

## **LIVE UNITED Grant Application Writing Guide**

United Way of Frederick County offers grant opportunities to non-profit organizations that can positively impact the Frederick Community. Here are some suggestions for preparing a strong and compelling grant application referring to specific questions on the application. All of the examples are fictitious and not from actual grants.

### **1. Describe the need for the proposed project.**

**Be sure to answer the following questions:**

- Why is this project needed?
- What is the specific problem your organization has and/or wants to impact?

**Define the need: Include a few statistics and examples.**

If statistics aren't available, use anecdotal evidence. The goal is to capture the need and relate it directly to individuals or groups in the Frederick Community.

***Statement of Need Example:***

*“Studies show that individuals who do not receive dental care may face a lifetime of health related problems. These include increased chances of heart disease, oral cancer, etc. Last year approximately \_\_\_\_ adults in Frederick did not have access to dental care. The populations most affected are lower income individuals who do not have any dental insurance yet are not eligible for free clinics.”*

**Be sure to include information about how the need also directly affects the greater Frederick community.**

*“This is a growing problem both locally and nationally and can greatly impact the health costs in the community. Working to provide more dental care will help to lessen the long-term effects and improve the safety and health of the community.”*

**Include the project's primary and secondary target populations.**

Specifically define the primary target population, and any secondary populations. Be as descriptive as possible and include the number that would be assisted.

Include all relevant barriers the population may face (disabilities, language, transportation, financial, etc.)

## 2. What are the specific activities for this project?

**Describe the overall work plan for this project, including a timetable for each major component. In this section state what you hope to accomplish, how, and when.**

Briefly restate the need. Keep this succinct so it reminds the reviewer of the need for the project.

It may be helpful to keep in mind the type of project you are requesting funding for when developing your Project Plan. Whether your funding request is for a one time project, an on-going project or for entrepreneurial/incubator funds you will want to acknowledge and address this in your plan.

*“Seniors often struggle with filing tax returns and don’t know about all of the benefits for which they may qualify. At a time they most need to leverage their retirement savings, many seniors pay for tax assistance or don’t file taxes when they may have refunds available.”*

**Create a timetable that is simple and addresses the stated need. Be sure to include action verbs in your timetable. Break down the plan into four to five bullets that are driven by the need.**

### ***Timeline Example:***

*1. Increase the number of seniors served through a free tax assistance program for seniors and disabled residents.*

- *Create and implement an awareness campaign to reach seniors countywide. (November)*
  - *Make presentations at senior community centers (January)*
  - *Promote new service through local media (January)*
- *Recruit and train volunteer tax preparers. (December-January 15)*
- *Work with 2-1-1 to schedule appointments (January-April)*
- *Set up and coordinate transportation to local tax preparation centers (January-April)*

**Add a summary paragraph that spells out volunteer support for your project. Include the specific roles volunteers will be serving in, how many volunteers will be engaged and how it will impact the success of the project.**

***Volunteer Support Statement Example:***

*“This plan will use volunteers in every phase, including program planning, outreach, tax trainers, tax preparers, and transportation coordinators. We expect to recruit approximately 25 volunteers over the course of the program. Our non-profit organization relies heavily on volunteer support from the community and this program would not be possible without their support.”*

**3. How are you raising and spending money for this project?**

Provide the project's total budget. The budget should include all anticipated sources of income including requested support from United Way, financial donations, in-kind donations, earned income, grants, sponsorships, earned revenue, etc., and all anticipated expenses.

Specifically indicate which expense/s in the budget the United Way funds would be used to pay for and highlight the expense/s in bold. [You may view a sample budget by clicking here.](#)

**4. How will this project's success be measured?**

**In this section, you must tie the project elements together by restating the need, describing how the project addresses the need, and how you will measure the impact.**

Explain how you will know if this project is meeting the stated needs. Include clearly defined goals and performance measurements. Use quantitative measures. Tell us how many lives will be affected by the project.

***Goals and Performance Measurements Example:***

*Goal: The afterschool remedial education program will help at-risk children increase their reading skills.*

*Performance Measurements: The program will assist 20 children in improving their reading scores by one grade level as measured on tests administered after participating in the program for 6 months.*

## 5. How will you collaborate with others on this project?

Be sure to include the names and responsibilities of partner organizations involved in your project. This list can also include government and educational institutions.

### ***Partner Organizations Example:***

- Our community partners in providing adequate nutrition to children include:
  - *Totters for Tots* – Provides our organization with volunteers to help us make food drops for children twice a week.
  - *Food on the Table* – Aids in negotiating reduced prices for food purchases to stretch funding to help as many children with nutritional assistance as possible.