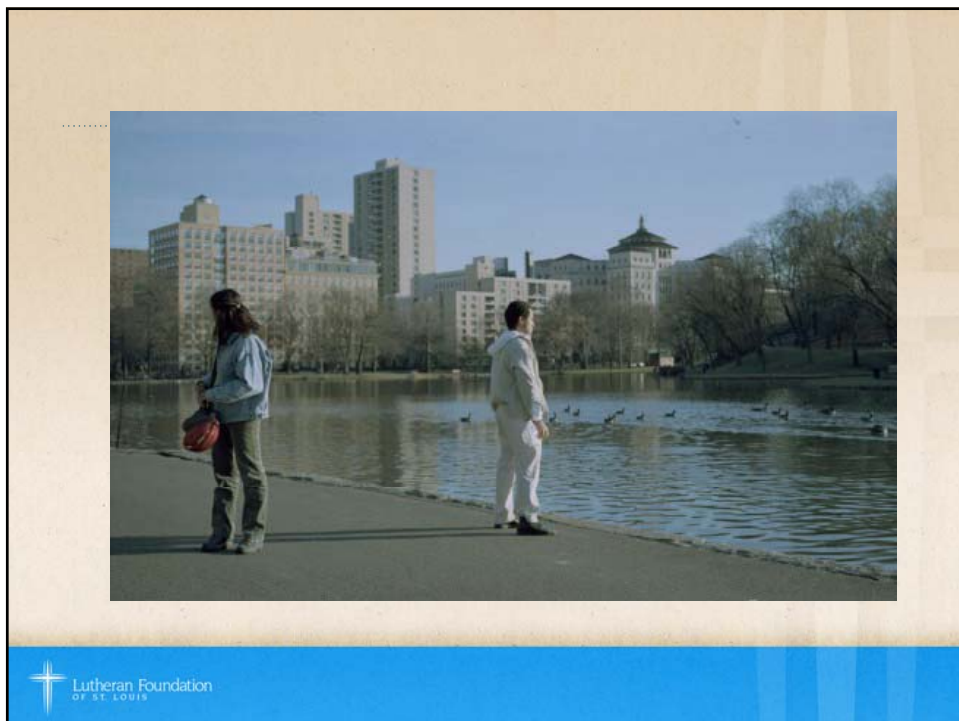




Summary Tips

- Research the funder
- Align with funder's vision, values, & interests
- Build your case
- Be specific, but concise
- Make sure it all aligns
- Don't assume
- Proofread!
- Follow directions – please!!!!





Communication



Transparency



Surprises



Perfection



Q & A



Contact Us!

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