



Asian American Health Initiative



Together To Build A Healthy Community

Montgomery County Department of Health and Human Services, Asian American Health Initiative
Empowering Community Health Organizations (E.C.H.O.) Project 2012

Workshop #3: Grants 102

Wednesday, May 30, 5:30-8:00pm, Silver Spring Civic Building, Great Hall Room

WORKSHOP SUMMARY

The Montgomery County Department of Health and Human Services, Asian American Health Initiative (AAHI) hosted a free training workshop entitled *Grants 102* as a part of the Empowering Community Health Organizations (E.C.H.O.) Project 2012. AAHI launched this series of practical and professional training workshops in 2011 aimed to build the capacity and sustainability of community organizations that serve Asian Americans in Montgomery County.

A follow-up to AAHI's *Grants 101* workshop held November 2011, *Grants 102* invited leaders of community- and faith-based organizations to learn how to write an effective grant proposal. AAHI invited speaker Kathleen Sheedy, the Grants and Acquisition Manager for the Montgomery County Department of Health and Human Services, to lead the interactive workshop which included two main components: 1) a mock grant proposal and 2) a budget exercise.

The workshop began with a brief overview of grant writing. The process initiates with a Request for Proposal (RFP), also referred to by funders as a Request for Application (RFA) or Request for Bid (RFB), in which a funder invites interested grant seekers to apply for particular funding. The main challenge of grant writing is to create a proposal that effectively conveys the organization's mission, enthusiasm and ability to do the job.

Speaker Contact:

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ACTIVITY SUMMARY

Participants were divided into small groups and provided with a mock Request for Proposals scenario (see *Request for Proposals Worksheet A* below). Groups were tasked to briefly develop a mock one-year project “aimed to build a healthy community in Montgomery County” and request funding up to \$100,000. The following captures proposed project ideas discussed by each group.

Group 1

- **Purpose of proposed grant project:** To provide outreach and education on cancer screening, domestic violence, healthy eating, and physical fitness among Filipino Americans through a biannual health fair. Create incentives to attend the health fair.
- **Potential partners:** Hospitals, faith based organizations, YMCA, domestic violence advocacy groups, restaurants, police, nurses, community organizations
- **Evaluation plan:** Measure attendance of health fair; develop tracking system and satisfaction surveys to monitor behavior and lifestyles changes.

Group 2

- **Purpose of proposed grant project:** To maintain or improve well being of Vietnamese Americans in the DC metro area by raising awareness and educating about Hepatitis B.
- **Potential partners:** Vietnamese medical association, faith based organizations (Vietnamese churches), Montgomery County Department of Health and Human Services Asian American Health Initiative, Hepatitis B advocacy organizations, communities that hold lunar festivals
- **Evaluation plan:** Measure number of screenings and awareness of symptoms; follow up phone calls to gauge participant satisfaction with the program.

Group 3

- **Purpose of proposed grant project:** To encourage academic achievement and improve health among youth through sports by tracking academic success. Funding would be used for space, staff and equipment.
- **Potential partners:** Faith based organizations, Montgomery County Public Schools, professional sports foundations (e.g. Tiger Woods Foundation, NFL Play 60, NBA Cares)
- **Evaluation plan:** Measure number of youth enrolled and number of college admissions; administer surveys to youth and parents to measure academic improvement throughout project.

Group 5

- **Purpose of proposed grant project:** To provide nutrition education, health promotion and physical examinations for recent male immigrants 18 years and older. Goal to serve 20 patients per month.
- **Potential partners:** Clinics, laboratories, volunteer doctors, nurses, mental health counselors, social workers
- **Evaluation plan:** Measure health improvement after one year of project involvement.

Group 6

- **Purpose of proposal:** To provide services such as health screenings, health education, basic primary care and a senior day care program for low income seniors in Montgomery County.
- **Potential partners:** Montgomery Hospice, senior advocacy groups, Montgomery College, University of Maryland, regional hospitals, interpreter organizations
- **Evaluation plan:** Track number of clinic attendees and enrollees in senior day care program; monitor health outcomes and administer satisfaction surveys; hold regular patient advisory group meetings.

Group 7

- **Purpose of proposal:** To develop and disseminate health information that is culturally sensitive and appropriate for immigrant and minority women who lack access to healthcare due to cultural and language barriers. Develop materials in different languages and increase access to services and resources at local hospitals and clinics.
- **Potential partners:** Clinics and hospitals in the region, faith based organizations
- **Evaluation plan:** Track number of immigrant and minority women accessing services and partner with hospitals and clinics to ensure collection of ethnicity data.

GRANT PROPOSAL WRITING: TIPS AND ADVICE

Communicate and build relationships with funders.

- If a question arises, contact the funding organization. They are a good source of information and can assist with the application process. They may offer suggestions or examples of best practices. Funders can be a great source of technical assistance with many aspects of an organization beyond the proposal process.

Demonstrate to funders that the proposal is a beneficial investment.

- It is important to develop an evaluation plan with measurable results. Explain how a project's goals and outcomes will be achieved to help illustrate the return on investment.
- Incorporate evaluation metrics to track and measure progress of the project. Doing so may help make a compelling case for funding and allows the funder to envision anticipated results.

Follow directions and be thorough.

- Follow directions provided by funders and provide precisely what is asked for. Adhere to the guidelines, format and deadlines.
- Deadlines are hard and fast, particularly when requesting federal funding. However, organizations occasionally may negotiate for an extension. If an extension is granted, approval must be received in writing from the funder.
- Use good grammar and ensure all spelling is correct before submitting a proposal. Have at least two people not involved in the particular project read through the proposal and double check the math in your budget. Include board members, other volunteers or colleagues at other organizations in the review process. This can help ensure that the proposal is comprehensible to those not familiar with grant-seeking organization.
- Include a table of contents for easy navigation. If providing letters of support, order them by importance.

Explore opportunities for partnership and collaboration.

- Create strategic partnerships not only with similar organizations, but complementary ones. Collaborations allow for greater innovation and creativity because groups can partner with those not part of its traditional approach.
- For example, if an organization provides clinical services, a complementary partner may be a social services or civic organization. Explore resource-sharing options.
- Partnering helps demonstrate to a funder that an organization understands who the key stakeholders are in a particular grant area. It also indicates that others in the community find the proposal valuable.
- In instances where funders seek to fund more established organizations, possibly partner with a more experienced organization.

GRANT BUDGET: TIPS AND ADVICE

The latter portion of the workshop focused on how to prepare a grant budget (see *Sample Budget Worksheet B* and *Mock Budget* below). The budget is a tool that can be used to gain trust from the funder and to demonstrate that a proposal will be a good return on investment.

Provide a comprehensive budget.

- Bear in mind ongoing project expenses such as maintenance, IT support, software costs and insurance. Also consider other costs such as travel or transportation reimbursements, conference and registration fees, lodging, etc.
- Be sure to include indirect expenses that may be needed to administer the grant such as an accountant, administrative assistant, office space, etc.
- Ensure budget calculations are correct. Using an Excel spreadsheet may help to decrease errors. Double check by asking at least two people to calculate the budget by hand. Errors may signal to a funder that an organization will be careless with their money.
- Read thoroughly to understand what items will and will not be funded (e.g., equipment, food).

Explore both monetary and in-kind resources.

- Consider in-kind resources that an organization and its collaborators plan to dedicate to a project. “In-kind” refers to non-monetary resources (e.g., donation of products, equipment, services, or volunteer support).
- Think outside the box for creative sources of support to meet the needs of the project.

Sound financial management helps build trust with the funder.

- Generally, grant-seeking organizations should be prepared for an audit at any time. Thus, it is recommended to have annual audits to ensure sound financial reports and recordkeeping.
- Use an independent auditor to avoid conflicts of interest.
- Many funders require the submission of audited financial reports with applications.

AUDIENCE Q & A

Where can I find Request for Proposals (RFPs)?

Please see list of grant resources in this package.

Is \$6,000 or \$10,000 a reasonable cost for an audit?

It depends on the organization’s budget. The cost of the audit is often worth the investment as it can help build trust with the funder and attract additional funding.

When are audited financial statements submitted?

Audited financial statements are usually submitted with the application. Typically, three years worth of statements are required. However, each funder will have specific requirements so read the RFP carefully. Explore memberships to trade organizations or associations that may offer reduced fees for audits and other business services.

What does it mean to partner with another organization?

Reach out to an organization to build a relationship and discuss ideas and opportunities for collaboration. Connect and network with other volunteers, clients and advisory boards to develop meaningful relationships for community benefit.

WORKSHOP FEEDBACK

Responses from the workshop evaluation forms received. Note: Numbers may not add to 100 due to rounding.

Applying for Grants (check all that apply)

My organization has never considered applying for a grant(s).	31%
My organization is hesitant to apply for grant(s) due to a past failed attempt(s).	3%
My organization has started thinking about applying for a grant(s), but do not intend to within the next month.	26%
My organization intends to apply for a grant(s) in the next month.	13%
My organization has applied for a grant(s) within the past 6 months	13%
My organization has applied for a grant(s) over 6 months ago	3%
My organization has applied for a grant(s) in the past and intends to apply for more grants in the future.	11%

Active Grants (check one)

My organization currently has 1-2 active grants.	19%
My organization currently has 3-4 active grants.	11%
My organization currently has 5 or more active grants.	0%
My organization does not currently have any active grants, but did in the past.	7%
My organization does not currently have any active grants.	63%

Workshop Ratings

	<i>Poor</i>	<i>Fair</i>	<i>Average</i>	<i>Good</i>	<i>Excellent</i>
a. Value of topic				36%	64%
b. Quality of content			3%	33%	64%
c. Quality of speaker				27%	73%
d. Usefulness of handouts		3%	9%	38%	50%
e. Length of workshop		6%	12%	45%	36%
f. Time for questions and answers			16%	41%	44%
g. Overall rating of workshop			3%	38%	59%

GRANTS RESOURCES SUITABLE FOR MONTGOMERY COUNTY COMMUNITY BASED ORGANIZATIONS

GRANT RESOURCES:

Collaboration Council

<http://www.collaborationcouncil.org/>

Community Foundation for Montgomery County

<http://www.thecommunityfoundationmc.org/>

Community Foundation for the National Capital Region

<http://www.cfncr.org/>

Harry and Jeanette Weinberg Foundation

<http://www.hjweinbergfoundation.org/>

Maryland Department of Health and Mental Hygiene Funding Opportunities

<http://dhhm.maryland.gov/mhhd/SitePages/fundopp.aspx>

Maryland Nonprofits (MANO)

<http://www.marylandnonprofits.org/>

Maryland Governor's Grants Office

<http://grants.maryland.gov>

Maryland's Mediation and Conflict Resolution Office (MACRO)

<http://www.courts.state.md.us/macro/index.html>

Mead Family Foundation

<http://www.foundationcenter.org/grantmaker/mead/>

Meyer Foundation

<http://www.meyerfoundation.org/>

Montgomery County Government Grants

<http://www.montgomerycountymd.gov/mcgtmpl.asp?url=/content/pio/grants.asp>

Montgomery County Government, Community Development Block Grant (CDBG)

http://www.montgomerycountymd.gov/dhctmpl.asp?url=/content/dhca/community/Grants_Admin_Spec_Projects.asp. For further information, please contact Stevens Brown at 240-777-3685 or via email at stevens.brown@montgomerycountymd.gov.

Montgomery County Procurement Office:

<http://www.montgomerycountymd.gov/mcgtmpl.asp?url=/content/DGS/pro/index.asp>

Nonprofit Montgomery

<http://nonprofitroundtable.org/montgomery>

Rebuilding Together Montgomery County

<http://www.rebuildingtogethermc.org/>

Target, Wal-Mart, Lowes and Home Depot Small Grant Programs

See respective company website

Trawick Foundation
<http://www.trawick.org/>

U.S. Federal Government Grants
www.grants.gov

Washington Area Women's Foundation, Rainmakers Circle
<http://thewomensfoundation.org/>

Women Helping Others Foundation
<http://www.whofoundation.org/>

ADDITIONAL RESOURCES:

Asian Americans/Pacific Islanders in Philanthropy (AAPIP)
<http://www.aapip.org/>

Foundation Center Trend, Free Tracker
<http://charts.foundationcenter.org/iodaweb/indGrants.aspx>

Foundation Center, Free Webinars
<http://foundationcenter.org/getstarted/training/webinars/>

Online Fundraising & Nonprofit Marketing Learning Center
<http://www.fundraising123.org>

Disclaimer: This list is provided as reference only. A listing does not imply its endorsement or recommendation by the Asian American Health Initiative or the Montgomery County Department of Health and Human Services. For more detailed information, please refer to the respective organization.

REQUEST FOR PROPOSALS (RFP) WORKSHEET A

The Sample Foundation is currently accepting grant proposals for projects aimed to build a healthy community in Montgomery County.

Funding Period:	July 1, 2012 - June 30, 2013
Funding Available:	Up to \$100,000
Application Due Date:	May 30, 2012

Please address the following in your proposal:

- 1. Name of organization:**
- 2. Total amount requested:**
- 3. Purpose of organization.** Include the organizational mission and geographic scope of services.
- 4. Purpose of proposed grant project.** Include the purpose of the project, program objectives, population served and the unduplicated number of individuals to be served.
- 5. Who are your partners for this proposal?**
- 6. Recent or proposed program evaluation.** Describe how you plan to demonstrate the effectiveness of the proposed project.

SAMPLE BUDGET WORKSHEET B

A. DIRECT EXPENSES	DESCRIPTION	IN-KIND MATCH	REQUEST
Personnel			
<i>Salary</i>			
<i>Fringe Benefits</i>			
	<i>Subtotal</i>		
Contractual			
	<i>Subtotal</i>		
Equipment			
	<i>Subtotal</i>		
Supplies			
	<i>Subtotal</i>		
Travel			
	<i>Subtotal</i>		
Other			
	<i>Subtotal</i>		
Total Direct Expenses			
B. INDIRECT EXPENSES	DESCRIPTION		REQUEST
State percentage and base			
Total Costs		Total In-Kind	Total Request

SAMPLE BUDGET WORKSHEET B: Mock Heart Health Project (For reference only)

A. DIRECT EXPENSES	DESCRIPTION	IN-KIND MATCH	REQUEST
Personnel			
<i>Salary</i>	Program Coordinator, Full time		30,000
	Community Outreach Worker, Part time		10,000
	Social Media Coordinator, Part time	5,000	
	Volunteer Nurse, Part time	10,000	
<i>Fringe Benefits</i>	Benefit package for all personnel (20%)		10,000
	<i>Subtotal</i>	<i>15,000</i>	<i>50,000</i>
Contractual			
	Consultants		2,000
	Training Facilitator		500
	Evaluator and Evaluation Design		8,300
	Trained Medical Interpreter		15,000
	Translation Services		1,500
	Graphic Artist	2,000	
	<i>Subtotal</i>	<i>2,000</i>	<i>27,300</i>
Equipment			
	Laptop		500
	Blood Pressure Cuffs		200
	Mobile Medical Screening Van	5,000	
	<i>Subtotal</i>	<i>5000</i>	<i>700</i>
Supplies			
	Educational Materials		2000
	Radio Public Service Announcements	1,000	
	Photocopies		500
	Postage		500
	<i>Subtotal</i>	<i>1,000</i>	<i>3,000</i>
Travel			
	Local mileage (\$0.55/mile)		300
	Professional Development Conference Registration Fee		350
	Conference Air/ Ground Transportation		100
	Conference Lodging		100
	Conference Meals		50
	<i>Subtotal</i>	<i>0</i>	<i>900</i>
Total Direct Expenses		23,000	81,900
B. INDIRECT EXPENSES			
DESCRIPTION			REQUEST
State percentage and base	7% of total direct expenses		5733
Total Costs		Total In-Kind 23,000	Total Request 87,633

WORKSHOP PARTICIPANTS

The following participants provided AAHI permission to publish their name and contact information.

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Disclaimer: This document presents a summary of the discussions shared throughout the workshop.