

# Capacity Building Workshops

## Grant Application Workshop

March 25, 2022

# Introductions

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Guidehouse is an award-winning professional services firm that specializes in helping state and local governments achieve success in navigating challenges and delivering high quality services to residents, businesses, and visitors.

# Capacity Building Workshops

Optional capacity building workshops are designed to provide general support on grant applications. Workshops will be facilitated by Guidehouse.



## Grant Application

March 25, 2022

Topics include:

- Writing a compelling grant application
- Budgets and categorizing costs (e.g., indirect rates)
- Registering for SAM.gov and a DUNS number



## Program Design

April 1, 2022

Topics include:

- Goal Development
- Program planning
- How to align program goals and performance metrics



## Monitoring & Reporting

April 8, 2022

Topics include:

- Program evaluation
- Tracking metrics and key performance indicators
- Federal compliance
- Procurement

Register for workshops: [cookcountyl.gov/JACGrants](https://cookcountyl.gov/JACGrants)

# Agenda

- 501(c)(3) and (c)(4) Status
- Grant Funding Myths
- Before Applying to a Grant
- Subcontracting vs. Collaborating
- Common Grant Requirements
- Application Contact Information
- Application Narrative
- Organizational Chart
- Project Schedule
- Budget
- References and Letters of Recommendation
- SAM.gov Registration
- Final Review
- Q&A

# 501(c)(3) or 501(c)(4): What's the difference?

## 501(c)(3) Key Features

- Tax exempt
- Defined as non-profit for charitable, religious, or educational purposes
- Limited in their ability to lobby towards political parties
- Donations are tax-deductible

## 501(c)(4) Key Features

- Tax exempt
- Defined as a social welfare organization or local association of employees
- Can make donations, support and lobby towards a political campaign
- Donations are not tax deductible

# How to Apply for 501(c)(3) Status

1. Check your eligibility:
  - Organized as a corporation, trust, or unincorporated association with organizing documents (e.g., articles of incorporation) that limit purposes to 501(c)(3) activities
  - Refrains from participating in political campaigns and restricts lobbying
  - Ensures that any earnings do not benefit private shareholder or individual
  - Avoids illegal activity and does not include a primary purpose of trade or business
2. Complete [Form 1023](#) or [1023 E-Z](#)\*
3. Comply with annual filing requirements to maintain 501(c)(3) status. Filing requirements may vary by the type of 501(c)(3) – please reference [IRS.gov](#) for full details.
  - Annual Information Returns: Form 990, Form 990-EZ, Form 990-N

\*Form 1023 E-Z is easier to complete and has a faster processing time, but an organization must meet [specific requirements](#).

# How to Apply for 501(c)(4) Status

1. Gather the following info from your organization:
  - Email address to active login ID and password
  - Business name
  - Address
  - EIN
  - Date organized
  - State and country organized
  - Filing year/month
  - Statement of purpose of the organization
  - Credit card information to pay registration fee
2. Complete [Form 8976](#) in [Form 8976 Electronic Notice Registration System](#).
3. Receive an acknowledgement from IRS within 60 days of submitting your form.
4. Reach out to TE/GE Customer Accounts Services at 877-829-5500 with any technical issues or questions about the electronic form.

# Grant Funding Myths



Grants are free money with no strings attached

Grants come with restrictions. Grantees must do the following:

- Comply with grant requirements
- Track program performance (e.g., number of participants)
- Demonstrate progress towards program



It's okay to spend some of the money on something other than what you told the funder

Grantees must adhere to their approved budget, as agreed upon with the grant funder. Failure to do so, including spending on unallowable expenses, may result in grantees being asked to return funds or prevent them from receiving future funds or funding opportunities.



I can receive multiple grants for the same program to cover the same expenses

If grantees are receiving multiple grants, grantees must coordinate among their funding streams to make sure that no expenses or metrics are being reimbursed or counted twice. It is fraudulent to use multiple grants from multiple grantors who are all funding the same budget for your one project.

# Before Applying to a Grant

## Important Considerations

- Does my organization meet the grant requirements?
- Does this grant align with my organization's goals and mission?
- Does my organization have the capacity to execute this grant?
- Does my organization have the time to prepare this grant application on time?
- Is my organization requesting the right dollar amount for this grant?
- Have I read the grant guidelines carefully?
- Does my organization have the relevant experience needed to achieve this grant?

*\* Please check grant guidelines for any specific page limitations and requirements around content and formatting.*

# Subcontracting vs. Collaborating



## Subcontractor

A subcontractor is a third-party organization who **performs a portion** of a grant project

- Provides goods and/or services to the grant recipient
- Makes independent decisions regarding how to fulfill requested activities
- Monitored and managed by grant recipient
- Avoids conflicts of interests (e.g., subcontractor's hiring cannot benefit member of grantee's organization)

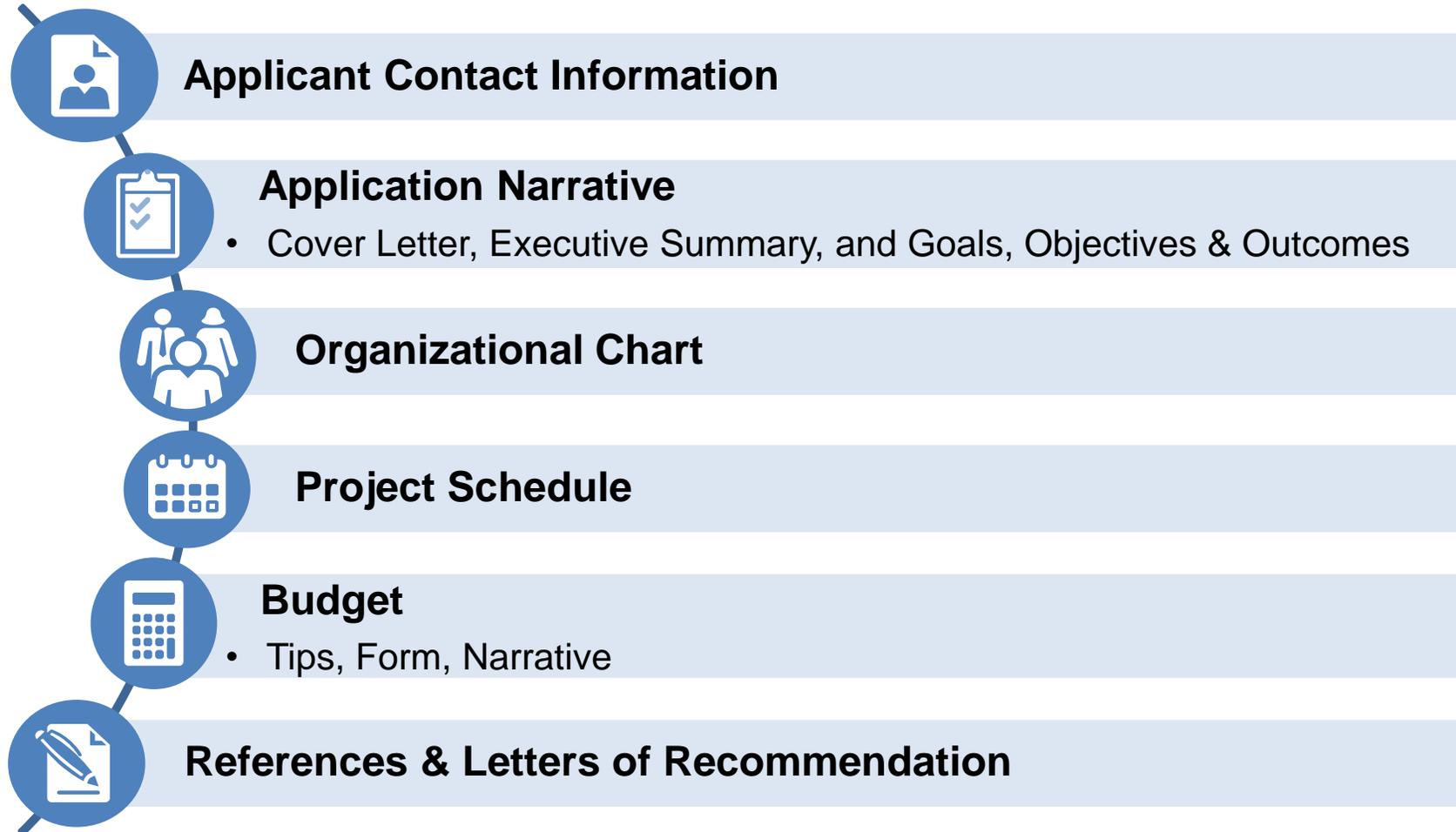


## Collaborator

A collaborator is a person(s) who has an agreement to **share** management of a grant project

- Presents unified application with all collaborators and acts as one Applicant
- Provides specified services in support of the grant project
- Jointly develops one set of common goals, objectives, and outcomes
- Shares the risks and responsibility for achieving those goals

# Common Grant Requirements



# Applicant Contact Information

## EXAMPLE TEMPLATE

Applicant Name: \_\_\_\_\_  
Executive Director / Chief Executive Officer Name: \_\_\_\_\_  
E-mail Address: \_\_\_\_\_  
Project Director / Manager Name & Title: \_\_\_\_\_  
E-mail Address: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Applicant Website Address (if applicable): \_\_\_\_\_  
Total Amount Requested: \$ \_\_\_\_\_  
Applicant Headquarter Address: \_\_\_\_\_  
Applicant Service Address: \_\_\_\_\_  
City: \_\_\_\_\_ Illinois \_\_\_\_\_ Zip Code: \_\_\_\_\_  
DUNS Number: \_\_\_\_\_  
FEIN Number: \_\_\_\_\_ CFDA Number: \_\_\_\_\_  
Project Title: \_\_\_\_\_  
Signature \_\_\_\_\_ Date \_\_\_\_\_

**DUNS #:** A unique nine-character number used to identify your organization

**FEIN #:** A nine-digit number assigned by the IRS to identify the tax accounts of employers

**CFDA #:** A five-digit number assigned in the awarding document to most grants and cooperative agreements funded by the Federal government.

# Application Narrative: Cover Letter

## Cover Letter

- Have an authorized representative of your organization, such as the Executive Director, sign the letter
- Keep the letter to one page consisting of about three to four paragraphs
- Address your letter to the application contact(s) or the organization funding the grant
- State the amount of your request
- Identify the team applying to this opportunity, including any organizations with whom you plan to partner (*if applicable*)
- Summarize what your project is about (e.g., brief program description, goals)
- Explain why your work is important and how your proposed program aligns with the funder's mission
- Share a closing remark about what this grant partnership can mean for the future of your organization

# Application Narrative: Cover Letter Example

[Date]  
[Name]  
[Title]  
[Organization]  
[Address, City, State]  
[Phone #]

Dear [Grant Funder Name],

The [organization] kindly requests [\$ figure] for the [project name] in [neighborhood/target population]. We look forward to partnering with you in what we believe will be an impactful project for our entire community and an important step in your mission to [funder grant name].

The main objective of our proposed project is to [objective] over the course of [time period]. We plan to achieve this by [methods]. We would like to see measurable progress in [time period] and we'll specifically be looking at [goals] as our key success indicators.

With your funding, we will be able to do the following:  
[outline the specifics in which the grant will help execute the program].

We appreciate the [grant funder name/organization] taking an interest in helping our local community and for your considering investing in our project. Please give me a call at [number] if you have any questions or require additional information.

Sincerely,

[Name, Title]  
[Formal signed signature]

# Application Narrative: Executive Summary

## Executive Summary



Provide a detailed description of your organization (e.g., history, number of years of service, and number of employees)



Characterize the problem(s) you are addressing and target population(s) you are serving, including your experience working with those populations



Outline your proposed program, including activities to be accomplished and personnel responsible for executing this program



Share your organization's experience in implementing similar and successful projects



Note any significant awards, accomplishments, distinctions, or special achievements



Explain any outstanding project balances, performance reports, or unresolved monitoring findings



Describe the organizations with whom you will be partnering to complete the proposed project, including subcontractors

# Application Narrative: Goals



## Examples:

- ✓ *"Serve 100 youth at risk of being incarcerated"*
- × *"Reduce youth incarceration"*
  
- ✓ *"The goal of this program is to feed 1,000 of Houston's homeless three meals per day from September 1, 2013, to December 31, 2014"*
- × *"The goal of this program is to feed Houston's homeless"*

Explain what you plan to accomplish with the proposed program

Identify the target population(s) you plan to serve

Addresses the specific problem you have identified in your executive summary

# Application Narrative: Objectives



Think of goals as the overarching aim, and objectives as the specific framework or achieving those goals.

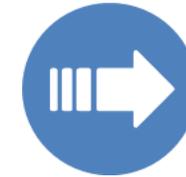
Utilizes SMART framework: specific, measurable, achievable, relevant, and time-bound.

Describe the actions you are taking during the program to meet your goals

## Examples:

- ✓ *“Host job training workshops for 200 applicants in 1<sup>st</sup> year”*
- × *“Help applicants apply to jobs”*
  
- ✓ *“Administer 150 sports scholarships in 6 months”*
- × *“Give out scholarships”*

# Application Narrative: Outcomes



## Examples:

- ✓ *“95% of program participants graduated college in 4 years or less”*
- × *“Applicants were more ready for college”*
  
- ✓ *“80% of participants will stay in stable housing for 1 year or more”*
- × *“Participants have more housing stability”*

Specify benefits or changes for individuals or populations during or after participating in program

Uses quantitative metrics to determine whether outcome has been achieved

Demonstrate to what extent objectives have been met

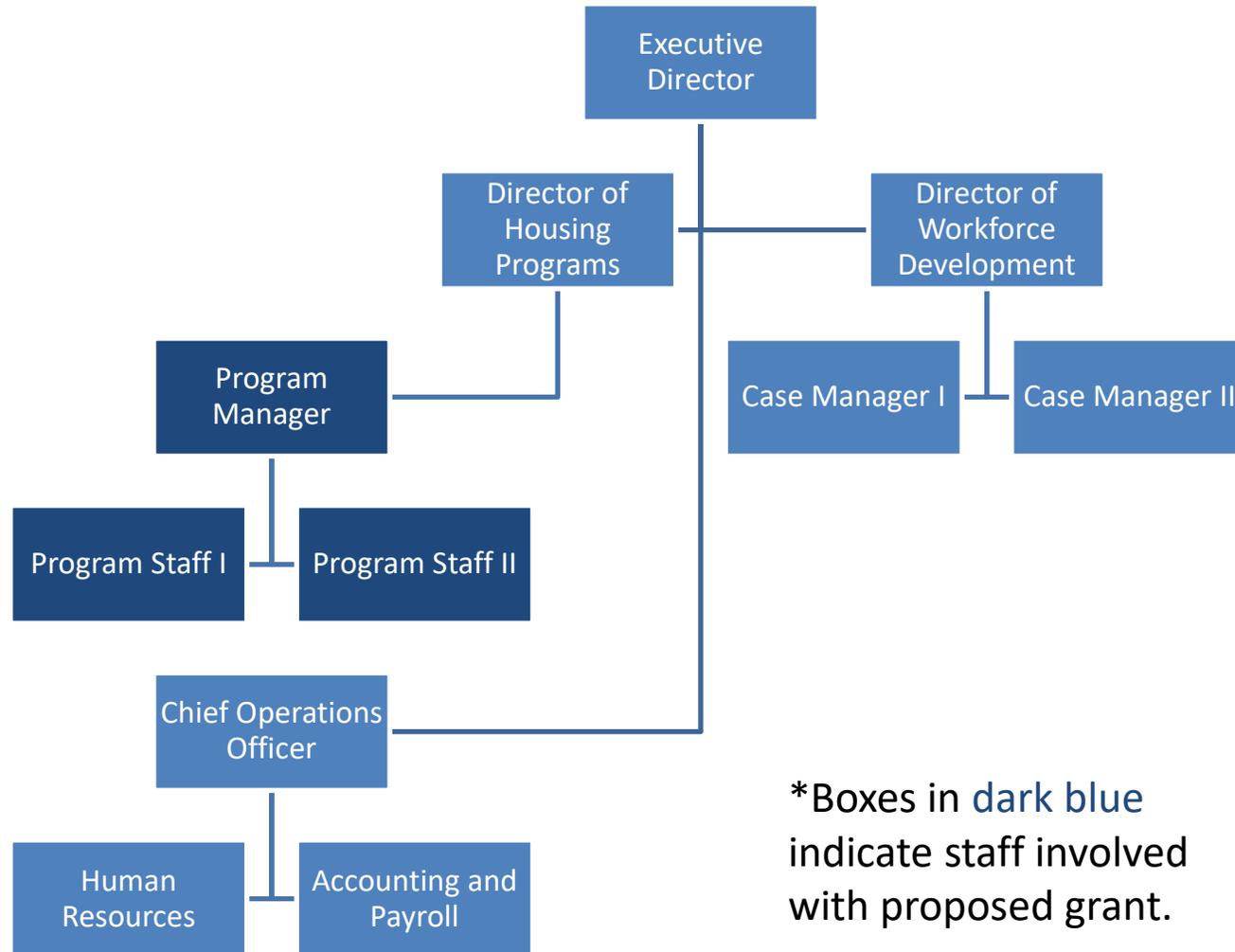
# Organizational Chart

Easy, visual way of identifying key personnel who will be responsible for the services to be provided

Useful to the grant funder for the purposes of evaluating your application

Improves clarity and communication within an organization

Allows the organization to see which departments have room to grow



\*Boxes in dark blue indicate staff involved with proposed grant.

# Project Schedule

## EXAMPLE TEMPLATE

Timeline	Activities
Year 1, Qtr 1	<i>Example: Helping Homes will find vacant lots in Town A and begin to negotiate the purchase of roughly 30 acres needed to build 10 brand-new single-family homes for refugees from 1/17 – 2/21/2023</i>
Year 1, Qtr 2	<i>Example: Helping Homes will design and architect plans to build 10 brand-new single-family homes for refugees from 3/25 – 6/1/2023</i>
Year 1, Qtr 3	<i>Example: Helping Homes will construct 10 brand-new single-family homes for refugees in Town A starting 7/1/2023, with a projected completion of 12/31/2023</i>
Year 1, Qtr 4	<i>Example: Construction will continue until completion on 12/31/2023</i>
Year 2, Qtr 1	
Year 2, Qtr 2	
Year 2, Qtr 3	
Year 2, Qtr 4	
Year 3, Qtr 1	
Year 3, Qtr 2	
Year 3, Qtr 3	
Year 3, Qtr 4	

Describe timeline of activities for the length of the performance period, including any changes for future years

Insert start and completion date projections for planning, coordination, implementation, and follow up activities

Identify locations where these activities will take place

# Budget: Budget Categories



**Personnel:** Individuals who will be working on the proposed program, including to provide direct services or supervise those providing services to intended community or population.



**Fringe Benefits:** Extra benefits supplementing relevant\* personnel's salary. E.g., vacation pay, sick pay, health insurance.

*\*Fringe benefits should only be budgeted for personnel who are dedicating most of their time to this grant)*



**Travel:** Expenses associated with traveling for the purpose of conducting grant-related activities. E.g., gas, taxis, public transit, school buses



**Equipment:** Tangible property required to accomplish grant-related activities. E.g., computer, printers, routers, phones.



**Materials & Supplies:** Expendable items necessary to carry out the grant, including office materials. E.g., printer ink, paper clips, paper, pens, staples, recordkeeping supplies.



**Indirect Costs:** Administrative or overhead costs that apply to multiple programs across the agency. E.g., IT support personnel, accounting, payroll.

# Budget: Budget Form Template



## Meet The Requirements

- Build a budget for the entire proposed duration of the grant project
- Complete expense breakdown and narrative for each year
- Include cost breakdown of all expenses necessary to achieve goals
- Submit budget in the funder's preferred format (e.g., Excel)

## EXAMPLE TEMPLATE

Applicant Organization Name:				
RFP Number and Program Name:				
Budget Contact - Name:				
Budget Contact - Email:				
Budget Contact - Phone:				
	Year 1 Requested Grant Funds	Year 2 Requested Grant Funds	Year 3 Requested Grant Funds	<b>Total Project Cost</b>
a. Personnel				<b>\$0.00</b>
b. Fringe Benefits				<b>\$0.00</b>
c. Local Travel *				<b>\$0.00</b>
d. Out of Town Travel **				<b>\$0.00</b>
e. Equipment				<b>\$0.00</b>
f. Materials and Supplies				<b>\$0.00</b>
g. Consultants and Contractors				<b>\$0.00</b>
h. Other Direct Costs				<b>\$0.00</b>
<b>i. Total Direct Costs (a to h)</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
j. Indirect Costs ***				<b>\$0.00</b>
<b>k. Total Project Budget (i + j)</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>

# Budget: Budget Narrative Template

## EXAMPLE TEMPLATE

Budget Narrative Detail- YEAR 1		
Applicant Organization Name:		
<b>PERSONNEL</b>		
Name and Title	Calculation	Item Cost
Total Personnel		\$ -
<i><b>BUDGET CATEGORY – PERSONNEL:</b> List each position by title and name of employee if available. Explain each position's role in the proposed program. Also, indicate if the position is existing or new and when the position will be on-boarded.</i>		
Narrative:		
<b>FRINGE BENEFITS</b>		
Name and Title	Calculation	Item Cost
Total Fringe Benefits		\$0.00
<i><b>BUDGET CATEGORY – FRINGE BENEFITS:</b> Fringe benefits should be based on actual known costs or an established formula. Please explain which budgeted positions in the Personnel line will be receive fringe benefits.</i>		
Narrative:		



Narrative

- Provide detailed justification for each proposed cost in the budget
- Explain how each expense cost was calculated
- Describe how the expenditures are related to your program.
- Detail indirect costs and explain how that rate was calculated

# Budget: Coordinating Multiple Funding Streams

Organizations receiving multiple grants must coordinate across multiple funding streams.



Applicants are prohibited from using multiple funding sources to pay for the same items. *E.g., if one grant is paying for 10 boxes of pens, you cannot include that in the budget for another grant.*



Applicants also cannot serve the same people with multiple grants and count them twice. *E.g., if an organization is serving 100 specific individuals with one grant, they cannot say they are serving those same 100 people with another grant.*



Failure to properly track or disclose multiple funding sources may result in termination of the grant or an obligation to return any misspent funds.

# Budget: Budget Tips

## Budget Tips

- Follow the budget categories provided by the grant funder
- Determine whether the size of the grant budget appropriately meets the needs of your proposed program
- Propose justifiable costs that are necessary and reasonable
- Provide detailed budget narrative and reasoning explaining each of your proposed costs
- Include any subcontractor expenses in the total budget and be prepared to provide more detail about the subcontractor's budget
- Remember that what you propose is what you will be held accountable to during grant reporting and monitoring
- Coordinate among multiple funding streams to make sure each expense is not being double counted

# References & Letters of Recommendation

References and letters of recommendation help funders evaluate an organization's ability to implement and perform their proposed program.

## What makes a good letter of recommendation?

- Explains the relationship between the applicant and the recommender.
- Testifies to the applicant's suitability and ability to carry out the proposed grant program
- Cites the recommender's experience with the applicant and their past successes and ability to track metrics and meet goals
- Speaks to the capabilities of specific organization staff who will be involved in the proposed project
- Provides another perspective endorsing the organization's knowledge, skills, and past experiences

# SAM.gov Registration

**NEW** [Learn More](#)

## Register Your Entity or Get a Unique Entity ID

Register your entity or get a Unique Entity ID to get started doing business with the federal government.

Get Started

Renew Entity



Check Registration Status

1. Check if your entity is registered in SAM.gov:  
<https://sam.gov/content/status-tracker>
2. If you are not registered in SAM.gov, visit this link:  
<https://sam.gov/content/entity-registration>
3. Click “Get Started” underneath “Register Your Entity or Get a Unique Entity ID.”
4. Create an account in their portal and follow the instructions.



\*On April 4, 2022, the federal government will stop using the DUNS number and no longer need it to register in SAM.gov.

# Final Review

DO	DON'T
Do proofread your grant proposal in its entirety	Don't submit an incomplete application
Do start the grant writing and application process as soon as you know that your project is eligible	Don't forget to submit any questions you may have regarding your project or the grant
Do register for any pre-submittal conferences or information sessions	Don't overstate or pad your budget: only submit budgets outlining what you intend to spend
Do submit goals that you can measure and deliver upon within the proposed performance period	Don't submit the same grant application to multiple opportunities; tailor to your audience
Do check the submission package and make sure all required forms and necessary attachments are included	Don't wait until the last minute to submit your application – technical issues may cause you to miss the deadline

## Questions?

Please submit questions using the Q & A chat feature.

Visit [cookcountyil.gov/JACGrants](https://cookcountyil.gov/JACGrants) for more information:

- Register for additional Capacity Building Workshops
  - [Program Design](#): April 1, 2022, 10:00 – 11:00 a.m.
  - [Monitoring & Reporting](#): April 8, 2022, 10:00 – 11:00 a.m.
- Read [FAQs about JAC's Gun Violence Prevention and Reduction Grant](#).