



Jonathan Speaks

In this edition, we will discuss grant writing.



Food for Thought!

- a) *Is your organization a nonprofit or for-profit that needs funding?*
- b) *Are you considering grants as a source of funding?*
- c) *Have you performed research to identify and apply for grants that may be available for your organization?*



Some keys to successful grant writing are below:

- Define the problems that your organization is seeking to solve.
- Identify public and private sources of funds.
- Match your needs to the objectives of the available funding sources; consider their strategic needs.
- Craft your grant proposal to show how your organization would perform and deliver specific solutions.



“Plans fail for lack of counsel, but with many advisers they succeed.” Proverbs 15:22 NIV

One of the challenges to successful grant application is a lack of knowledge about the sources of funds and their objectives. There are two main sources of grant funds. These are foundations and government. Most foundations are not for-profit organizations and are required to give at least 5% of their net worth each year to deserving entities in order to maintain their nonprofit status.

Government refers to the federal government, state government, and local government. The key to convincing any of the above-mentioned funding sources to give your organization money, is credibility.

Without a robust credibility profile, foundations and government may be hesitant since there may be no track record to rely on.

Below are some points to considered when building your credibility profile:

1. Describe the objectives of your organization.
2. Indicate the length of time in business.
3. Provide examples of successes achieved.
4. Support your reputation by reference to reports such as newspapers, testimonials, and reviews.
5. Describe governance and management of your organization.
6. Provide examples of funding received from other sources.

Grant writing, contrary to popular belief, is not the preserve of an elite group of people. With good writing skills, excellent research, as well as a clear understanding of the requirements of funding sources, your chances of success may be quite high.



Looking ahead...

In our next edition, we will discuss tax deductions.

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