

# Nonprofit Grant Seeker Workshop

---

September 8, 2016  
Thurmont Regional Library



# Agenda

- 9:00 AM: Welcome
- 9:15 – 9:30 AM: Introductions
- 9:30 – 10:00 AM: Is Your Organization Grant-ready?
- 10:15 – 11:00 AM: Three Sentence Challenge
- 11:05 – 11:35 AM: Mock Grant Review
- 11:35 – 11:50: Q & A
- 12:00 – 1:00 PM: Brown Bag Lunch + Training

# Heart of the Civil War Heritage Area

To promote the stewardship of our historic, cultural and natural Civil War resources; encourage superior visitor experiences; and stimulate tourism, economic prosperity, and educational development, thereby improving the quality of life of our community for the benefit of both residents and visitors.



# Grant Seeker's Resource Center

- Located in C. Burr Artz Library
- Marian Currens, Grants Librarian:  
[MCurrens@FrederickCountyMD.gov](mailto:MCurrens@FrederickCountyMD.gov)
- Next workshop (September 29): Grants.gov: How to Find and Apply for Federal Grants
- [www.fcpl.org/departments/grant-seekers-resource-center](http://www.fcpl.org/departments/grant-seekers-resource-center)

# Is Your Organization Grant-Ready?

Activity with Mary Alexander

# DO YOU DO SOMETHING IMPORTANT?

- Can you show the need?
- Can you show how your impact is significant?
- Is there competition?

# FOR ANYONE IN PARTICULAR?

- Can you provide a detailed description of your audience?
- Why this audience?
- Are there other audiences you expect to serve in the future?

# DO YOU DO IT WELL?

- Are you accredited or qualified?
- Do you regularly evaluate?
- Do you continue to improve?

# DO YOU MAKE A DIFFERENCE?

- Can you describe your work in terms of benefits, not features?
- Can you explain the difference you make?
- Why does that matter?

# ARE YOU A SMART INVESTMENT? A SAFE ONE?

- Do you have your organizational house in order?
- Qualified staff, board and consultants?
- Best practices?
- Plans and policies in place?
- Do you have effective financial management plans in place?

# ARE YOU A GOOD PARTNER?

- Do you manage projects effectively?
- Can you show you behave well in your own community?
- Can you demonstrate successful partnerships?

Three Sentence Challenge

Deborah Blair Koontz, MA

September 8, 2016

Heart of the Civil War Heritage Area

Grant Workshop

# Why do I need this workshop?

- Readers of grant applications want you to tell them quickly and accurately what it is that you are proposing
- A common complaint of grant application readers is that they have no idea what the writer is proposing
- Readers often struggle to follow what they believe the writer is proposing but frequently are unable to do so
- The reader puts your application in the “No” pile because they can’t find a logical order to your plan
- To participate in a mutual partnership with us, where the common goal is to assist you in submitting your grant with the best possibility of achieving your goal

# Workshop goals

- Understand your audience
- Understand and use *Plain Language*
- Develop the initial sentences of your grant proposal

# Who is your audience?

- State of Maryland?
- Heart of the Civil War Heritage Area?
- Your supervisor?
- Grant reader/evaluator?

- Who = Research

# Plain language

- “A communication is in plain language if its wording, structure, and design are so clear that the intended readers can readily find what they need, understand it, and use it.”
- [centerforplainlanguage.org](http://centerforplainlanguage.org)
- Logical order
  - Problem
  - Solution
  - Plan of action

# Possible logical orders

- What do you want the reader to know first?

## Example 1

- a. Need
- b. Solution
- c. Plan of Action

## Example 2

- Plan of Action
- Need
- Solution

## Example 3

- Solution
- Need
- Plan of Action

- Journalist's Six: What, Who, When, Where, Why and How

# Example #1

The Civil War Culture Organization wants to purchase lollipop candy molds, kitchen equipment and associated production supplies to demonstrate to families attending the Civil War Heritage Festival what types of businesses, in Frederick, were being defended against Rebel forces by Union soldiers. Soldier, horse and cannon candy forms will be used to illustrate the relationship between the war and culture of the time period. The grant will also be used to pay the Frederick Tourism Bureau for booth space, in front of the historically renovated Sugar Treats Candy Company building on South Street.

The historic candy molds, available from Old School Treats (OST), costs will be split with matching funds from OST). The candy oven, roll-out cooling track and marble slab are also available in a kit from OST for \$1,000 and represent technology of the civil war time period. Celluloid bags, ribbon and pop stands are available at Michaels for \$250.

Production will begin before the festival so we can have a beginning supply of pops at the start of the day. Production volunteers will be trained during the ramp up stage of pre-event preparation. The remaining funds will be used as start up funds for the 2018 festival.

## Example #3

Our non-profit wants to buy paint to refresh the faded signage which is located at five historic markers on Main Street in Frederick.

# Example #2

The Civil War Culture Organization (which aims to depict life as it was in the Civil War era) wants to purchase karo syrup lollipop candy molds, historically accurate industrial kitchen equipment and associated production supplies to demonstrate to families attending the Civil War Heritage Festival what types of businesses, in Frederick, were being defended against Rebel forces by Union soldiers. Soldier, horse and cannon candy pops will be used to illustrate the relationship between the war and culture of the time period. The grant will also be used to pay the Frederick Tourism Bureau for booth space, in front of the historically renovated Sugar Treats Candy Company building on South Street.

The historic candy molds, available from Old School Treats (OST), costs will be slit with matching funds from the generous OST company. The wood burning candy oven, stainless steel roll-out cooling track and grey marble slab are also available in a kit from OST. They represent technology of the civil war time period. Clear celluloid bags, stars and strips ribbon and wooden pop stands are available at Michael's Craft stores for display and sale of the pops.

Production will begin before the festival so we can have a beginning supply of pops at the start of the festival day. Production volunteers will be trained during the ramp up stage of pre-event preparation. The remaining funds will be used as start up funds for the 2018 festival.

Each mold is filled with heated karo syrup, cooked in a cast iron kettle. The syrup is then poured into the molds and left to cool for an hour. Casts are then opened and the pops are placed in the packages. Volunteers then price and tie the ribbons placing the finalized pops into the wooden racks.

# Additional Resources

## Center for Plain Language

- [Centerforplainlanguage.org/reading/](http://centerforplainlanguage.org/reading/)
- [Centerforplainlanguage.org/5-steps-to-plain-language/](http://centerforplainlanguage.org/5-steps-to-plain-language/)

## Heart of the Civil War Heritage Area

- <http://www.heartofthecivilwar.org/stakeholders/grants>

# Mock Grant Review

- Refer to hard copy of application (abbreviated) and budget
- Share copies of review criteria
- Hear from experienced grant reviewers
- Time for questions & answers

# Heart of the Civil War Heritage Area Grant Opportunities



# HCWHA Mini-Grants

- Heritage tourism grant program
- \$500 to \$2,500 grant awards
- About \$10,000 available per fiscal year
- Nonprofits and government units within the certified boundaries of the heritage area are eligible
- This is a matching grant program
  - *dollar-for-dollar matches are required*
  - *at least 75% of the match must be in cash; up to 25% can be in-kind services*
  - *State of Maryland funds **cannot** be used as match*

# Eligibility

- Must address/complete a priority activity as outlined in HCWHA Management Plan
- Does not have to relate 100% to the Civil War, but could address the visitor experience
- Usually one-time awards
- Non-capital projects only (no bricks & mortar)
- Interpretive signage can be funded
- Signs must adhere to NPS/Civil War Trails standards
- Long-term projects are encouraged but you must demonstrate how you will **maintain** and **sustain** them

# Tips

- Goals of Management Plan:
  - Economic benefit
  - Stewardship
  - Storytelling & Interpretation
  - Coordination
- Be as specific as possible in timeline/budget
- Relate to existing heritage tourism efforts & tap into partnerships/collaboration
- See a list of previous grantees online:  
[www.heartofthecivilwar.org/stakeholders/mini-grants](http://www.heartofthecivilwar.org/stakeholders/mini-grants)

# Sample timeline

Activity	Anticipated Completion Date
Research points of interest for inclusion in walking tour brochure	February 28, 2017
Write draft brochure script, vet with historical society curator and academics at local college, revise as necessary	March 30, 2017 (first draft) May 15 (final draft complete for graphic designer)
Collect photos to illustrate brochure; carry out new photography as needed.	April 30, 2017
Solicit quotes for design and printing of brochure	April 30, 2017
Provide script and photo illustrations to designer	May 15, 2017
Proof and approve design drafts and final design	June 5, 2017
Send to printer	June 5, 2017
Delivery of final product	June 30, 2017
Media announcement and inaugural tours	July 1, 2017

# Creating a budget

- More detail is better: show specific line items
- Indicate the basis for your costs—asked vendors for an estimate, use figures from a recent, similar project
- Show how you would modify scope of project if only partially funded
- Know where your matching funds will come from. Can have more than 75% cash match.
- Staff time can be up to 35% of the cash match if documentation shows that their time was spent on this project specifically.

# Sample budget

LINE ITEMS	MINI-GRANT FUND	CASH MATCH	IN-KIND MATCH	TOTAL
Consulting Historian/writer 40 hours @\$50 each	\$1,000	\$1,000		\$2,000
Jane Editor Editor, 25 hours @\$25 each (donated, based on JE's normal fees)			\$625	\$625
Brochure design (based on preliminary estimates from graphic design firms)	\$400	\$475		\$875
Printing (3000 @ .50 each, based on preliminary printer estimates)	\$1,100	\$400		\$1,500
TOTALS:	\$2,500	\$1,875	\$625	\$5,000

# Grant cycle

- Submit application online by 5:00 PM on **Friday, October 21, 2016**
- Expect to receive notification by end of December and begin work any time after that.
- Submit final report for reimbursement. Project period is usually one year (2017).

# Application Process

Once you have an eligible project in mind,

1. Review Management Plan/Five Year Action Plan:  
[www.heartofthecivilwar.org/stakeholders/management-plan](http://www.heartofthecivilwar.org/stakeholders/management-plan)
2. Download/complete the application narrative (includes timeline, budget, and six questions):  
[www.heartofthecivilwar.org/stakeholders/mini-grants](http://www.heartofthecivilwar.org/stakeholders/mini-grants)
3. Compile supporting materials (letters of support, photographs, sketches, maps, etc.)
4. Contact HCWHA staff with any questions
5. Submit entire application online:  
[www.heartofthecivilwar.org/mini-grant-application](http://www.heartofthecivilwar.org/mini-grant-application)

## About the HCWHA Mini-Grants Program

Mini-grants assist heritage sites, non-profit organizations and government units within the heritage area to develop new and innovative programs, exhibits, tours, events and other initiatives, and to enhance existing heritage tourism products. These non-capital matching grant awards range from \$500 to \$2,500.

Non-profits and local governments proposing projects to occur within the borders of the Heart of the Civil War Heritage Area (portions of Carroll, Frederick and Washington Counties) are eligible to apply. Grant applications must explicitly further the goals and priorities stated in the Heart of the Civil War Heritage Area Management Plan and the Five-Year Action Plan. Download the mini-grant guidelines here.

**Next deadline: October 21, 2016**

[Access the FY17 Mini-Grant Application form here.](#)



Note: the process is slightly different this year. The application is now entirely online. You will **not** be able to save your answers to complete the application at a later date. Before you begin the form, review the Heritage Area Management Plan and complete this required narrative. Save the document on your computer/server and then upload it with your application. Grant notifications will be sent before the end of the calendar year.

HCWHA will host a hands-on grants workshop on Thursday, September 8 at the Thurmont Regional Library. Prospective applicants are encouraged to attend the half-day workshop, which will include a mock



## IN THIS SECTION

- ❑ [Information for Stakeholders](#)
- ❑ [Grants and Other Benefits](#)
- ❑ [Participating Municipalities](#)
- ❑ [HCWHA Mini-Grants](#)
- ❑ [MHAA Project Grants](#)
- ❑ [Management Plan](#)
- ❑ [Five-Year Action Plan](#)
- ❑ [Newcomer House Volunteers](#)

## SUBMIT YOUR EVENTS

Use [this form](#) to submit your events.

## SUPPORT THE HERITAGE AREA



**LEARN MORE ABOUT THE HEART OF THE CIVIL WAR**

**Read before you begin:** You will **not** be able to save your answers to complete this FY17 Mini-Grant application at a later date. Before you begin the form below, review the [Heritage Area Management Plan](#) and complete [this required narrative](#). Save the document on your computer/server and then upload it with your application.

**Guidelines:** Keep in mind that all mini-grants (\$500-\$2,500) must be matched 1:1 with non-state funding. Up to 25% of the matching funds can be in-kind. For example, if you are requesting a \$1,000 grant for a walking tour brochure with a total budget of \$2,000, no more than \$250 of the matching side of the budget can be an in-kind donation such as volunteer time to research/write the content. \$750 of the match should be cash from another grant source or your existing funds.

You should be able to provide the following materials upon request: IRS letter of determination, bylaws and articles of incorporation (if a nonprofit organization), link to Comprehensive Plan (if a government unit), and your latest financial statement.

\*Organization  
name

\*Tax ID number

Organization  
website

\*Mailing address

\*Contact name &  
title

\*Contact email

\*Contact phone

## SUBMIT YOUR EVENTS

Use [this form](#) to submit your event.

## SUPPORT THE HERITAGE AREA

Donate



## LEARN MORE ABOUT THE HEART OF THE CIVIL WAR



# Local mini-grant contacts

## **Carroll County:**

Andrea Gerhard, Comprehensive Planner

Carroll County Bureau of Comprehensive Planning

[agerhard@ccg.carr.org](mailto:agerhard@ccg.carr.org) or (410) 386-2145

## **Washington County:**

Rachel Nichols, Washington Co. Heritage Area Assistant

[rbknichols@gmail.com](mailto:rbknichols@gmail.com) or (240) 308-1740

# *Heart of the Civil War Heritage Area*

Office located at  
Frederick Visitor Center  
151 East South Street  
Frederick, MD 21701

Auni Gelles,  
Assistant Director  
[agelles@fredco-md.net](mailto:agelles@fredco-md.net)  
(301) 600-4031

Elizabeth Scott Shatto,  
Executive Director  
[lshatto@fredco-md.net](mailto:lshatto@fredco-md.net)  
(301) 600-4042



# MHAA Project Grants

- [www.heartofthecivilwar.org/stakeholders/project-grants](http://www.heartofthecivilwar.org/stakeholders/project-grants)
- **Non-Capital:** planning, design, interpretation, events, brochures, technology. Up to \$50,000.
- **Capital:** acquisition, development, rehabilitation, restoration, pre-development. May require an easement through MHT, subject to “Section 106” review. Does NOT have to be a “historic” property. Up to \$100,000.
- Dollar-for-dollar match.
- Grant awards **cannot** go towards overhead fees, staff salaries, or project marketing.

# Grant cycle

- Mid-January: MHAA regional trainings and webinar; current application form becomes available online at [mht.maryland.gov](http://mht.maryland.gov)
- Late January: Intent to Apply forms due online
- Mid-February: deadline to receive feedback from local grant reviewer (optional)
- March 2: Project grants submitted online
- July: grant award emails sent, projects may begin
- September-December: grant agreements mailed
- November – February: First disbursements issued

# Review criteria

- Reviewed locally, then passed along to the state
- Consistency with Heritage Area Management Plan
- Significance and Need
- Project Design
- Project Management
- Deliverables and Impact
- Coordination with Broader Initiatives
- Targeted Investment Criteria (Capital projects only)
- Public Benefit

# Local grant contacts

**Carroll County:** Andrea Gerhard, Carroll County Bureau of Comprehensive Planning, [agerhard@ccg.carr.org](mailto:agerhard@ccg.carr.org), 410.386.2145

**Frederick County:** Denis Superczynski, Frederick County Community Development Division, [dsuperczynski@frederickcountyMD.gov](mailto:dsuperczynski@frederickcountyMD.gov), 301.600.1142

**Washington County:** Rachel Nichols, Heritage Area Assistant, [rbknichols@gmail.com](mailto:rbknichols@gmail.com), 240.308.1740

# Sample Mini-Grant

- Catoctin Breeze Vineyard partnered with Thurmont Main Street to install a Civil War Trails marker in FY16
- \$1,300 award



# Sample Project Grant

- National Road Heritage Foundation
- Received \$50,000 non-capital grant in FY16 to plan, write and design interpretive exhibits
- Received \$75,000 capital grant in FY15 for interior rehabilitation of building for a National Road Museum

