

# **SUSTAINABILITY – THE KEY TO THE FUTURE**

## **OVERVIEW OF SESSION:**

- 1. Getting Started On Sustainability**
- 2. Searching for Funding**
- 3. Responding to Request for Proposals  
(RFP)**
- 4. Writing Organized Proposals**

# **WARNING!!!!**

- **THIS IS NOT EASY – IT IS HARD WORK!!!**
- **IT IS TIME-CONSUMING WORK!!!**
- **IT IS ABSOLUTELY NECESSARY WORK!!!**
- **DO NOT ATTEMPT ANY OF THIS ALONE AT ANY TIME!!!**
- **BUILD A HUGE TEAM OF SUPPORTERS!!!**
- **KEEP YOUR EYE ON THE PRIZE!!!**

# **I. GETTING STARTED ON SUSTAINABILITY**

- 1. CREATE and COMMUNICATE A VISION**
- 2. PROVIDE HIGH QUALITY  
AFTERSCHOOL PROGRAMMING**
- 3. CHECK PROGRESS ON MEASURABLE  
OBJECTIVES/OUTCOMES**
- 4. BUILD A BROAD BASE OF COMMUNITY  
SUPPORT**
- 5. DEVELOP A SUSTAINABILITY PLAN**

# **NOTES ON SUSTAINABILITY**

- 1. SUSTAINABILITY IS NOT JUST ABOUT FUNDS/MONEY.**
- 2. FUNDS/MONEY COME FROM 1000S OF SOURCES.**
- 3. ASK FOR FUNDS: LOCALLY FIRST, THEN STATE, THEN NATIONAL AND FEDERAL**

## **II. SEARCHING FOR FUNDING**

### **TWO WAYS TO GENERATE A PROPOSAL:**

- **RESPOND TO A REQUEST FOR PROPOSALS (RFP)**
- **CREATE A PROPOSAL**

## II. SEARCHING FOR FUNDING

### FOUR STEPS:

1. Know Your Organization/Program List
2. Do a Foundation/Funder Search
3. Request Funding Source's Materials
4. Study the Materials and Follow the Guidelines & Directions EXACTLY

## II. SEARCHING FOR FUNDING

### 1. Know Your Organization/Program List

- Put together a group of people
- Chart pad always available
- Thoroughly answer all 7 questions on page 3
- May take several meetings to determine all information

## II. SEARCHING FOR FUNDING

### 2. Do a Foundation/Funding Search

- Have team members familiarize themselves with all websites on pg. 4
- Do a team visit to a Cooperating Center searching The Foundation Directory
- Build your search around the 8 questions on pg. 5



## **II. SEARCHING FOR FUNDING**

### **3. Request Funding Source's Materials**

- Easy – but absolutely necessary – step**
- List of top 5-10 possible funders: check out their websites, request to be put on their mailing lists, have all their publications sent to you (your team)**

## II. SEARCHING FOR FUNDING

### 4. Study the Materials and Follow the Directions

- Wall Charts of Information (forms, page limitations, number of copies, specific phrases, words, concepts)

**FOLLOW DIRECTIONS EXACTLY – THEY WILL KNOW YOU HAVE DONE YOUR HOMEWORK!!!!**

# **RESPONDING TO A REQUEST FOR PROPOSALS (RFP)**

- 1. Read ENTIRE RFP thoroughly**
  - Is the RFP appropriate?**
  - What agency is most appropriate?**
  - Who needs to be on an RFP Committee? Story-teller!!**

# **RESPONDING TO A REQUEST FOR PROPOSALS (RFP)**

## **2. Form a RFP Committee**

- Consider agencies, personnel, clients, story teller**
- Use chart pad paper with common terms, etc.**
- Read RFP out loud, noting questions**
- Attend all conferences, webinars**
- Time-line chart front and center**

# RESPONDING TO A REQUEST FOR PROPOSALS (RFP)

- FOLLOW DIRECTIONS EXACTLY
- BE SURE ALL INVOLVED AGENCIES HAVE READ RFP and FINAL COPY OF RFP PROPOSAL AND ALL ADDENDUMS, AND HAVE SIGNED OFF BEFORE SUBMITTING RFP!!

# **RESPONDING TO A REQUEST FOR PROPOSALS (RFP)**

## **Parts of the RFP Information**

- 1. Introduction/Scope of Proposal Section**
- 2. Proposal Format and Content Section**
- 3. General Instructions**
- 4. Review Process**

# **WRITING AN ORGANIZED PROPOSAL**

- 1. Know Your Organization/Program List**
- 2. Use a Common Grant Application Form**
  - There are 12 CGAs on The Foundation Center Website**
- 3. Proposal Writing Short Course from The Foundation Center**

# WRITING AN ORGANIZED PROPOSAL

## Components of a Proposal

- **Executive Summary**
- **Statement of the Need**
- **Project Description**
- **Budget**
- **Organization Information**
- **Support Material/Information**



# **WRITING AN ORGANIZED PROPOSAL**

## **EXECUTIVE SUMMARY**

- **Overview of proposal, problem, solution, funding requirements, organization's experience**
- **1 page long**
- **Write it after the proposal is completed**

# WRITING AN ORGANIZED PROPOSAL

## STATEMENT OF NEED

- Describe the need through facts and conditions in your community with your target population – not national facts
- 2-3 pages long

# **WRITING AN ORGANIZED PROPOSAL**

## **PROJECT DESCRIPTION**

- **List goals, objectives, activities/strategies, staffing, evaluation & sustainability**
- **3-5 pages long**

# **WRITING AN ORGANIZED PROPOSAL**

## **BUDGET**

- **Budget with line item description & costs**
- **Support and revenue statement**
- **1-3 column budget for multiple sources of income**
- **1-2 pages long**

# **WRITING AN ORGANIZED PROPOSAL**

## **ORGANIZATIONAL INFORMATION**

- **Explain your organization's mission/organizational structure – include brochure in support materials**
- **Copy of IRS letter**

# **WRITING AN ORGANIZED PROPOSAL**

## **SUPPORT MATERIAL**

- **(3) Letters of support from collaborating agencies**
- **Annual Report**
- **Awards/newspaper articles**
- **Limit this section**

# NOTES:

- **Cover letter (on letterhead)**
- **Proposal tightly written, following guidelines (5-15 pages)**
- **Story teller is critical**
- **Describe “Need” with local facts**
- **No jargon, explain acronyms**
- **Explain your organization**

## **NOTES, con't**

- **No “shopping lists”**
- **Evaluation – benchmarks**
- **Continued funding – sustainability**
- **Budgets – foot and add**
- **Attachments – limit the number**



## **NOTES, con't**

- **Draft Letters for Collaborators**
- **Have final proposal read by 4-5 people, including the “Rita Test”**
- **Send to several different funders at the same time**

# NOTES, con't

- **Letter of Intent or Interest (LOI): write entire proposal first, then follow format of Executive Summary for composing the Letter of Intent**
- **Several examples of LOIs on various websites**

# NOTES, con't

- **Follow-up:**
  - 1. Weeks before you get a reply – do not call the funder**
  - 2. Denial Letter or Postcard**
  - 3. Phone call asking for more information or a new budget**

# **AFTER GRANT IS AWARDED**

- **Follow all directions of funder (i.e., reporting ON TIME)**
- **Perform the project to the best of your ability**
- **Meet all timelines and goals and evaluation criteria**
- **Call your program officer if you are confronting issues that may jeopardize future funding**