

STATEMENT OF NEED:

Brief statement of the problem or need you are addressing. This is your opportunity to demonstrate your understanding of the community's needs. Relevant data, facts, and comparison statistics are a great way to validate the identified need.

- Try to use state and/or national comparison statistics to connect to local statistics. Just listing local statistics (i.e. percentage of youth that report substance abuse in Mobile County) does not allow the reviewer to assess how elevated the rates may be from the norm.
- Avoid using data unrelated to the selected project's outcomes.
- Demonstrate the existing need and justify the project selection.
- Explain funding gaps that necessitate the grant request.

PROJECT PURPOSE & OVERVIEW:

Describe your project inputs & outputs. Share how your organization invests into the project. Provide details on participants, activities, and direct products of the project.

- Share what your organization invests (inputs) to the project (ie: expertise, materials, equipment, technology, partners, staff, volunteers, etc.).
- Share outputs of the project such as participants reached, activities developed or delivered, and direct products that are created from the activities.
- Further define the target population. Provide basic demographic and geographic details.
- Help the reviewer to understand why the project you selected has the potential to impact targeted outcomes in your community.
- For projects being continued or expanded, share outcomes data to demonstrate the impact of previous funds and to demonstrate to the reviewer continued funding is necessary.
- Explain training, hiring and coordination of any new staff or volunteers. Indicate who, when and how.
- Provide basic timeline for project.

IMPACTS & OUTCOMES:

Describe your short-term, intermediate, and long-term outcomes and impacts. Provide evidence that projects are tested and effective.

- Share project evaluation design, implementation, and completion. Even simple project evaluations such as pre event and post event surveys are useful to demonstrate impact of project.
- Share baseline data, briefly highlight the indicators or data that led to the selection of the project and explain the expected impact based on baseline data.
- Explain how the project leads to changes in attitudes, skills, knowledge, actions, and the overall community. Examples may include:
 - Short-term results might include changes to learning such as increased awareness, changes to attitude and opinions, increased knowledge, or changes to intentions or motivations.
 - Intermediate results might include changes to participants' actions such as changes to specific behavior or practice, improvements to individual or group decision-making

processes, changes to household or group policies, increased participation and retention, increased volunteerism or contributions, or changes in social action.

- Long-term results might include changes to overall community conditions such more cost effective programming or economic change to a neighborhood, changes to environmental conditions that lead to safer and more vibrant community, or increased community engagement, collaboration, or social participation.

BUDGET & SUSTAINABILITY:

Funding is provided with the expectation that quality implementation will lead to local community investment in project continuation.

- Provide an annual total cost for the project and when relevant, provide a cost per participant.
- In the budget template, explain which of the expenses will be covered by the proposed grant funds.
- Include existing support and cash or in-kind contributions.
- Highlight past success at fundraising or sustainability.
- Briefly share marketing, relationship building, fundraising events, or grantwriting plans.

GENERAL:

- Start early! Do not wait until the final few days before the deadline to start the application.
- Log in and view the application questions ahead of time. Prepare your answers in advance.
- Proofread! Even small spelling or grammatical errors can cause the reviewer to question your commitment, attention to detail, or ability to manage a proposed project.
- Seek feedback from the project leader/manager on your drafted content and revise draft until the content is clear, comprehensive, and correct. Involve all stakeholders in the grant planning and writing.
- Do not pivot from your organization's mission or target audience just to meet the requirements of the grant guidelines. If you are proposing a project that is in a new focus area for your organization, be prepared to share in more detail why your organization is moving in a new direction, and what supporting data shows you are equipped to deliver that project.