

Finding Grants and Writing Proposals

Niche Pork Conference

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Grant

- A gift for a particular purpose

Proposal

- An act of putting forward or stating something for consideration

Starting your research

- Public, private and governmental organizations make grants
- May change
 - in number
 - in organizational emphasis
 - in terms of approved projects

Starting your research

- Use directories or catalogs of grant-making organizations
 - Check your local library
 - Council of MI Foundations (www.cmif.org)
 - Foundation Grants to Individuals (<http://gtionline.fdncenter.org>)
 - Foundation Directory
 - National Directory of Corporate Giving

Starting your research

- Get and use application materials from the grant-making organization(s) in which you are interested
- Identify requirements of the grant-making organizations and be sure that you and your project fit them

Starting your research

- Be sure that the grant-making organization can provide the resources that you need
 - Some grant-makers do not provide funds for structures
 - Others do not provide funds for meals, etc.
 - Check it out

Starting your research

- Understand what a grant-making organization expects from you in return for any support that they may provide
 - Reports???
 - Documentation???
 - Intellectual property rights???
 - Limitations on what you share???

Starting your research

- Impact of grant on your taxable income
- IRS 990-PF required for private foundations
 - Foundation assets
 - Grants made during previous year
 - Examples of approved grants

Starting your research

- How well does your idea fit the organization?
 - Stated mission, objectives
 - *“The Edward Lowe Foundation champions the entrepreneurial spirit by providing assistance to not-for-profit organizations that work with second-stage business owners.”*
 - Area(s) of interest
 - Previously funded groups, initiatives
 - Proposals approved in past
 - Avoid shotgun approach

The grant proposal

- A written description of the project you wish to have supported
- Usually info about applicant, project, budget
- Varies in length and detail
- **What does the organization require in the submission?**

The grant proposal

- Target or tailor each application to the organization you approach
- How will your project meet the organization's needs?
- Similar to a business plan
 - Product or service to be provided
 - Management team and qualifications
 - Resources available
 - Necessary funds and how they will be used

The grant proposal

- Cover letter
 - Introduces you and your proposal
 - Strategically links your proposal with funder's mission and grant-making interests

The grant proposal

- Date
- Legal name of applicant
- Contact information: address, telephone, email
- Project name
- Beginning, ending dates
- Amount requested

The grant proposal

- Executive summary
- Narrative
 - Purpose
 - Problems to be addressed
 - Who will benefit?
 - Goals, objectives, action plans
 - Timetable
 - Who will be involved & how?
 - Applicant qualifications
 - Plans for continued funding

The grant proposal

□ Evaluation

- How will you define and measure success?
- How will you use evaluation results?
- Who will be involved in evaluation and how?

The grant proposal

- Budget narrative, justification
 - Budget
 - How each budget line fits into project and how calculated
 - Funding from other sources

The grant proposal

- Applicant information
 - History
 - Goals
 - Current activities and accomplishments
- Attachments
 - Letters of support
 - Detailed support information as required

Types of funding

- Project grant
- Operating grant
- Start-up funds, seed money
- Challenge or matching grant
- In-kind or non-cash donation
- Technical assistance
- Fellowships

Possible Niche Pork Grant-makers

- USDA
 - SARE Farmer/Rancher Grant Program
 - Value-Added Producer Grants
 - Renewable Energy Systems and Energy Efficiency Improvements Program
 - Small Business Innovation Research grants
- Frontera Farmer Foundation
- Farm Aid
- Animal Compassion Foundation
- Organic Farming Research Foundation

USDA Sustainable Agriculture Research and Education Program

- (www.sare.org)
- Farmer/ Rancher Grant Program
- Up to \$6000/individual; \$18,000/group of 3 or more independent farmers
- Call for proposals posted in early fall; proposals due late fall

SARE: Sample funded proposals

- Production cost vs. market value comparison of rare breed and commercial swine (FS04-179)
 - Compared average weaned weight per pig; market average price per pound; net profit for 1) Tamworth sows on rotational grazing; 2) Yorkshire sows on rotational grazing; 3) Yorkshire sows in confinement
- Farrow to finish premium pastured pork (FNE03-477)
 - Assessed viability of adding value to pork by offering pastured, additive-free, locally-raised pork at a premium price

SARE: Sample funded proposals

- Research, development and marketing of value-added pork products
 - Developed business and marketing plan, including logo, label, packaging, brochures, marketable products, market outlets, HACCP guidelines.
 - Summarized PA regulations for retailing brand identified pork

SARE: Sample funded proposals

- Utilizing chopped waste paper for bedding in a hog operation
- Sustainable hog production in old farm buildings
- Comparison of winter farrowing techniques on 4 farms for high value pork production for Niman Ranch

Frontera Farmer Foundation

- www.fronterakitchens.com/restaurants/foundation/fff_grant_app.html
- “. . . promoting small, sustainable Midwestern farms serving the Chicago area by providing them with capital development grants”
- Up to \$12,000
- Due January 15, 2007
- Seven grants awarded in 2004

Farm Aid

- Farm Action Grants
- Food Systems Grants
- Farm Policy Grants
- Applicants must be non-profit organizations
- www.farmaid.org

Value-added producer grants

- ❑ USDA Rural Development
(www.rurdev.usda.gov/rbs/coops/vadg.htm)
- ❑ To help independent farmers enter into value-added activities
- ❑ \$1.5 million for requests of \$25,000 or less
- ❑ Funds for planning activities or working capital, but not for both
- ❑ \$100,000 max for planning; \$300,000 for working capital
- ❑ Proposals due March 31, 2007 ?

Renewable Energy Systems and Energy Efficiency Improvements Program

- USDA Rural Development (www.rurdev.usda.gov)
- to assist farmers, ranchers, and rural small businesses develop renewable energy systems, make energy efficiency improvements
- develop or improve wind power, anaerobic digester, solar, ethanol and other bioenergy related systems or energy efficiency improvements.
- for farmers or rural small businesses, U.S. citizens or legal residents, with demonstrated financial need
- pays up to 25 percent eligible project costs
- call for proposals anticipated in spring

Organic Farming Research Foundation

- www.ofrf.org
- Funds organic farming and food systems research and dissemination to organic and transition farmers
- Average grant ~\$8,000

Animal Compassion Foundation

- ❑ established by Whole Foods Market
- ❑ www.animalcompassionfoundation.org
- ❑ create a network for the global exchange of humane animal husbandry techniques
- ❑ proposal process not yet posted

Small Business

Innovation Research Grant

- www.csrees.usda.gov/fo/fundview.cfm?fnum=1440
- Develop new technologies and information to improve small and mid-size farm viability and profitability
 - new ag enterprises focused on specialty farm products, how to market them
 - new management tools to enhance small farm efficiency, profitability
 - farming methods appropriately scaled to small farms; directed at more efficient use of natural resources
 - develop new educational tools to ensure that small farmers have the information they need for sustainable, profitable operation

Other federal government resources

□ Building Better Rural Places

- www.attra.org/attra-pub/summaries/betterrural.html
- Directory of federal programs offering assistance in sustainable agriculture, forestry, conservation and community development
- written for anyone seeking help from federal programs to foster innovative enterprises in agriculture and forestry in the United States

Improve your chances of success

- Have others review your proposal and make suggestions
- Read your proposal out loud
- Use spell-check, standard English, good grammar – no typos!
- Come up with a good title – short, informative
- Be realistic

Improve your chances of success

- KISS
- So what?
- Take care with acronyms, abbreviations
- Avoid jargon
- Quantify where appropriate
- Follow directions

Some reasons for rejection

- ❑ Lacks an original idea
- ❑ Problem not important
- ❑ Superficial, unfocused approach
- ❑ Not realistic
- ❑ Confusing or vague
- ❑ Weak rationale

Questions ?