TD SYNNEX Public Sector Grants and Funding Playbook

Grants@tdsynnex.com

Contents

- Terminology and Definitions
- Eligibility for Grants
- Who Receives Grants
- The Basics
- The Grant Process
- Pass Through Grants
- Responsibilities of Your Prospect
- Questions You May Have to Answer
- Grants vs Fundraising
- Federal Grant Makers
- Large Foundations
- Public Safety Grant Programs
- Education Grant Programs
- Other Sources of Information
- American Grant Writers' Association
- Grants Office
- Do You Need a Grant Writer
- Strategies
- Public Sector Team Support

TERMINOLOGY AND DEFINITIONS

Abstract: A written summary of the grant program ranging from 1 paragraph to 1 page in length. Usually written by the applicant, it's also known as the Executive Summary and is even used as a press release.

Appropriations: Legislation passes by Congress to provide funding for grant programs.

Authorizing Legislation: A law passed by Congress that establishes or continues a grant program. Note: a grant program can be created but there are no funds available until appropriated.

Award: This is the formal, written document from the funding source notifying an applicant that they will receive funding.

Beneficiary: An individual or entity that will benefit from the grant funds.

Challenge Grant: Grant used to stimulate additional fundraising by committing payment only if the grantee raises funds from other sources.

Competitive Grant: Grant with limited funding. Applications will be evaluated by an independent panel and funds will be awarded based on greatest need.

Concept Paper: An abbreviated form of the grant application (2 to 3 pages) used in seeking corporate or foundation funding. Paper should include a problem statement, program narrative and a budget.

Cover Letter: A letter documenting the project, introducing the organization and establishing credit with a funding organization.

Direct Costs: Costs directly associated with operating a grant program that are reimbursed by the funding agency. This may include staff, consultants, equipment, travel and supplies.

Discretionary Grants: Grants awarded at the discretion of or based on the judgement of the funding agency to recipients selected in a competitive process. Discretionary grants usually involve a large number of competitive applications with limited available funding.

TERMINOLOGY AND DEFINITIONS

Draw-Down: The method by which a grantee requests payment from the funding agency. Also called Draws, these requests can be weekly, monthly, quarterly or lump sum.

Form 990-PF: IRS form submitted annually by all private foundations that provides for a public record of financial grants information. This is the equivalent of a tax return.

Formula Grant: Funding based on a formula written into the enabling legislation of the grant.

Grant: An award of money or direct assistance to perform an activity or project to address a specific purpose.

Grantee: The entity receiving grant funds who has ultimate responsibility in administering those funds according to the grant rules. Also called Recipient or Beneficiary.

Indirect Costs: Costs not directly identifiable with operating a grant program. Aka overhead. These include administration and facilities costs and cannot be funded by the gran unless negotiated in advance.

In-Kind Contribution: Non-cash donation of labor, facilities or equipment for a project. Can be used toward matching grants in some cases.

Letter of Commitment: A letter that expresses the willingness of a community or other entity to commit resources toward a project. The letter should specify exact resources, commitments and/or actions.

Letter of Intent: A letter from applicants prior to the release of an RFP.

Letter of Support: A letter that expresses an endorsement and/or encouragement from an entity for a proposed project.

Matching Funds: In-Kind, donated, cash on hand or other assets required of the applicant to qualify for the grant. A separate grant can also be used as matching funds. Also called Cost Sharing or Match.

TERMINOLOGY AND DEFINITIONS

Memorandum of Understanding or Agreement: Document outlining partnerships or commitments between grantees and/or constituent organizations. MOUs are used when an organization partners with another organization for support or to apply jointly for grant funding.

Needs Assessment: Determination of the needs of applicants for which funding will be applied.

NGO (Non-governmental Organization): Any non-profit, voluntary citizens group organized on a local, national, or international level.

Pass Through: Grants where the awardee is eligible to disperse funds to another organization. Usually grants awarded to state agencies which are passed down to cities, counties, etc.

Proposal: A written application submitted to a funding source describing a program and requesting funding.

RFP (Request for Proposal): A formal solicitation by a grantor seeking applications to fund projects.

Review Criteria: The parameters and requirements specified in an RFP that reviewers use in awarding points to grant applications.

Review Panel: A group of peers or experts selected by the funder to evaluate grant proposals in a grant competition and make recommendations about what proposals should be funded.

Secondary Populations: A group other than the primary target for funding that may benefit from the grant. Also called collateral beneficiaries.

Seed Money: Local funds allocated to a project, also called matching funds.

Sustainability: The ability for the project to continue after the life of the grant funds.

System for Awards Management (SAM): www.sam.gov Website where you must register to do business with the US Government. All entities including state/local agencies, education institutions, nonprofits and healthcare.

GRANT ELIGIBILITY

Non-Profit Organizations
- Classified as 501(c)3 by the IRS
- Clubs, community service organizations, foundations
- Museums classified as 509(a)1 by the IRS

Local Education Agencies
- Schools, school districts, consortiums
  (In some instances, for profit schools are not eligible)
- Colleges & Universities

State & Local Agencies
- Cities
- Counties
- Special Districts
- States

Coalitions, Partnerships & Consortiums
- Two or more different organizations with a similar interest
- Two or more similar organizations with a similar interest
- One organization must be declared and assume the responsibilities as the lead agency
- May help organizations not eligible for a grant to receive funding

GRANT BASICS

What is a Grant?
- A grant is an award (gift) of money, direct assistance or assets to an organization for an activity or project to address a specific purpose (need).
- A grant is obtained through a formal written proposal, directed to a funding source, addressing a purpose (need) for the funding and detailing actions to confront that purpose.
- Grants do not have to be repaid but there are strict reporting and accountability standards.
- Grants should be part of a long-term funding strategy.

What a Grant is NOT
- Funding to purchase a specific piece of equipment or service. While grant funds can purchase assets and services, those items should contribute to the mission of the organization in fulfilling certain goals and responsibilities.
- Short term procurements. Due to the availability of grants, the timeframe needed to complete the application and review process, grants can only be considered long-term strategic initiatives.
- Alleviate budget shortfalls. Just because an organization can't afford something doesn't mean a grant funder should pay for it.

Are You Ready for a Grant?
- Does the organization have funds readily available to put toward the project? Funding agencies and organizations require local investment in a project. In the grant world this is called Matching Funds or Seed Money.
- Does the organization have a grant or fund-raising department? This would be the first stop to look for grant support.
- Does the organization participate in any partnerships or consortiums? Teaming with other organizations makes a stronger case for grant funding.
- What is the timeline of the project? Any procurement less than 6 months out would not provide enough time to allow the grant process to play out.
- Who are the beneficiaries of the project? Specific beneficiaries or target populations must be identified. The more beneficiaries the better the chances of obtaining funding.
- What are the goals and objectives of the project? There must be measurable and definable goals.
- What happens to the project when the grant money runs out? Grant funders take great care not to put an organization at financial risk to support a new project beyond the grant funding.
- Is there a proposed budget for the project? Any budget or financial statement should be as accurate as possible and realistic.
- Who will manage the project? Grant funders will want progress reports and final evaluations. Project managers with experience are highly prized.
- Are you or your customer prepared to hire a grant consultant? While there is a cost involved in securing the services of a grant consultant the benefits include a greater chance of winning a grant

THE GRANT PROCESS

Step 1: Preparation and Planning
- Conduct needs assessment (technology may pop up here)
- Develop a problem statement (rough draft to be refined later)
- Create a program model and narrative • Set soft goals and objectives (insert technology here)
- Identify funding sources • Review and understand the application process
- Secure support from department heads and decision makers
- Develop a schedule for completion of the grant writing process

Step 2: Define the Project
- Gather data (more details than the needs assessment)
- Define the need (short statement) • Develop a problem statement (long statement with statistics and supporting documents)
- Design the model for the solution, essentially design the project here (insert technology here)
- Write a program narrative, creatively tell the story of the project
- Define goals and objectives, use numbers, supporting documents and other success stories

Step 3: Create Budget
- Create the budget, make it readable and don't inflate the numbers (insert technology here)
- Double check the numbers

Step 4: Final Assembly
- Proofread all material including the grant submission requirements
- Check visual appeal
- Complete summary, table of contents and reference pages
- Deliver by mail or internet as outlined in the RFP.

Step 4a: Inquiries
- Answer any inquiries promptly, don't change your story
- Inquiries are good news! Somebody's interested
- Don't expect inquiries with every grant

**Step 5: Review and award
(conducted by grant maker)**
- Reviews are conducted by an evaluation panel usually made up of individuals from differing backgrounds and not affiliated with the grant maker.
- The review panel assigns a score to every grant proposal based on criteria from the grant maker
- The review panel does not make the final decision as to who gets funding, that responsibility resides with the grant maker's staff.

PASS THROUGH GRANTS

[Note: this process is to be used as an example only. Derived from the state of North Carolina, this process demonstrates the steps agencies must navigate to receive funding via Pass Through grants. This process may vary depending on your specific territories.]

Fall
- Committees finalize program priorities
- State announces availability of funds
- State holds regional grant writing workshops
- Pre-application is made available

Winter
- Pre-applications due
- Committees review pre-applications
Recommendations submitted to the state
- Notification of funding available

Spring
- Final applications solicited
- Special conditions are outlined
- Applications reviewed and final changes made

Summer
- Award letters sent to grantees
- Grantees attend mandatory grant workshops
- Grants begin July 1
- Committees set program priorities
- Next cycle begins

RESPONSIBILITIES OF YOUR PROSPECT

1. Provide you with a proper contact(s). This person should be available for questions, getting signatures, understanding the project(s) and have your full attention. He/she should be able to remove roadblocks to your access to important decision makers or at least facilitate communications.

2. Provide feedback. Your prospect must understand that you're trying to build a long-term partnership as a Trusted Advisor and that you value input along the way to improve the relationship. Ask for the bad along with the good. What has worked in the past and what has not worked. He/she must be willing to develop a dialog with you and understand your viewpoints and objectives.

3. Understand his/her level of authority. Your prospect must be honest and divulge their level of authority to make decisions. How much purchasing $ can he authorize without going to bid? Who makes decisions with regards to the proper technology solutions? Is he/she a gatekeeper or a leader? Who are his/her advisors? He/she must manage conflicts of interest and serve his/her establishment first.

4. Your prospect should understand your role in his/her success and must see you as an integral part of the mission. He/she has a huge responsibility to their employer and should be cautious. But he/she must be willing to acknowledge the value of a good vendor relationship and that your profit motives are honorable and necessary for him/her to continue his mission. He/she should even see you as a constituent, one of the citizens for which he/she serves.

5. Your prospect should understand of the scope of his/her domain and have a clear vision of what's going on around his/her area of responsibility and how it fits into the larger picture. He/she should know what problems other similar organizations are facing and how they are reacting to them. And he/she should be able to look at his projects from different perspectives. A technology plan should be available and even a community needs assessment survey.

Questions you may have to answer:

- Have your standard corporate introduction ready

- How long have you been doing grants?

- It's not you "doing the grants", it's a group of professionals you have access to, and they have years of experience. You will be willing to provide experience details once we arrive at the point of proceeding with a grant package.

- Can you give examples of the success of this program?

- Remember, this is not a new program. you are just adding grants to your current offerings. grant writers may be able to provide examples of their work.

- ❖ Our writers/consultants will not accept a project just to collect a fee.

- ❖ Each writer/consultant will be vetted prior to us bringing them in.

GRANTS VS FUNDRAISING

Fundraising:
- Targets individuals and corporate donors
- Short-term effectiveness
- Often aggressive tactics
- Focuses on operational expenses
- Targets may be approached multiple times within a short period
- Highly competitive
- No specialized knowledge required
- May not require initial investment
- May have open or shorter deadlines
- Local or regional in scope

Examples:
- Sales of consumer items (Girl Scout Cookies)
- Donation jars
- Sponsorships of sporting events
- Pledge campaigns, phone-a-thons
- Bake sales Fundraising can complement grants:
- Be used to secure money for matching grants
- Be used to pay for consultant fees
- Be used to augment other costs to produce a grant proposal
- Show broad community support for a program
- Gets the message out about programs and needs
- Gage the support for new programs

Grant:
- Targets federal, state, private and corporate donors
- Long term effectiveness
- Strategically planned
- Focuses on projects to address specific concerns
- Targets limit who can and when they can be approached
- Highly competitive
- Specialized knowledge necessary for success
- Requires investment of staff time or consultant fees at a minimum, maybe matching funds
- Specific hard deadlines
- Local, regional, state or multi-state in scope

Examples:
- Governors' Institute for Community Design, EPA
- Coastal Impact Assistance Program, US Fish & Wildlife Service
- Agriculture and Food Research Initiative, USDA
- Archiving and Dissemination of Research Data on Aging, NIH

FEDERAL GRANT MAKERS

Federal Grants
www.grants.gov

Department of Health and Human Services
https://search.hhs.gov/searchblox/hhs/index.html?query=grants&HHS=Search&page=1&pagesize=10&sortdir=desc&sort=relevance&adsCname=HHS&adsDisplay=true&cname=hhsgov_only&default=AND&tu ne=true&tune.0=10&tune.1=8&tune.2=2&tune.3=5&tune.4=365&tune.5=30

Department of Agriculture
https://usdasearch.usda.gov/search?utf8=%E2%9C%93&affiliate=usda&query=grants&commit=Search

Department of Commerce
https://search.commerce.gov/search?query=grants&affiliate=www.commerce.gov

Department of Education
https://www2.ed.gov/fund/grants-apply.html?src=pn

Department of Energy
https://www.energy.gov/search/site/grants

Department of Homeland Security
https://search.usa.gov/search?utf8=%E2%9C%93&affiliate=dhs&dc=&channel=&query=grants&searchtype=dhs&commit=Search Environmental Protection Agency
https://search.epa.gov/epasearch/?querytext=grants&areaname=&areacontacts=&areasearchurl=&type ofsearch=epa&result_template=2col.ftl#/

Department of Housing and Urban Development
https://search.usa.gov/search?affiliate=housingandurbandevelopment&affiliate=housingandurbandevel opment&query=grants

FEDERAL GRANT MAKERS

Department of the Interior
https://search.usa.gov/search?query=grants&op=Search&affiliate=doi.gov

Department of Justice
https://search.justice.gov/search?query=grants&op=Search&affiliate=justice

Department of Labor
https://search.usa.gov/search?utf8=%E2%9C%93&affiliate=www.dol.gov&query=grants

National Endowment for the Arts
https://www.arts.gov/grants

National Endowment for the Humanities
https://www.neh.gov/search?keywords=grants

National Institute of Health
https://search.nih.gov/search?utf8=%E2%9C%93&affiliate=nih&query=grants&commit=Search

Small Business Administration
https://www.sba.gov/search/?q=grants

Department of Transportation
https://search.usa.gov/search?query=grants&op=GO&affiliate=usdot

LARGE FOUNDATIONS

- **Online Foundation Directory** (now called Candid, subscription required) https://candid.org/?fcref=lr

- **National Science Foundation** https://www.nsf.gov/funding/index.jsp

- **Council on Foundations** www.cof.org United Way https://www.unitedway.org/

- **Task Force for Global Health** https://taskforce.org/?s=grants

- **The Salvation Army** https://www.salvationarmyusa.org/usn/combat-addiction/

- **St Jude Children's Research Hospital** https://www.stjude.org/

- **Direct Relief** https://www.directrelief.org/

- **Americares** https://www.americares.org/

- **Boys and Girls Clubs of America** https://www.bgca.org/

- **American Heart Association** https://www.heart.org/

- **Bill & Melinda Gates** https://www.gatesfoundation.org/

- **Howard Hughes Medical Institute** https://www.hhmi.org/programs/open-competitions

- **Lilly Endowment** https://lillyendowment.org/for-grantseekers/

- **Ford** https://www.fordfoundation.org/work/our-grants/grants-database/grants-all

- **Robert Wood Johnson** https://www.rwjf.org/en/how-we-work/grants-explorer.html

- **J Paul Getty Trust** http://blogs.getty.edu/iris/tags/grants/

- **William & Flora Hewlett** https://hewlett.org/grants/?sort=date

- **W K Kellogg** https://www.wkkf.org/search/site?q=grants

- **Gordon & Betty Moore** https://www.moore.org/search-results?indexCatalogue=default&searchQuery=grants&wordsMode=0

- **David & Lucile Packard** https://www.packard.org/grants-and-investments/for-grantseekers/

- **Andrew W Mellon** https://mellon.org/grants/

- **Helmsley Trust** https://helmsleytrust.org/our-grants

- **Kresge** https://kresge.org/opportunities

- **W M Keck** http://staging.wmkeck.org/grant-programs/grantprograms

- **Eli & Edythe Broad** https://broadfoundation.org/?s=grants

- **Simons** https://www.simonsfoundation.org/funding-opportunities/

- **MacArthur** https://www.macfound.org/search/?q=grants

- **Open Society** https://www.opensocietyfoundations.org/search?q=grants

PUBLIC SAFETY GRANT PROGRAMS

- **Department of Homeland Security** www.fema.gov/grants
- **Office of Justice Programs**: www.ojp.gov/funding
- **Bureau of Justice Assistance**: www.bja.gov
- **National Institute of Justice**: www.nij.gov/funding
- **United States Geological Survey**: https://www2.usgs.gov/contracts/faprograms.html
- **Crime Solutions**: www.crimesolutions.gov
- **State Justice Institute** www.sji.gov
- **Project Safe Neighborhoods** (PSN) https://www.bja.gov/programdetails.aspx?program_id=74
- **Byrne Criminal Justice Innovation** (BCJI) https://www.bja.gov/ProgramDetails.aspx?Program_ID=70
- **Strategies for Policing Innovation** (SPI) https://www.bja.gov/ProgramDetails.aspx?Program_ID=80
- **Justice Assistance Grant** (JAG) https://www.bja.gov/ProgramDetails.aspx?Program_ID=59
- **State Homeland Security Grant Program (SHSGP)** https://www.fema.gov/homeland-security-grant-program
- **Transit Security (TSGP)** https://www.fema.gov/transit-security-grant-program
- **Operation Stonegarden (HSGP)** https://www.fema.gov/fiscal-year-2015-homeland-security-grant-program
- **Assistance to Firefighters (AFG)** http://www.fema.gov/assistance-firefighters-grant
- **Hazard Mitigation Grant Program (HMGP)** http://www.fema.gov/hazard-mitigation-grant-program

- **Pre-Disaster Mitigation Grant (PDM)** http://www.fema.gov/pre-disaster-mitigation-grant-program#
- **Emergency Management Performance Grant (EMPG)** http://www.fema.gov/media-library/assets/documents/114436
- **Intercity Bus Security Grant Program (IBSGP)** http://www.fema.gov/media-library/assets/documents/114438
- **Intercity Passenger Rail (IPR)** http://www.fema.gov/media-library/assets/documents/114440
- **Tribal Homeland Security Grant Program (THSGP)** http://www.fema.gov/media-library/assets/documents/114448
- **Community Facilities Direct Loan & Grant Program** http://www.rd.usda.gov/programs-services/community-facilities-direct-loan-grant-program
- **Economic Impact Initiative Grants** http://www.rd.usda.gov/programs-services/economic-impact-initiative-grants
- **Nonprofit Security Grant Program (NSGP)** https://www.fema.gov/fiscal-year-2016-nonprofit-security-grant-program
- **University Transportation Centers (UTC)** http://www.rita.dot.gov/utc/fast_act_utc_competition_2016
- **Transportation Investment Generating Economic Recovery (TIGER)** https://www.transportation.gov/tiger
- **Coordinated Border Infrastructure Project (CORBOR Program)** http://www.fhwa.dot.gov/planning/border_planning/corbor
- **United States Geological Survey** (USGS) https://www2.usgs.gov/contracts/faprograms.html
- **State Justice Institute** (SJI) http://www.sji.gov

EDUCATION GRANT PROGRAMS

- **Federal Distance Learning** http://www.rd.usda.gov/programs-services/distance-learning-telemedicine-grants
- **Community Facilities Direct Loan & Grant Program** http://www.rd.usda.gov/programs-services/community-facilities-direct-loan-grant-program
- **Rural Economic Development Loan & Grant Program** http://www.rd.usda.gov/programs-services/rural-economic-development-loan-grant-program
- **Title I – Improving the Academic Achievement of the Disadvantaged** http://www2.ed.gov/policy/elsec/leg/esea02/pg1.html
- **21st Century Community Learning Centers** http://www2.ed.gov/programs/21stcclc/index.html
- **Foundation & Corporate Advancing Informal STEM Learning** http://www.nsf.gov/funding/pgm_summ.jsp?pims_id=504793
- **Entertainment Software Association Foundation** http://www.esafoundation.org/
- **American Honda** https://www.honda.com/community/applying-for-a-grant
- **Farrell Family** http://www.farrellfamilyfoundation.com/about/
- **Lockheed Martin** http://www.lockheedmartin.com/us/who-we-are/community/philanthropy.html
- **Verizon** https://www.verizon.com/about/responsibility/giving-and-grants
- **Toyota** https://www.toyota.com/usa/community/grant-guidelines-

- applications/overview.html#!/howto-apply
- **Wallace Foundation** https://www.wallacefoundation.org/about-wallace/pages/funding-guidelines.aspx
- **Reiman Foundation** http://www.reimanfoundation.org/

- **Bayer** https://www.makingsciencemakesense.com/about-msms/
- **Google RISE** https://www.google.com/edu/resources/programs/google-rise-awards/index.html#!overview
- **IEEE Foundation** http://www.ieeefoundation.org/
- **Grants National Council of Teachers of Mathematics** http://www.nctm.org/funding/
- **Presidential Awards for Excellence in Science, Mathematics and Engineering** https://www.nsf.gov/awards/PAESMEM/index.jsp
- **National Education Foundation** http://www.cyberlearning.org/
- **ACH-Hach High School Chemistry Classroom Grant** https://www.acs.org/content/acs/en/funding-and-awards/grants/hachhighschool.html
- **Lemelson-MIT InvenTeams Grant** http://lemelson.mit.edu/inventeams
- **Project Learning Tree GreenWorks! Grant** https://www.plt.org/resources/greenworks-grants/

OTHER SOURCES OF INFORMATION

[Note: many of these sources require a membership fee]

Federal Grants Clearinghouse
www.grants.gov

Online Foundation Directory
www.candid.org Independent Grant Resource
www.grantsalert.com

Council on Foundations
www.cof.org

American Grant Writers' Association

www.agwa.us

GrantStation
www.grantstation.com

Grants Office
www.grantsoffice.com

GrantWatch
www.grantwatch.com

USA.gov
https://www.usa.gov/grants

Grant Finder
www.grantfinder.com

GrantStation ®

Visit our Funding Support site to learn how to gain free access to GrantStation: Grant Funding Support – TD SYNNEX Public Sector

Grant Maker Profiles
- Search a database of thousands of grantmakers including foundations, corporate, faith-based, associations as well as Federal and State grants in the US and Canada
- Constantly vetted to maintain current, easy to read, profiles of grantmakers
- Filters to assist in targeted results based on geography, topic and type of support

Strategic Best Practices Guides
- Building a comprehensive grant program
- Create a grant calendar
- Develop a decision matrix to prioritize grant seeking

Tutorials for new and seasoned grant professionals
- Grant research
- Grant writing step by step
- Time-saving techniques and tips
- Search terms and keywords

Online Education Spotlight
- Tracks to Success
- Live Webinars

Grants2020
- Interactive tool that will help you consider the types of grantmakers you might approach and what percentage of your budget will be funded by grants.

Creating Time
- A series of suggestions, ideas, tools and resources to save time

The "State of Grantseeking" Survey
- Spotlights recent developments in funding so that organizations can be more strategic in grantseeking and serves as a valuable benchmark for organizations to review their grantseeking efforts, report on performance, and plan for their future

The "GrantStation Insider"
- Weekly newsletter filled with the latest information on grantmakers, upcoming grant deadlines, and news that will assist the serious grantseeker

American Grant Writers' Association

Online Course (fees apply)
- Grant Writing for Government Grants
- Program Development and Proposal Writing
- Grant Writing for Non-Profit Organizations
- Certified Grant Writer®
- Preparing Applications for Research Grants
- Grant Management
- Starting a Grant Consulting Business

Newsletter (no cost)
- Link to subscribe o http://www.agwa.us/newsletter
- Upcoming AGWA Events
- Latest news from foundations and government agencies

Grant Writing FAQs

Access to Certified Grant Writers® nationwide

Standards and Ethics

Link to website: www.agwa.us

GRANTSOFFICE® *(fees apply)*

- **Custom Publications**
  - Grant Guides
  - One-agers
  - Help Documents
  - Solution Descriptions
- **FUNDED"® Newsletter (no cost)**
  - Link to subscribe: HTTPS://WWW2.GRANSOFFICE.COM/1/150501/2016-09-12/6893M
  - Free webinars
  - Exclusive Funding Alerts

- **Custom Research & Analysis**
- **Grantwriting Services**
- **Webcast Sponsorship (produced and presented by Grants Office)**
- **End User Education**
- **End User Engagement**
- **Sales Team and Partner Engagement**
- **Helpdesk support**

DO YOU NEED A GRANT WRITER?

How long does it take to write a grant?

- Federal = up to 120 hours
- State & pass through = 80 to 100
- Foundation = 40 to 60
- Corporate = 20 to 40
- Community = 20 to 40 (Based on experienced professional grant writers)

Who are you competing with?

- **Federal**
  - Professional writers and consultants
- **State & pass through**
  - Agency writers
  - Department heads
  - Professional writers
- **Foundation, Corporate & Community**
  - Professionals
  - Department heads
  - Agency writers
  - Community Organizers
  - Charity organization volunteers

Do you have the talent?

Professional grant writers/consultants

- Probably have degrees in literature, journalism, history and are very experienced at writing and interpreting literature and guidelines
- May have advanced degrees; MS/MA, PHD
- May have specialized grant training
- Have a history of success
- May have submitted applications for your grant in the past
- May have served on an evaluation panel for your grant
- May know personally, the evaluators that will be looking at your application
- May be able to set up political mindset to get your application awarded

Agency department heads, writers

- Know their subject better than anyone outside their organization
- Already have political contacts
- May have specialized grant training
- May have served on an evaluation panel
- Have submitted applications in the past with a history of success
- Have more at stake for an award

Charity, Community Organizations: Could be anyone, even your neighbor

Could you share leads with each other?

A professional grant writer might be working on as many as 6 grants at one time

They know lots of agency and political leaders

DO YOU NEED A GRANT WRITER? cont.

Fees
- Based on size of proposal
- Approximately $1,000 for small foundation, corporate and private grants.
- Approximately $5,000 for larger federal grants
- Quantity discounts available (it may take several grant applications to fund one project)
- Specialized larger grants can cost much more
- 1day training course/workshop approx. $500 + expenses
- Evaluation of prepared grant application package approx. $500
- Compensation cannot be based on a percentage of award
- Compensation cannot be contingent on a grant being awarded
- Consultants put philanthropic mission above personal gain
- Consultants practice their profession with the obligation to safeguard public trust
- Consultants will not pay, nor accept, finder's fees for access to important people
- Acceptable methods of compensation
- Set fee based on the size of the proposal
- Set fee for conducting training
- Hourly fee for proofreading, evaluations and research
- Bundle discounts

Services provided
- Deliverable grant application package
- Evaluation of completed application package
- Training programs on site and online
- Management of budget and reporting to grant maker

Why hire a grant writer?
- Inadequate staffing levels to devote to grant efforts
- Seasonal increase in volume of in RFPs
- Specialized knowledge required
- Third party evaluation of completed applications
- Project development prior to grant research

Strategies

Joint projects with other agencies
- Adds additional beneficiaries
- May become eligible for additional grants
- Additional expertise and support

Regional Planning Commissions or Councils of Government
- These organizations conduct planning and some administrative tasks for smaller local governments and special districts, including applying for grants

State, Regional or National Associations
- Potential teaming opportunities
- Additional support for projects
- Keenly aware of a community's needs

Volunteer and Non-Profit Organizations
- Volunteer labor
- Monetary donations
- Community support
- Aware of community needs

Ideas to assure technology is a part of any grant
- Newsletters, articles for publication, public service announcements
- Training and communications for personnel related to the project
- Website, social media, videos
- Project manual
- Awards programs
- Public meetings, conferences
- Reporting to funders, constituents, government agencies
- Record keeping
- Research and reference
- Instructional materials
- Ordering supplies • Scheduling personnel, services
- Surveys, small group testing, data mining

STRATEGIES cont.

Grant Training
- Proper training for the reseller will make conversations centered around funding issues more comfortable
- Offer training to your customers
- Include training along with other events such as annual conferences or customer appreciation days
- Training can vary from a short introductory webinar or podcast to full accreditation workshops
- Training programs offered through the American Grant Writers' Association offer Continuing Education Credits

Grant Maker Database
- Charities and organizations actively raising money
- Faith based organizations
- Large corporations operating within the same area as your customers
- State and community foundations
- Use the database for partnering opportunities and referrals

Build Contacts and Relationships with Grant Makers
- Invite them to speak at your meetings and events
- Offer to speak at their events and conferences

Associations
- May provide assistance and strategic planning to multiple agencies making them valuable for partnering or needs analysis
- Write and/or manage grants, especially for pass-through grants
- Can politically influence Block & Formula grants
- Independent budget, potential customer
- Opportunity to offer professional grant training
- *Examples: League of Cities; Councils of Government; Association of Counties; Regional Planning Authorities*

Roadblocks
- Unrealistic expectations, assure goals and responsibilities are clearly defined
- Lack of understanding the grant process, seek training or call the TD SYNNEX Public Sector team
- Number of awards per grant, what is the minimum and maximum award, is it worth the effort
- Matching Funds, assure there are funds available early in the process
- Deadlines, plan well and execute

GOOD QUESTIONS TO ASK

- Does the organization have funds readily available to put toward the project? Funding agencies and organizations require local investment in a project. In the grant world this is called Matching Funds or Seed Money. The amount varies but is typically between 10% and 50%.

- Does the organization have a grant or fund-raising department? This would be the first stop to look for grant support.

- Does the organization participate in any partnerships or consortiums? Teaming with other organizations makes a stronger case for grant funding.

- What is the timeline of the project? Any procurement less than 6 months out would not provide sufficient time to allow the grant process to play out.

- Who are the beneficiaries of the project? Specific beneficiaries or target populations must be identified. The more beneficiaries the better the chances of obtaining funding.

- What are the goals and objectives of the project? There must be measurable and definable goals.

- What happens to the project when the grant money runs out? Grant funders take great care not to put an organization at financial risk to support a new project beyond the grant funding.

- Is there a proposed budget for the project? Any budget or financial statement should be as accurate as possible and realistic.

- Who will manage the project? Grant funders will want progress reports and final evaluations. Project managers with experience are highly prized.

- Are you or your customer prepared to hire a grant consultant? While there is a cost involved in securing the services of a grant consultant the benefits include a greater chance of winning a grant. (The average cost for grant writing services is $500-$800+)

TD SYNNEX Vertical Alliance and Grant Support

- We enable resellers to expand their business, grow sales, and provide value to their customers through our Grants Program by providing:

- Complimentary access to a searchable database of current funding by topic, state, or grant-maker.

- Strategic planning tools and step-by-step guides to share with your customers such as how to write strong applications.

- Access to vertical subject matter experts to assist with understanding specific vertical funding, relevant technology solutions, market trends and specific opportunities.

- Downloadable funding and grants resources.

- Access to current public-funding events and sessions sponsored by TD SYNNEX Public Sector.

- Erepublic resources for State & Local Government

Areas of Focus

- Safe and intelligent cities and communities

- Strategies to horizontally build out IoT solutions relevant to industry, public health, public safety, and state and local government

- Reseller business growth strategy

- Collaboration with internal TD SYNNEX Public Sector sales associates and subject matter experts

State & Local Vertical Alliance Team

Digital Transformation in the State/Local Government Market via Vertical Alliance
State & Local Government * Public Safety * Healthcare * Transportation * Utilities

- Escalating Subject Matter Expertise service by vertical with both vendors and resellers
- Teaming vendors together for full solutions to solve SLG end user problems
- Tackling the rising challenges faced by States and Cities by providing Intelligent City solutions through alignment in the verticals of State/Local Government: Public Administration, Public Safety, Public Transportation/Utilities, and Public Healthcare
- Concentrated effort with TOP 150 resellers by vertical in expanding sales
- Grants Resource Library being built up, shared internally with teams, and compilation of external facing resources like a Grants Spreadsheet with 81 of the largest opportunities and awards aligned by vertical, plus contact info for vertical leads in every conversation
- Tracking funding by verticals: Example - IIJA (Infrastructure Investment and Jobs Act) - $1.2 trillion - $$$ flowing to SLG via grants - expected to result in additional IT spend for up to 5 years after the program ends in 2026
- Conversations with Business Units and sales teams across TD SYNNEX ecosystem - educating on Vertical Alliance Team capabilities, ways we can help augment sales and help build out solutions with partners so that money isn't left on the table
- Driving solutions for hot topics like Cybersecurity and Broadband across all verticals