

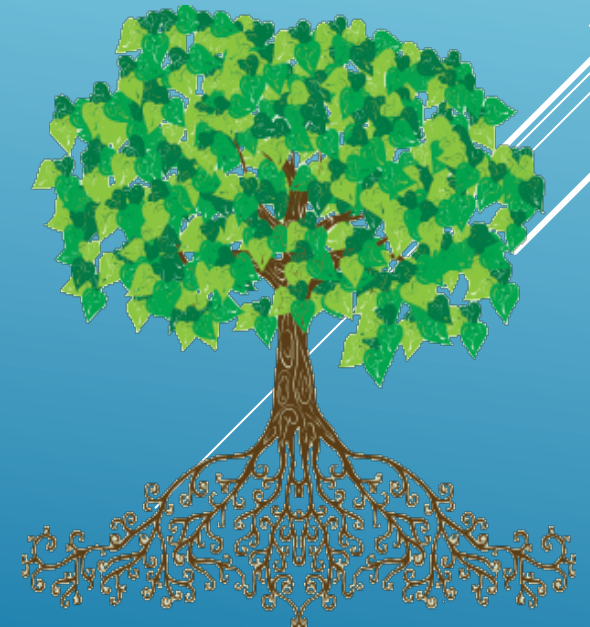
GRANT WRITING BOOT CAMP

Agnes O'Connor-Goun, MBA, LMSW

Goun Associates LLC

Hofstra University

May 24, 2018




OR.....

*how to bring millions of dollars
into your institution and make
yourself indispensable!*

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AGENDA

- ▶ 10:00-11:00 Overview Of The Grant Process
 - ▶ 11:00-12:00 Proposal Development
 - ▶ 12:00-12:30 Lunch
 - ▶ 12:30-1:00 The Reviewer Perspective
 - ▶ 1:00-2:00 Budget Development
 - ▶ 2:00-3:00 Table Exercise
 - ▶ 3:00-3:30 Questions and Wrap-Up
- 
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- ▶ A Little Background (or Why Should You Listen to me?)
- ▶ Wrote my first funded grant in 1996;
- ▶ Success builds upon success: demonstrating experience and know-how is a positive consideration for funders.
- ▶ In the 20 plus years since, I have designed, written and implemented countless grant funded programs funded by:
 - ▶ Multiple Institutes of The National Institutes of Health, including National Institute of Mental Health, National Institute of Child Health & Development, National Institute of Allergy & Infectious Diseases
 - ▶ The Centers for Disease Control and Prevention (CDC)
 - ▶ The Health Resources and Services Administration (HRSA)
 - ▶ The New York State Department of Health, AIDS Institute
 - ▶ Health Research, Inc.

In the past year alone, I brought in **\$11.3 Million** in grants.



GUESS WHICH ONE IS YOU?

Grants- Fact or Fiction?

- ▶ Myth: Special credentials and certifications are required in order to apply for a grant.
- ▶ Fact: Anyone can write a grant. Most funders do require the applicant be a 501(c) 3 entity.
- ▶ Myth: Only huge institutions can get grants.
- ▶ Fact: Many grants are issued to large institutions, but smaller organizations may also apply and be funded.
- ▶ Myth: Developing and managing budgets is extremely difficult.
- ▶ Fact: Guidance is provided in the RFPs and technical assistance is available.


WHAT IS A GRANT?

- ▶ A grant is funding that is bestowed by the government, foundation or other entity (the “grantor”) for specific purposes to an eligible organization (the “grantee”) without expectation of repayment. Grants are generally conditional qualifications as to the use of the funds and compliance with certain standards.

SOURCES OF FUNDING

- Foundations
 - Federal Government
 - State Governments
 - City Governments
 - Corporate Sponsors
 - Community Organizations
- 
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FOUNDATIONS

- ▶ There are over 63,000 foundations that grant \$30 Billion a year for very specific causes
 - ▶ Often “personal”; somehow related to the individual or family
 - ▶ Usually for smaller amounts
 - ▶ Guidestar: <https://www.guidestar.org/NonprofitDirectory.aspx>
- 
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FEDERAL FUNDERS

- ▶ Multiple federal agencies
- ▶ National Institutes of Health, including National Institutes of Mental Health, National Institutes of Allergy and Infectious Diseases, National Institutes of Child Health and Development and many others
- ▶ Centers for Disease Control and Prevention (CDC)
- ▶ Health Resources and Services Administration (HRSA)
- ▶ Substance Abuse Mental Health Services Administration (SAMHSA)
- ▶ Search www.grants.gov

WWW.GRANTS.GOV

- ▶ Grants.gov is an online portal for submitting federal grant applications. It requires a one-time registration in order to submit applications. While Grants.gov registration is a one-time only registration process, it consists of multiple sub-registration processes (i.e., DUNS number and SAM registrations) before you can submit your application. [Note: eRA Commons registration is separate]
- ▶ You can register to obtain a Grants.gov username and password at <http://www.grants.gov/web/grants/register.html>.

Search Grants | GRANTS.GOV

Secure

https://www.grants.gov/web/grants/search-grants.html

Agnes

AppsMy GrouponsBookmarksGoogle CalendarSearch results - oconHomeRRM HRSA PortalInbox (2,467) - oconSelect ApplicationReviewer LoginHRSA-16-185 Panel 1Other bookmarks

GRANTS.GOV

SEARCH: Grant Opportunities Enter Keyword...GO

HOMELEARN GRANTSSEARCH GRANTSAPPLICANTSGRANTORSYSTEM-TO-SYSTEMFORMSCONNECTSUPPORT

GRANTS.GOV > Search Grants

SEARCH GRANTS

BASIC SEARCH CRITERIA:

Keyword(s):

Opportunity Number:

CFDA:

SEARCH

OPPORTUNITY STATUS:

☒ Forecasted (147)

☒ Posted (2,391)

☐ Closed (2,337)

☐ Archived (43,335)

FUNDING INSTRUMENT TYPE:

☒ All Funding Instruments

☐ Cooperative Agreement (751)

☐ Grant (1,893)

☐ Other (71)

☐ Procurement Contract (46)

ELIGIBILITY:

☒ All Eligibilities

☐ City or township governments (1,198)

☐ County governments (1,207)

☐ For profit organizations other than small businesses (1,148)

☐ Independent school districts (1,485)

CATEGORY:

☒ All Categories

☐ Affordable Care Act (1)

☐ Agriculture (73)

☐ Arts (see 'Cultural Affairs' in CFDA) (13)

Search Tips | Export Detailed Data

SORT BY: Posted Date (Descending) Update Sort

DATE RANGE: All Available Update Date Range

1 - 25 OF 2538 MATCHING RESULTS: Previous 1 2 3 4 5 6 ... 102 Next

Opportunity Number	Opportunity Title	Agency	Opportunity Status	Posted Date ↓	Close Date
NPS-18-NEO-0021	Student Conservation Association Intern	DOI-NPS	Posted	04/12/2018	04/21/2018
P18AS00144	Snake River Headwaters Gauging and Remote Sensing	DOI-NPS	Posted	04/12/2018	
K-NOFO-18-104	EcoCinema: A Greener World through Art	DOS-IND	Posted	04/12/2018	06/12/2018
ND-NOFO-18-114	North India Small Grants Program	DOS-IND	Posted	04/12/2018	06/12/2018
K-NOFO-18-106	Catch Them Young with the Entrepreneurship Bug	DOS-IND	Posted	04/12/2018	06/12/2018
PAS-FUKUOKA-FY2018-0002	U.S. Consulate Fukuoka PAS Annual Program Statement	DOS-JPN	Posted	04/12/2018	11/01/2018
M-NOFO-18-108	Promoting Diversity and Tolerance through Interfaith and Interclass Community Service Projects	DOS-IND	Posted	04/12/2018	06/12/2018
FOA-ETA-18-06	State Occupational Licensing Review and Reform	DOL-ETA	Posted	04/12/2018	05/14/2018
ACCESS-TR-NOFO-FY18-RELO-01	Design and Implementation of the English Access Microscholarship Program, 2018-2020	DOS-EUR	Posted	04/12/2018	05/20/2018
FOA-ETA-18-07	Veterans Accelerated Learning for Licensed Occupations Project	DOL-ETA	Posted	04/12/2018	05/14/2018
P18AS00147	Adventure Outdoor Recreation History and Management	DOI-NPS	Posted	04/12/2018	04/21/2018
ECA-ECAPA-18-101	FY 2018 U.S. Exchange Alumni Network and Capacity Building Program	DOS-ECA	Posted	04/12/2018	06/01/2018
P18AS00145	NOTICE OF INTENT TO AWARD: Natural resources support, assistance, and experiences in Everglades National Park: The BioCorps internship program.	DOI-NPS	Posted	04/12/2018	
USGS-18-FA-0109	Non-Competitive Cooperative Agreement	DOI-USGS1	Posted	04/12/2018	04/22/2018
OJJDP-2018-13556	OJJDP FY 18 Law Enforcement-Youth Field Initiated Research and Evaluation Program	USDJ-OJP-OJJDP	Posted	04/12/2018	05/29/2018
OJJDP-2018-13510	OJJDP FY 18 State System Enhancements for Youth	USDJ-OJP	Posted	04/12/2018	05/28/2018

Type here to search

99+

4:32 PM 4/12/2018

NEW YORK STATE FUNDING

- New York State provides funding in many areas of research and development. NYS incorporates many institutes, each of which focuses on specialized areas, including:
 - Department of Health
 - Department of Environmental Conservation
 - Department of Mental Health
 - Department of Agriculture and Markets, among others
- All New York State grant opportunities can be found at:
- **www.grantsgateway.ny.gov**
- Health Research, Inc. **<https://www.healthresearch.org>**



New York State Grants Gateway

[Grants Gateway Login](#)[Grant Opportunity Portal](#)[SHOW HELP](#)[Back](#)

Grant Opportunity Portal - Browse for Opportunities

[Browse for Opportunities](#) | [Search for Opportunities](#)

Browse for Opportunities

Click the **Grant Opportunity Name** to view more detail on Available Opportunities.

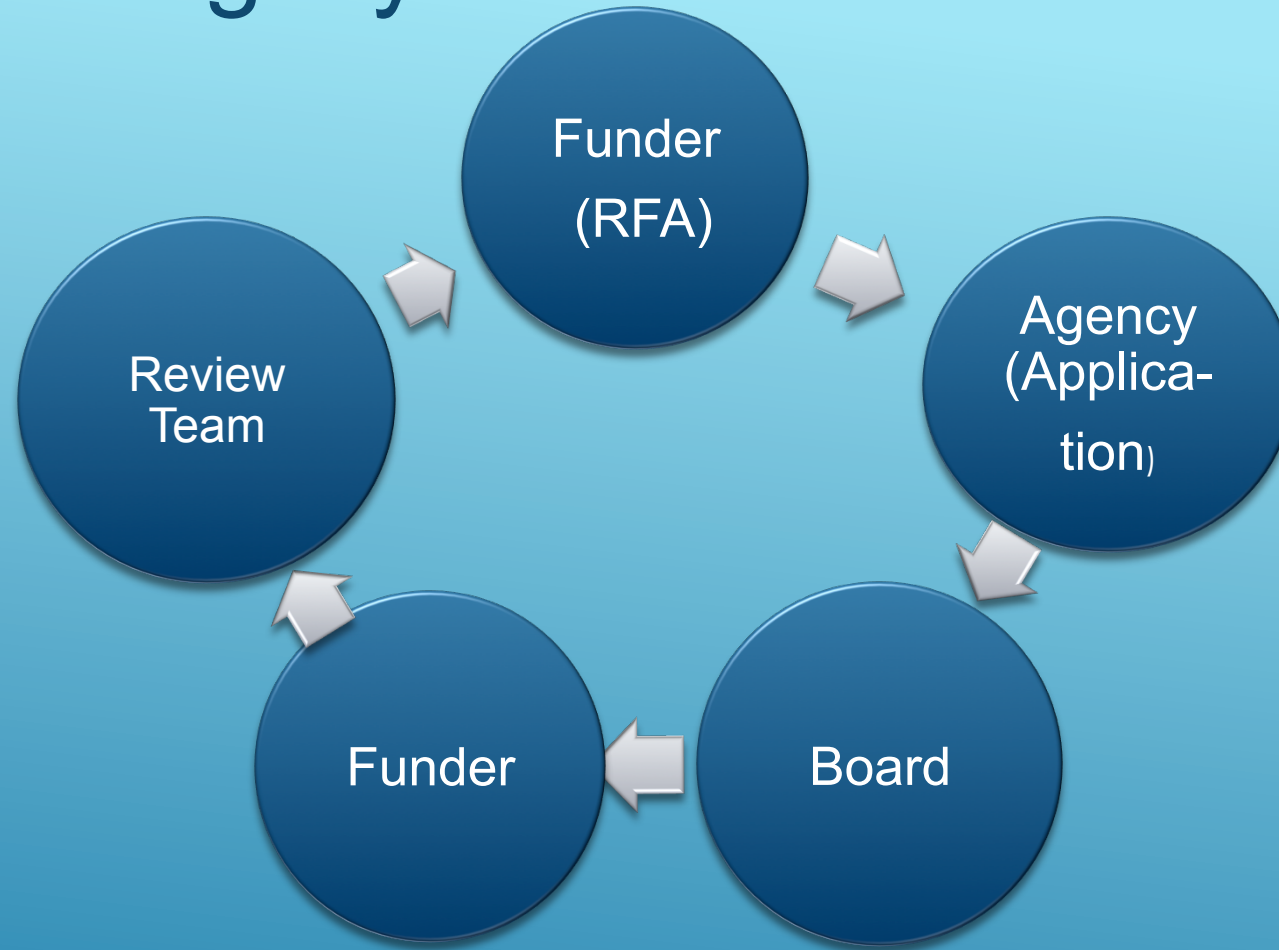
Sort the results by clicking on a column heading (sorting by Eligibility is not an option).

* Information provided on anticipated opportunities is for planning purposes and subject to change.

Funding Agency	Grant Opportunity	Status	Eligibility	Availability Date	Anticipated Release Date	Due Date
Department of Environmental Conservation	2017 Zero-Emission Vehicle (ZEV) Clean Vehicle (Purchase or Lease)	Available	Governmental Entity	September 12, 2017	NA	
Department of Environmental Conservation	2017 Zero-Emission Vehicle (ZEV) Clean Vehicle Infrastructure (Electric Vehicle Supply Equipment and/or Hydrogen Fuel Cell)	Available	Governmental Entity	September 12, 2017	NA	
Department of Environmental Conservation	2018 Public Shellfish Hatchery Engineering Analysis	Available	Governmental Entity, Tribal Organization	February 6, 2018	NA	
Department of Agriculture & Markets	Agricultural and Farmland Protection Planning Grant	Available	Governmental Entity	February 6, 2018	NA	
Office of Mental Health	Apartment Treatment Housing for Adults with Serious Mental Illness - Hutchings and Buffalo Psychiatric Center Catchment Areas	Available	Not-For-Profit	January 25, 2018	NA	



The Funding Cycle

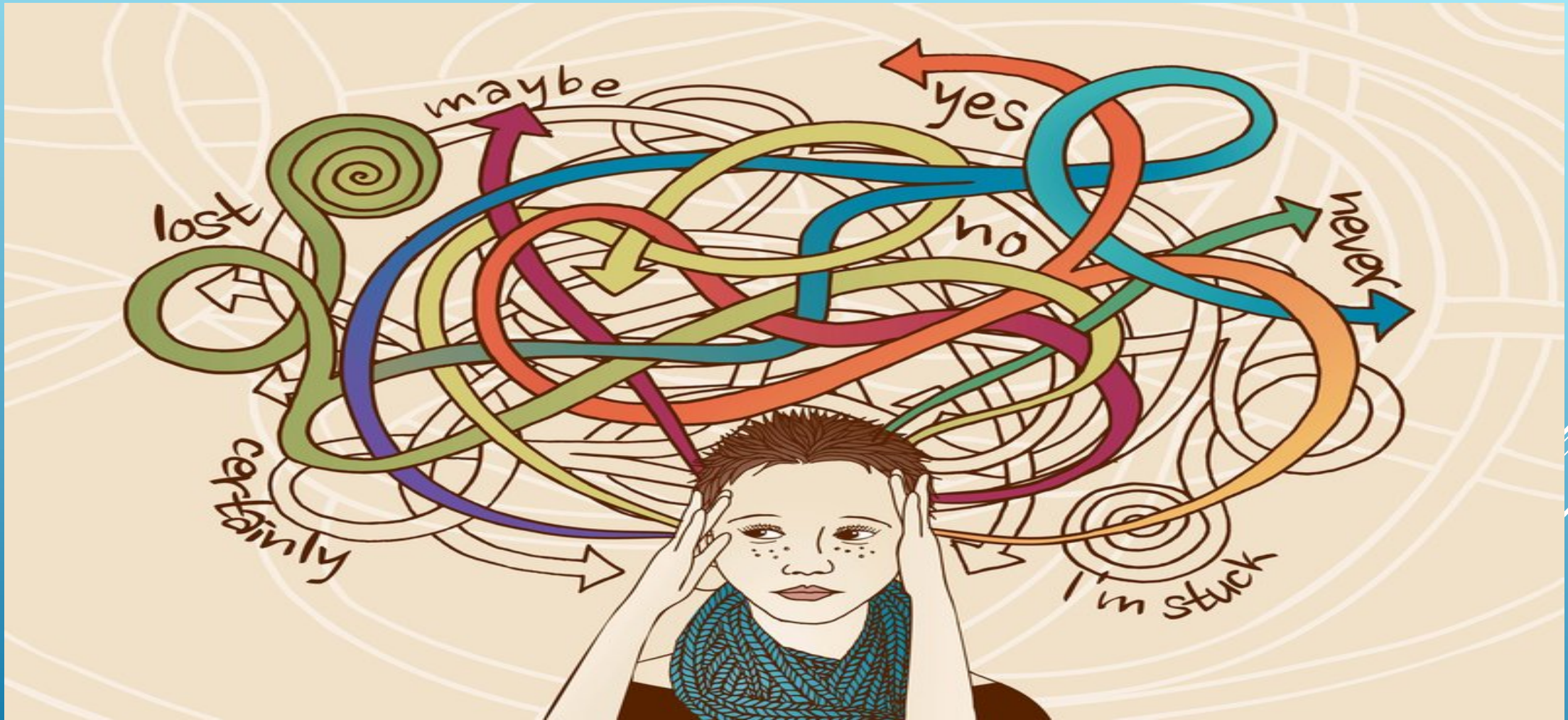


Grants Toolbox



1. 501 (C) 3 DOCUMENT
2. TWO YEARS OF FINANCIAL AUDITS
3. FOR FEDERAL & STATE APPLICATIONS:
 - A. DUN & BRADSTREET DATA UNIVERSAL NUMBERING SYSTEM (DUNS) REGISTRATION
([HTTP://WWW.DNB.COM](http://www.dnb.com))
 - B. GRANTS.GOV, ERA COMMONS
 - C. SYSTEM AWARDS MANAGEMENT (SAM)
4. CERTIFICATES OF INSURANCE, SUCH AS WORKMEN'S COMPENSATION
5. CHECK WITH FUNDER FOR ADDITIONAL REQUIREMENTS SPECIFIC TO THEM

SO, WHERE DO YOU START?

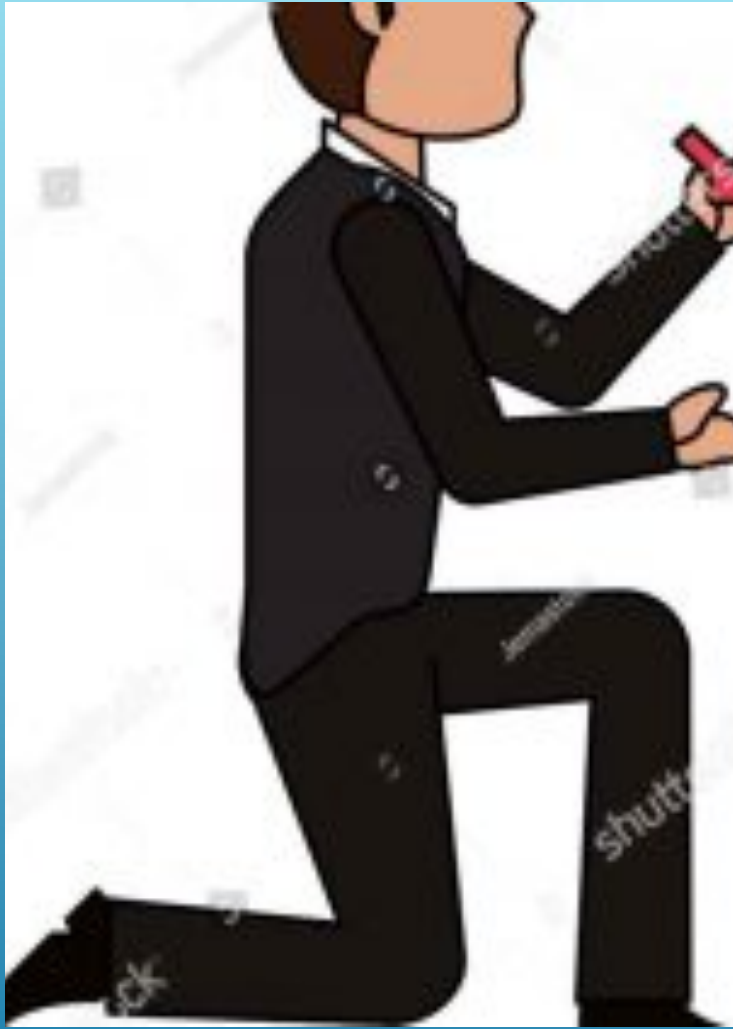


It's all about building blocks!



BUILDING BLOCKS TO DEVELOPING A SUCCESSFUL PROPOSAL

- ▶ 1. Self-evaluation: What is your organization's Mission Statement? Do you have a Strategic Plan that outlines where you want to be in 5 years? 10 years?
- ▶ 2. Needs Assessment: Identify unmet needs in your community or population. What problem or issue do you want to address?
- ▶ Document: Why is this important? Provide objective baseline data that supports the need for these services or initiatives.
- ▶ Focus: Identify what services specifically you propose to address these needs?
- ▶ Demonstrate capacity: Does your agency have the resources to actually provide these services?



*THE
PROPOSAL.....*

PROPOSAL PREPARATION


RULE #1: Follow the instructions!

1. Page Limits? If your page limit is 10 pages and you begin on page 5 and end on page 15, that is 11 Pages. This mistake will disqualify your application from consideration.
2. Font requirements? Margins? Spacing?
3. **USE RECENT REFERENCES!**

What are the components of a proposal?

1. Abstract & Introduction
 2. Statement of Need
 3. Goals and Objectives
 4. Methodology
 5. Evaluation
 6. Sustainability
 7. Budget
- 
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ABSTRACT

- One page synopsis of the entire program being proposed
 - Usually required for federal and sometimes for New York State grant opportunities
 - Abstracts are provided to members of the US Congress, which allocates grant funding
 - Similar to the Introduction, but much shorter
- 
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Who, What, When, Where & Why?

1. Who you are (I.E.: 501 (C) (3) Status, brief overview of your agency capacity) and Where you are located
2. What you are proposing to do and When you propose to do it
3. Why you are the appropriate agency for funding
4. Be brief, succinct and clear; **MAKE EVERY WORD COUNT!**

► **SAMPLE abstract:**

Community Hospital (CH) is a 501(c) (3) organization which serves as the Designated AIDS Center (DAC) in Suffolk County, NY, and is the appropriate agency for this funding. The HIV/AIDS Care Center (CC) at CH has been providing culturally relevant, responsive HIV specialist medical care and services which are linguistically and developmentally appropriate and address race, ethnicity, sexual orientation and gender identity/expression for over 20 years. Over this period, the program has grown and evolved in response to changes in the epidemic. Increasingly, our services began to focus on the highest risk population for HIV infection, that of young men who have sex with men (YMSM), especially those from communities of color. In addition to HIV/AIDS primary care services, the CC has been providing and promoting Pre-Exposure Prophylaxis (PrEP) since 2013 (NYSDOH funded since 2015) and received funding in 2017 from the NYSDOH AIDS Institute to create the *Transgender Care Center (TCC)*, the first and only such initiative on Long Island, expanding CC services to focus on this population. We propose to provide services to the LGBT population, beginning in July, 2019, with a particular focus on transgender men and women on Long Island under Component A, addressing the areas and required outcomes addressed by this RFA.

ACTUAL ABSTRACT

- ▶ The ABC Central School District serves 1,575 students; 58% of whom are economically disadvantaged. Three schools will be participating in the Math Science Grant: the Who Knew Primary School (Grades K-2) and the La La Land Intermediate (Grades 3-5) and Middle Schools (Grades 6-8). The State Education Department also categorized ABC City School District as a Rural District with a High Need /Resource Capacity Category .

REVISED ABSTRACT

- ▶ The ABC Central School District is located in Central New York States and serves 1,575 students. Fully 58% of the student population are economically disadvantaged; 37% are eligible for free lunch (more than double that of average need districts). High levels of free lunch eligibility is highly correlated to decreased academic performance. The State Education Department has categorized ABC City School District as a Rural District with a High Need /Resource Capacity Category. Three schools will be participating in the Math Science Grant: the Who Knew Primary School (Grades K-2) and the La La Land Intermediate (Grades 3-5) and Middle Schools (Grades 6-8). The overarching goal of the Math Science Grant is to increase the percentage of students who master the state examinations by 25% over 3 years.

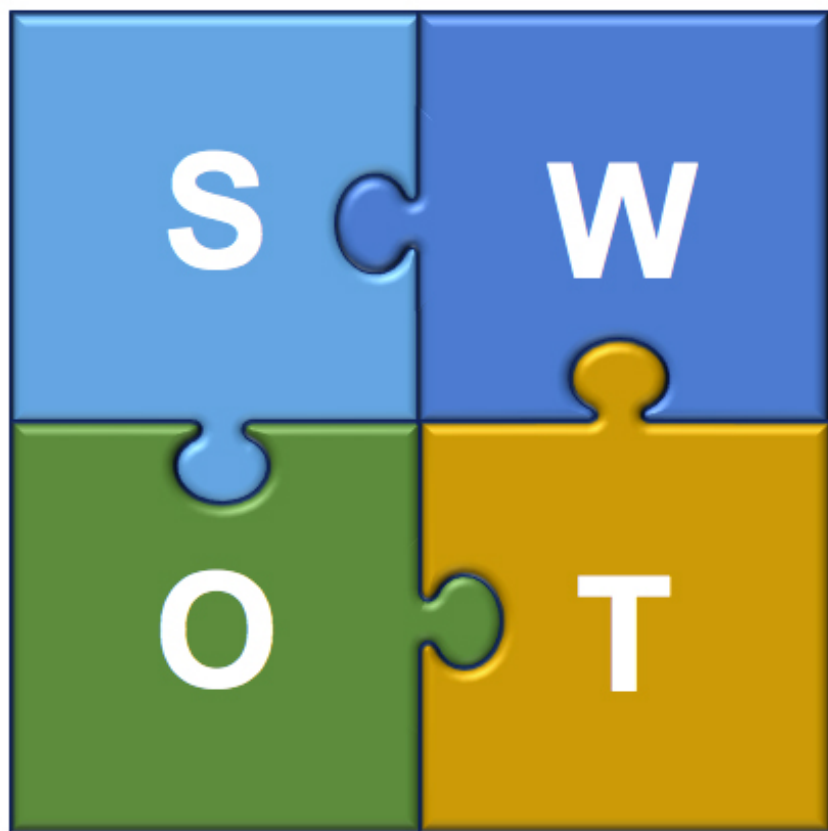
What do you want to accomplish and why?

Mission Statement: defines agency goals and purpose

Needs Assessment: identifies gaps in services to be addressed

Self Assessment: provides realistic view of your agency's capacity to provide services and manage grant funding.

A SWOT Analysis may help you answer this question



STRENGTHS (+)

-
-
-
-

WEAKNESSES (-)

-
-
-
-

OPPORTUNITIES (+)

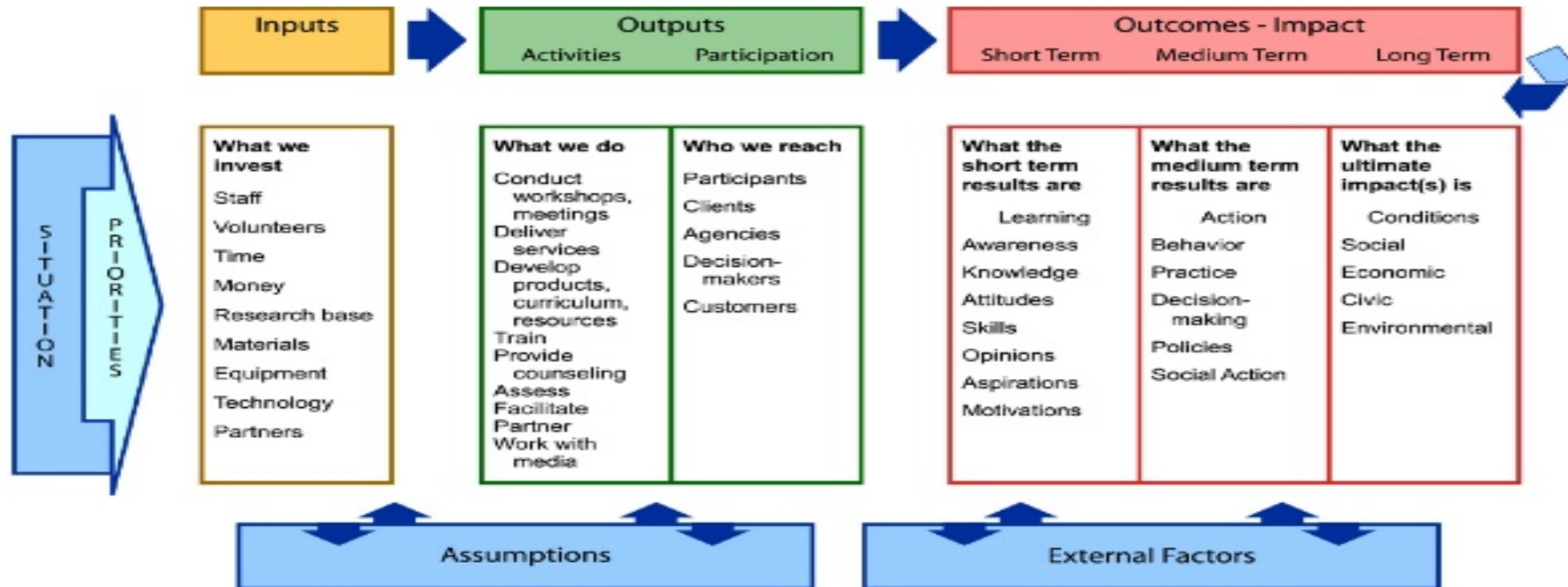
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THREATS (-)

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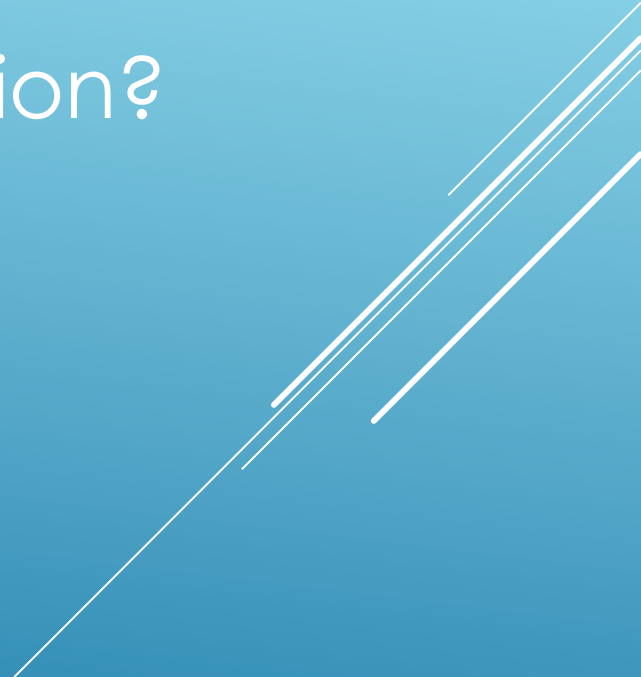
Logic Model

WHAT IS A LOGIC MODEL?




Source: University of Wisconsin Extension, Program Development and Evaluation

Statement of Need

1. What is your targeted population and geographic region?
 2. What unmet need(s) exist in this population?
Provide current baseline Data that
Supports The Need For This Program.
 3. Describe factors that impact on these needs (Barriers And Challenges)
- 
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HOW TO WRITE A COMPELLING NEEDS STATEMENT

- ▶ 1. Focus on ONE main issue
 - ▶ 2. Use current data and statistics
(<https://www.census.gov>)
 - ▶ 3. Be realistic about challenges
 - ▶ 4. Humanize the issue if at all possible;
anecdotal stories bring the issue alive
- 
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GOALS & OBJECTIVES

What do you propose to accomplish? (BROAD GOALS)

Example: reduce new HIV infections in Nassau County, NY

How will you accomplish you goals? (Specific OBJECTIVES)

Example: 100 HIV tests will be conducted monthly in areas of highest need in Nassau County as designated by the NYSDOH from July 2019 - June 2020


The characteristics of effective goals include:

- * Goals address projected outcomes, not how outcomes will be achieved;
- * Goals describe the behavior or condition in the community expected to change;
- * Goals describe who will be affected by the project;
- * Goals lead clearly to one or more measurable results; and
- * Goals Are CONCISE.

► EXAMPLES:

Unclear Goal	Critique	Improved Goal
Increase the substance abuse and HIV/AIDS prevention capacity of the local school district	This goal could be improved by <i>specifying an expected program effect in reducing a health problem</i>	Increase the capacity of the local school district to reduce high-risk behaviors of students that may contribute to substance abuse and/or HIV/AIDS
Decrease the prevalence of marijuana, alcohol, and prescription drug use among youth in the community by increasing the number of schools that implement effective policies, environmental change, intensive training of teachers, and educational approaches to address high-risk behaviors, peer pressure, and tobacco use.	This goal is not concise	Decrease youth substance use in the community by implementing evidence-based programs within the school district that address behaviors that may lead to the initiation of use.

“SMART” OBJECTIVES

- ▶ Specific: what are you doing for whom?
 - ▶ Measurable: is it quantifiable?
 - ▶ Achievable: is it realistic?
 - ▶ Relevant: will it have the desired effect?
 - ▶ Time Bound: when will it be finished?
- 
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EXAMPLES OF SMART AND NOT SMART OBJECTIVES

Non-SMART Objective	Critique	SMART Objective
Teachers will be trained on the selected evidence-based substance abuse prevention curriculum	The objective is not SMART because it is not <u>specific</u> , <u>measurable</u> , or <u>time-bound</u> . It can be made SMART by <i>specifically</i> indicating who is responsible for training the teachers, how many will be trained, who they are, and by when the trainings will be conducted.	By June 1, 2018, LEA supervisory staff will have trained 75% of health education teachers in the local school district on the selected, evidence-based substance abuse prevention curriculum
90% of youth will participate in classes on assertive communication skills	This objective is not SMART because it is not <u>specific</u> or <u>time-bound</u> . It can be made SMART by indicating <i>who</i> will conduct the activity, <i>by when</i> , and <i>who</i> will participate in the lessons on assertive communication skills.	By the end of the 2018 school year, district health educators will have conducted classes on assertive communication skills for 90% of youth in the middle school receiving the substance abuse and HIV prevention curriculum .

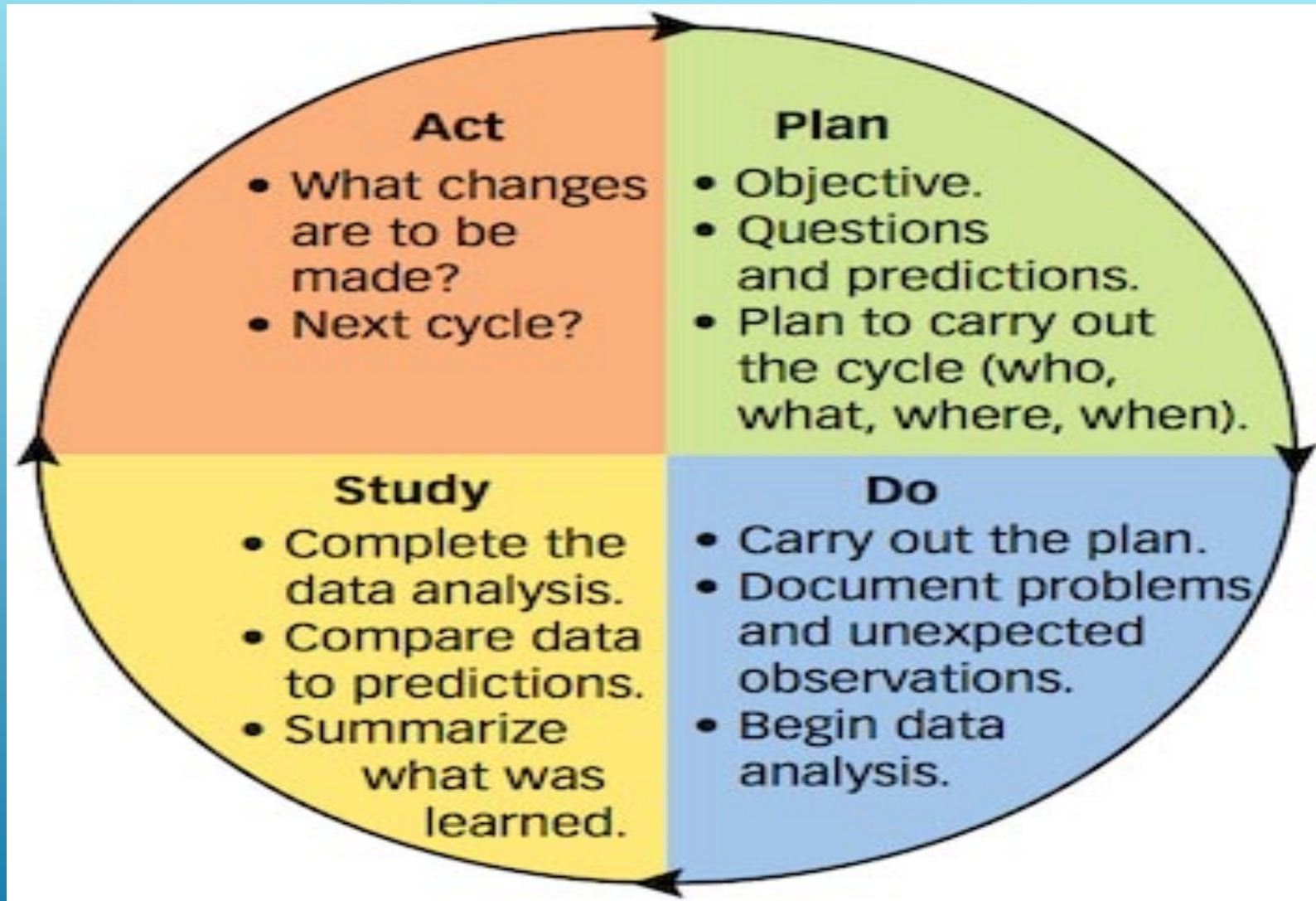
METHODOLOGY

- ▶ What you are proposing to do and how do you propose to do it?
- ▶ Who will be responsible for providing the intervention? Is the intervention “evidence-based”?
- ▶ <https://www.cdc.gov/stltpublichealth/program/resources/evidence.html>

EVALUATION

- Must include quantifiable outcome measures
- Most federal and state funders require data be recorded in their online data management system
- Must have a plan for Continuous Quality Improvement (CQI)

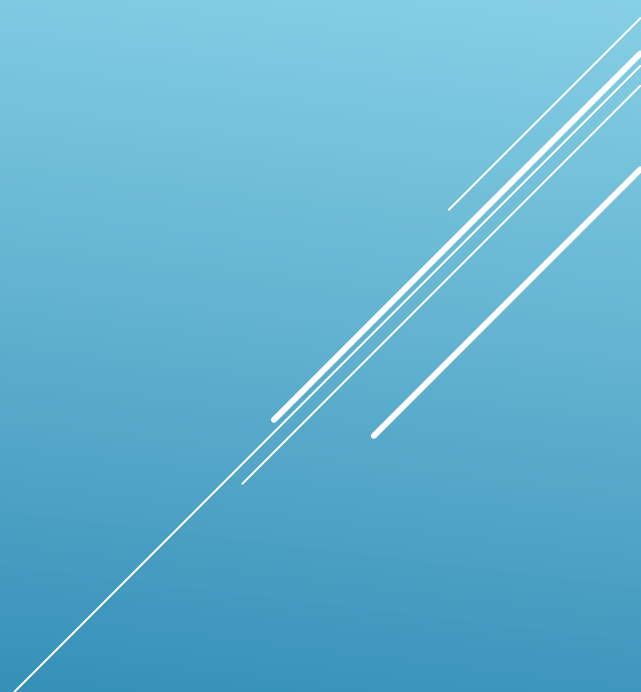
PLAN, DO, STUDY & ACT (PDSA) CYCLES



Sustainability

Funders do not want to fund agencies forever!

Sustainability refers to agency's ability to continue to provide services in the absence of this funding





From the Reviewer Perspective

Rule #1: Follow the Instructions!

Rule #2: Any questions, refer to Rule #1.....

Rule #3: SPELLING AND GRAMMAR COUNT

WHO ARE THESE REVIEWERS ANYWAY?

- They come from all over the country, so expect diversity in experience and backgrounds. This means they know NOTHING about your region or programs!
- Generally, they have academic and/or administrative backgrounds and may not have expertise in your field.
- However, there is usually at least one reviewer who is an expert in the field so be sure your information is accurate.
- This is not their day job; assume that they have worked all day BEFORE they review your application.
- AND, they only have about 1 hour for each application, SO.....

DON'T PISS THEM OFF!!!!

- Make it as easy as possible for them to read and review.
- Don't make the reviewers search for your responses! Clearly number your responses to coincide with the RFA.
- Do not use jargon, colloquialisms, or slang.
- Spell out acronyms the first time you use them in the document.

SPEAK SIMPLY!

Do not use flowery or pretentious language

- “Scintillate, scintillate, diminutive celestial body”
- “Twinkle, twinkle, little star”

AND, IF YOU TAKE NOTHING ELSE
AWAY TODAY.....

“Please see the attached resume’s.”

Resumes is plural, NOT possessive!

“Please see the following Curriculum Vitae’s.”

**The plural of Curriculum Vitae is Curricula Vitae. A
single CV is Curricula Vitae. In either case, it is not
possessive!**



AFTERNOON SESSION

RATIONAL BUDGETING USING YOUR BUILDING BLOCKS

- ▶ Once again, refer to Rule #1!
- ▶ Budget **MUST** reflect the application; it translates the program into dollars
- ▶ Do not put anything into the budget that you have not discussed in your narrative.
- ▶ Be sure to include In-Kind services (those being provided by your agency and not charged to the grant).

ALLOWABLE COSTS

Federal Cost Accounting Standards

<http://www.gasb.org/home>

Funder Restrictions

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DIRECT COSTS FOR GRANTS

Personnel

If your program requires that you cover staff costs, include that salary under the category “personnel.”

If you are hiring new employees, determining the actual salary can be tricky. One place to start is by checking with similar organizations to find out what they are paying program employees in similar positions.

Indicate whether or not a salary is an annual one or an hourly wage.

If hourly, show the breakdown of hours and weeks, such as \$10.00 per hour X 40 hours per week X 52 weeks = \$20,800)

Fringe Benefits

Fringe benefits are taxes and benefits that an employer pays for an employee. They are based on gross annual salary, and depend on the size of the organization. They include FICA (Social Security and Medicare), State and Federal Unemployment Taxes & Insurance and Workmen’s Compensation. They may also include health, dental and life insurances, retirement funding and sick and vacation time.

Other Than Personnel Services (OTPS)

Travel: Make sure to provide precise formulas and documentation for why travel is necessary. Include the cost of a plane ticket, the cost of a hotel per night and the number of nights you will be staying, and a food allowance. Use realistic but conservative figures.

Equipment: Equipment costs should be well defined and include specifications. For example, you might include a high-speed copier system to reproduce reports and other documents for committees, staff members, and volunteers.

Supplies: Funders qualify or define supplies in different ways. Always check with the funding source before including this section. Explain how the supplies assist in running the program. Also, break down supplies into categories such as general office supplies, educational and training supplies, and computer supplies.

In-Kind Contributions: In-kind contributions are goods or services donated to the organization. In-kind contributions include:

- corporate volunteers and pro-bono professional services
- use of a building and utilities
- donation of computers, or other tech resources
- transportation

Line Item	Salary	% FTE	Support Services	Medical Services	CQM	ADM	Total Part D
Personnel	-						
Medical Services	-						
Principal Investigator	\$ 187,000	20%		\$ 37,400			\$ 37,400
Case Manager	\$ 65,405	35%	\$ 22,892				\$ 22,892
Outreach Worker	\$ 46,560	35%	\$ 16,296				\$ 16,296
Program Coordinator	\$ 82,086	15%			\$ 12,313		\$ 12,313
Data Analyst	\$ 66,950	63%			\$ 42,179		\$ 42,179
Administrator	\$ 100,000	13%				\$ 13,000	
Total Salaries Base Award							\$ 131,079
Total Salaries/FTE	\$ 548,001	7.68%	\$ 39,188	\$ 37,400	\$ 42,179	\$ 13,000	\$ 131,079
Fringe Benefits @ 31%	\$ 169,880		\$ 12,148	\$ 11,594	\$ 13,075	\$ 4,030	\$ 40,635
TOTAL PERSONELL	\$ 717,881		\$ 51,336	\$ 48,994	\$ 55,254	\$ 17,030	\$ 171,714
					\$ -		
OTPS							
Travel			\$ 1,308				\$ 1,308
Equipment							
Supplies			\$ 1,200				\$ 1,200
Space and Utilities						In-Kind	In-Kind
Total OTPS							\$ -
Total Direct Expenses							\$ 2,508
Indirect Expenses			\$ 53,844	\$ 48,994	\$ 55,254		\$ 174,222
Total Requested Grant Funds						\$ 17,030	\$ 17,030
Percent of Total Award							\$ 191,252
* Administrative Expenses Cannot Exceed 10% of the Total Requested Grant Award Amount			20%	33%	35%	12%	100%
						Grant Amt	\$ 191,252

BUDGET JUSTIFICATION NARRATIVE

Remember, everything that is mentioned in your narrative application, even if it is In-Kind, must also appear in your budget and budget narrative.

Be as descriptive as possible.

Provide as much detail as possible.

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Narrative Budget Example

PERSONNEL

PRINCIPAL INVESTIGATOR: DR. XYZ WILL SERVE AS PRINCIPAL INVESTIGATOR OF THE PROPOSED INITIATIVE AND WILL OVERSEE ALL ASPECTS OF THE PROJECT. HE WILL SUPERVISE THE ACTIVITIES OF THE MEDICAL CASE MANAGER AND OUTREACH WORKER. DR. XYZ HAS 10 YEARS OF EXPERIENCE IN HIV/AIDS PRIMARY CARE, AND IS THE CLINICAL DIRECTOR OF THE COMMUNITY HOSPITAL PROGRAM, WILL SERVE AS MEDICAL DIRECTOR AS SUCH. HE WILL SUPERVISE ALL ASPECTS OF THE PROPOSED INITIATIVE. HE WILL PROVIDE 20% EFFORT ON THIS INITIATIVE.

OTPS

TRAVEL: A TOTAL OF **\$1,308** IS REQUESTED TO SUPPORT STAFF TRAVEL AT THE GOVERNMENT SERVICES ADMINISTRATION (GSA) RATE OF \$0.545 PER MILE, CALCULATED AT 200 MILES PER MONTH X \$0.545 PER MILE X 12 MONTHS.

Budgeting Tips

1. Have someone else review It; if it doesn't make sense to them, redo it.
2. Double-check your math. 20% of budget submissions contain errors.
3. Make sure that everything you wrote about in your narrative is accounted for in your budget, even if it is In-Kind.

Mother's Arms

Mission: Mother's Arms is a community based nonprofit organization whose mission is to advocate for and provide services that support, educate and guide the expectant mother to achieve a healthy pregnancy, positive family relationships and a successful transition to parenthood. This will be accomplished by:

- Promoting access to care for all women and families especially those who are economically disadvantaged.
- Promoting /providing health education for women, families and the community at large.
- Providing the base for a network of providers, agencies, organizations, groups, and individuals who will collectively cooperate to attain these goals.
- Advocating for increased and improved health and social services and opportunities for women and families.

Mother's Arms has been in existence for 25 years. The agency is governed by a Board of Directors, most of whom come from a Public Health background. It is located in rural New York in an area that has experienced a serious economic downturn with the closing of manufacturing, the principal employer in the area. Its catchment area also includes a major military installation, which deploys active duty military to combat positions in Afghanistan and Iraq. It has an infant mortality rate twice that of the US average; 12.7% of the population lives at 100% of poverty level. It is funded by a HRSA grant, Healthy Babies, and two New York State Department of Health initiatives, Smoking Cessation and Healthy Kids. The staffing configuration consists of an Executive Director, one Case Management Supervisor with a two member case management team and a two member outreach team, whose job it is to go out to conduct home visits with expectant mothers enrolled in the program. Its principal competition is the County Department of Health.

A recent funding opportunity has just been announced by NYS offering funding for maternal-child health initiatives; the maximum annual funding is \$100,00. This is an open-ended opportunity that offers a great deal of flexibility in terms of fundable services.

So, remember the story
about the bully and the
shepherd?



PERCEPTION IS REALITY!



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