

Grant Writing 101

2025 Wispack Foundation Leadership Summit

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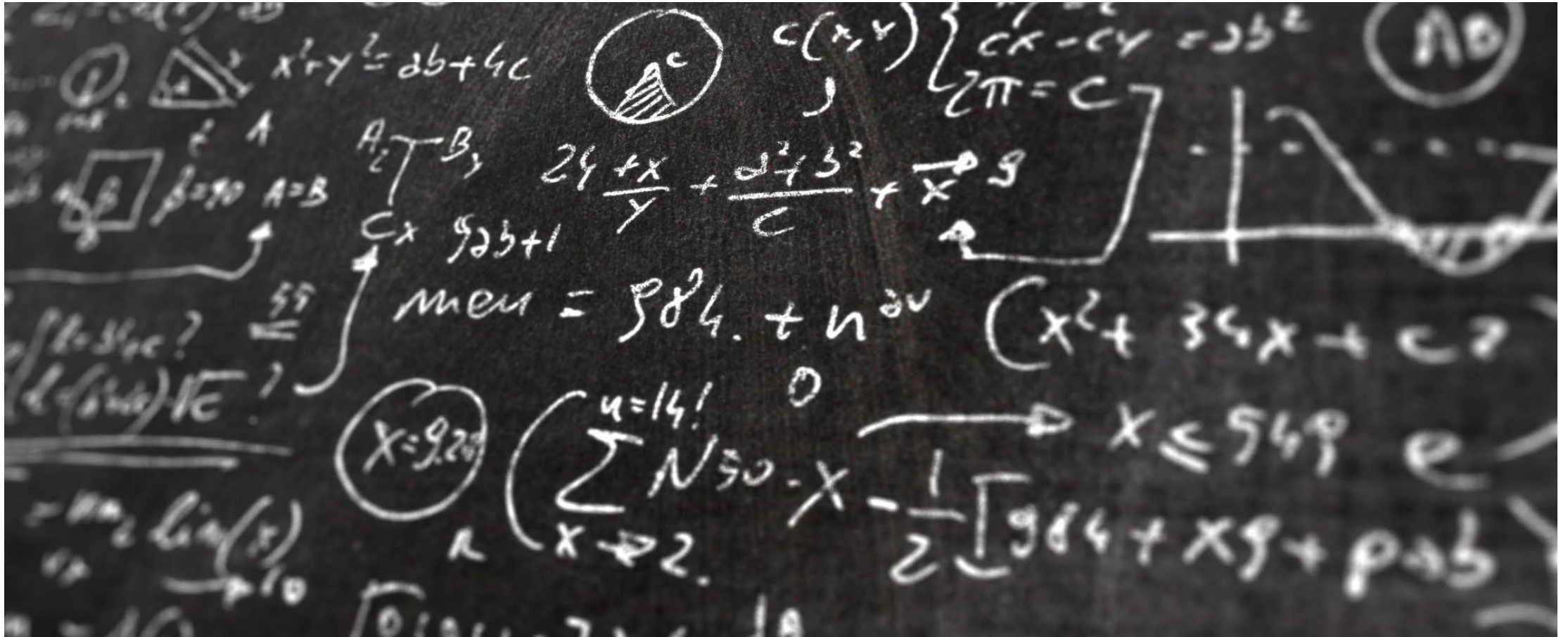
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Upon completion of this session, you should be able to:

- List the basic elements of a proposal
- Draft a standard project proposal
- Identify next steps for submitting a grant proposal
- Follow up with funders after submitting a proposal

The writing process



Proposal writing process steps

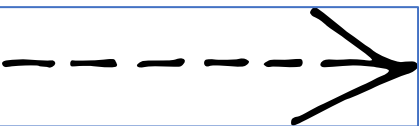


What do you
need the
money for?

Who will you
approach?

How to put it
all together?

What to do
once the
decision has
been made?



Tip: Always follow the funders' guidelines

Formatting

- Many grantmakers use online formats
- Some funders will not have a specific format
- Next, put together a boiler plate proposal

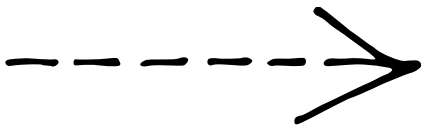


Typical proposal elements

- Executive Summary
- Narrative
 - Statement of Need
 - Project Description
 - Organization Information
 - Conclusion
- Budget
- Supporting Materials

What funders really want to know

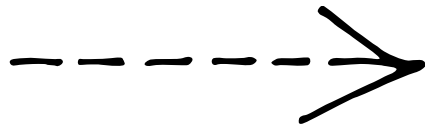
What specific need are you addressing?



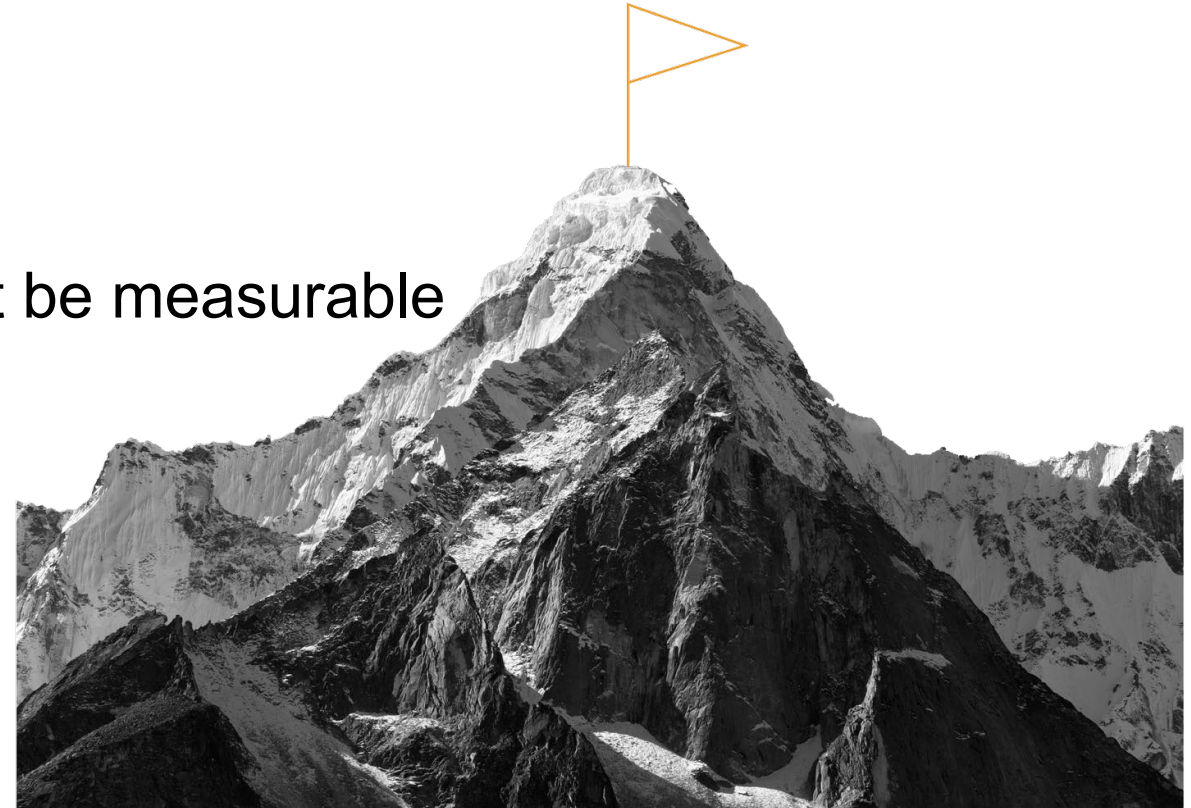
Tip: Make sure it fits the size and scale of your solution



What are you trying to achieve?



Tip: Your outcomes must be measurable



What are your strategies for making it happen?

-----➤ **Tip:** Think of your proposal as an organizing plan

How do you know if you're successful?

- Specify program objectives in measurable terms
- Identify key indicators of success
- Outline data collection and analysis activities
- Develop a timeline to monitor the success of the program

**Why are you the
best organization
to do this work?**



**How will the project sustain
itself in the long run?**

Executive summary

- How do I reduce everything to one page?



Supporting materials

- Follow the funder's guidelines
- Include everything they ask for
(and very little of anything else)
- For online applications, it's ok to add links
where possible

How to follow up

Follow up: If the answer is yes

- Keep the funder informed
- Be responsive
- Do what you said you were going to do



Follow up: If the answer is no

- It's not personal
- Find out why
- Ask about future funding
- Move on; seek other prospects

Key takeaways

- Start with an outline
- Keep the language clear and concise
- Focus on the funders' interests
- Follow the funders' guidelines
- Revise and edit before submitting



Questions?



Introduction to Project Budgets

Upon completion of this session, you should be able to:

- Describe the basic elements of a project budget
- Estimate a project's expenses and income
- Follow up after the project is funded

What funders want to see in project budgets

- Your estimate of the true cost of the project
- Your anticipated income to meet those costs

Components of a project budget I

- **Expenses**

- Direct costs
 - Personnel
 - Non-personnel
- Indirect costs (overhead)

- **Income**

- Grant/Contributions
- Earned income
 - Fees for services
 - Sale of goods

If you know your project, you can plan your budget

- Your budget should be a mirror reflection of your proposal
- Everything that is in your proposal should be represented in your budget

Expenses



How will I know how much my project costs?

- Research three estimates
- Collect and document each quote
- Choose the estimate that is most reasonable and appropriate for your project

Estimating personnel costs

Personnel costs	Who are all the individuals working on the project?	
Executive director		\$ --
Program director		
Program assistant		What are the amounts for salary and wages?
Tutors		
	Sub-total	\$ --
How much time will they dedicate to the project?	Fringe benefit rate	\$ --
	Personnel total	\$ --
		How much do we add for benefits?

Estimating non-personnel costs

Non-personnel costs			
Consultants		Who are the other people working on this project?	\$ --
Supplies/Materials			\$ --
Printing			\$ --
Postage			\$ --
Travel			\$ --
Food/Beverage		What would this include?	\$ --
Program equipment			\$ --
Program space/Rent			\$ --
Program evaluation			\$ --
	Non-personnel total		\$ --

Components of a project budget

- **Expenses**
 - Direct costs
 - Personnel
 - Non-personnel
 - Indirect costs (overhead)

Indirect costs

Indirect costs are also known as:

- Administrative costs
- Overhead costs
- Supportive services
- Operating costs

... Hidden costs

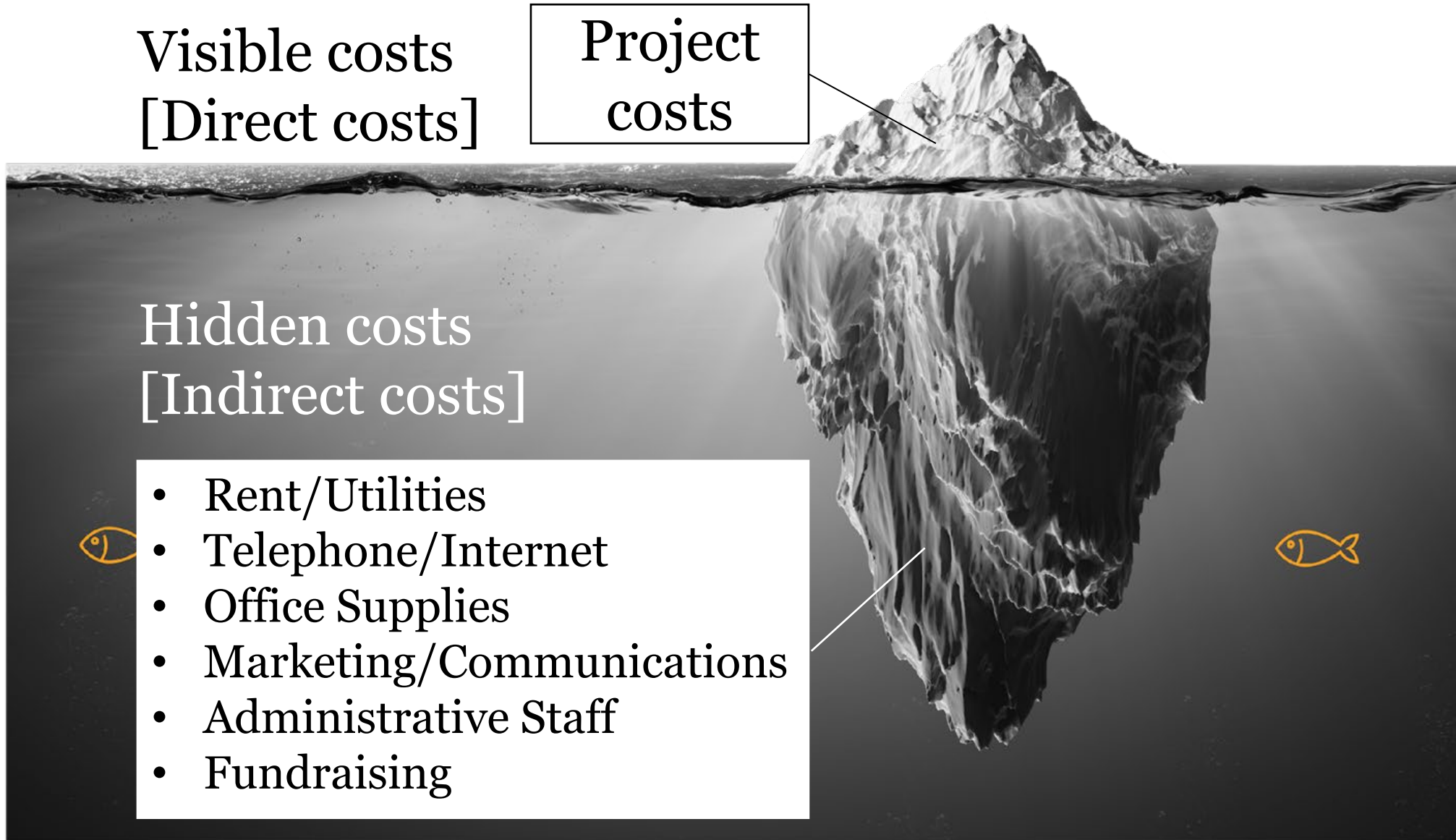
Illustration of hidden costs (aka Indirect Costs)

Visible costs
[Direct costs]

Project
costs

Hidden costs
[Indirect costs]

- Rent/Utilities
- Telephone/Internet
- Office Supplies
- Marketing/Communications
- Administrative Staff
- Fundraising



Calculating your indirect cost rate

Direct program costs

- Youth leadership program.....\$200,000
- College prep program.....\$300,000

Total direct costs.....\$500,000

Indirect program costs

Total indirect costs.....\$100,000

Indirect cost rate = Total indirect costs/Total direct costs
 $\$100,000/\$500,000 = 20\%$

Income



Components of a project budget II

- **Expenses**

- Direct costs
 - Personnel
 - Non-personnel
- Indirect costs (overhead)

- **Income**

- Grant/Contributions
- Earned income
 - Fees for services
 - Sale of goods

Showing your income

Grants/Contributions		
	Government	\$ --
	Foundations	\$ --
	Corporations	\$ --
	Individuals	\$ --
	Federated giving programs	\$ --
Earned Income		
	Events	\$ --
	Publications and products	\$ --
	Fees	\$ --
Membership/Dues		\$ --
In-kind support		\$ --
	Total income	\$ --

Adding in-kind contributions



Wrapping up



Other financial information

- Audited financial statements
- Organization-wide budgets for recent years
- List of supporters / Other funding sources
- Annual report
- Budget narrative
- IRS Form 990



Create and maintain
a “document drawer”

Budget considerations after the grant is approved

- Your budget is something to be considered throughout the grant period
- Reporting requirements include reporting on the actual costs vs. projected costs
- Variances often require approval



Key takeaways

- Know your project thoroughly
- Estimate all the direct costs
- Include a percentage for indirect costs
- Estimate all possible income

Questions?



An aerial photograph of the University of Wisconsin-Milwaukee campus and the surrounding city of Milwaukee. The image shows a dense urban landscape with numerous buildings, including several tall skyscrapers in the distance. A large body of water, likely Lake Michigan, is visible in the background under a cloudy sky. The foreground is dominated by a large, multi-story building complex, likely the main campus area.

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An aerial photograph of the University of Wisconsin-Milwaukee campus and the surrounding city of Milwaukee. The image is in grayscale, except for the yellow text and a yellow bar at the bottom. The campus is densely packed with trees and buildings. In the background, the city skyline is visible, including the Willis Tower. The sky is overcast with dark clouds.

Thank you