

---

Professional Certificate in Grant Writing and Funding Strategies

## Understanding Funders and Their Requirements

---

In the course Professional Certificate in Grant Writing and Funding Strategies, it is essential to understand the key terms and vocabulary related to funders and their requirements. Here are some of the critical terms and concepts you need to know:

1. **Funder:** A funder is an individual, organization, or government agency that provides financial support to a project, program, or organization. Funders can be foundations, corporations, government agencies, or individuals who want to make a difference in a particular field or community.
2. **Grant:** A grant is a financial award given by a funder to support a specific project, program, or organization. Grants do not have to be repaid, but they come with specific requirements and expectations that the grantee must meet.
3. **Request for Proposals (RFP):** An RFP is a document that a funder releases to solicit proposals from potential grantees. The RFP outlines the funder's priorities, goals, and expectations for the grant, as well as the application process and deadline.
4. **Eligibility Criteria:** Eligibility criteria are the requirements that a potential grantee must meet to be considered for a grant. Eligibility criteria can include the organization's tax status, location, mission, and experience.
5. **Narrative:** The narrative is the section of the grant application where the applicant explains the need for the project, the proposed solution, and the expected outcomes. The narrative should be clear, concise, and compelling.
6. **Budget:** The budget is the section of the grant application where the applicant outlines the project's costs, including personnel, equipment, supplies, and travel. The budget should be detailed, accurate, and justified.
7. **Evaluation:** Evaluation is the process of measuring the project's success and impact. Funders want to know that their grants are making a difference, so they require grantees to report on the project's outcomes using specific metrics and indicators.
8. **Logic Model:** A logic model is a visual representation of the project's goals, activities, outputs, and outcomes. It helps the applicant and the funder understand how the project will work and what outcomes to expect.
9. **Matching Funds:** Matching funds are the funds that the grantee must raise to receive the grant. The match can be in cash or in-kind contributions, and it shows the funder that the grantee is committed to the project.
10. **Indirect Costs:** Indirect costs are the expenses that are not directly related to the project but are necessary for the organization's operations. Indirect costs can include rent, utilities, and administrative staff salaries.
11. **Compliance:** Compliance is the process of following the funder's requirements and regulations. Compliance includes reporting, record-keeping, and financial management.
12. **Site Visit:** A site visit is a visit by the funder to the grantee's location to see the project in action. Site

visits can provide the funder with a better understanding of the project and the organization.

13. Stewardship: Stewardship is the process of managing the grant funds responsibly and reporting to the funder on the project's progress. Stewardship includes financial management, communication, and transparency.

14. Renewal Grant: A renewal grant is a grant that is awarded to a grantee for a second or subsequent year. Renewal grants are based on the grantee's performance and progress during the previous year.

15. Capital Campaign: A capital campaign is a fundraising campaign to raise funds for a significant project, such as building construction or renovation. Capital campaigns can take several years and require a significant amount of planning and fundraising.

16. Endowment: An endowment is a fund that is established to provide long-term financial support to an organization. The principal of the endowment is invested, and the interest is used to support the organization's operations or programs.

17. Donor Advised Fund: A donor-advised fund is a charitable giving vehicle that allows individuals or organizations to make a tax-deductible contribution to a fund and then recommend grants to their favorite charities. Donor-advised funds are managed by community foundations or financial institutions.

18. Crowdfunding: Crowdfunding is a fundraising method that uses the internet to raise small amounts of money from a large number of people. Crowdfunding platforms allow individuals or organizations to create a fundraising campaign and share it on social media or email.

19. In-Kind Contribution: An in-kind contribution is a non-cash donation of goods or services. In-kind contributions can be used as matching funds or to reduce the project's costs.

20. Funder Relations: Funder relations are the relationships between the grantee and the funder. Funder relations include communication, reporting, and stewardship.

Now that you understand the key terms and vocabulary related to funders and their requirements, here are some practical applications and challenges:

Example:

Suppose you are applying for a grant from a foundation to fund a program that provides job training to low-income individuals. The RFP outlines the following eligibility criteria:

- \* The organization must be a 501(c)(3) tax-exempt nonprofit.
- \* The organization must be located in the county where the program will be implemented.
- \* The organization must have at least two years of experience providing job training programs.

In your narrative, you will need to explain the need for the program, the proposed solution, and the expected outcomes. You will also need to provide a detailed budget, including personnel, equipment, supplies, and travel costs. You will need to describe your evaluation plan, including the metrics and indicators you will use to measure the program's success.

Practical Application:

Use the key terms and vocabulary to create a logic model for your program. The logic model should include the following elements:

- \* Goals: What are the program's long-term objectives?

- \* Activities: What will the program do to achieve its goals?
- \* Outputs: What are the program's immediate products or services?
- \* Outcomes: What changes will the program produce in the participants or the community?

**Challenge:**

Find a foundation that funds programs similar to yours. Review their website and RFPs to identify their eligibility criteria, priorities, and expectations. Based on your review, create a grant application that meets their requirements.

**Conclusion:**

Understanding funders and their requirements is critical to success in grant writing and funding strategies. By mastering the key terms and vocabulary, you can create compelling grant applications that meet funders' priorities and expectations. Practical applications and challenges can help you apply the concepts and deepen your understanding. Remember, compliance, stewardship, and funder relations are essential components of the grant-making process. By building strong relationships with funders, you can increase your chances of success and make a more significant impact in your community.